

# How Rain Increased Email Deliverability by 3X and Cracked Email Inboxing



## About Rain

**Rain** is a virtual assets brokerage that offers institutional and retail clients across the Middle East and Turkey the ability to buy, sell, and store virtual assets.

Rain has established itself across the Middle East and Turkey as a trusted and secure platform through the fundamental belief in the regulation of the virtual assets industry.

Rain became the first licensed virtual assets service provider in the Middle East in 2019 and is regulated by the Central Bank of Bahrain. The crypto platform was recently granted Financial Services Permission (FSP) by Abu Dhabi Global Market's (ADGM) Financial Services Regulatory Authority (FSRA) to operate a regulated virtual assets brokerage and custody service in the UAE.

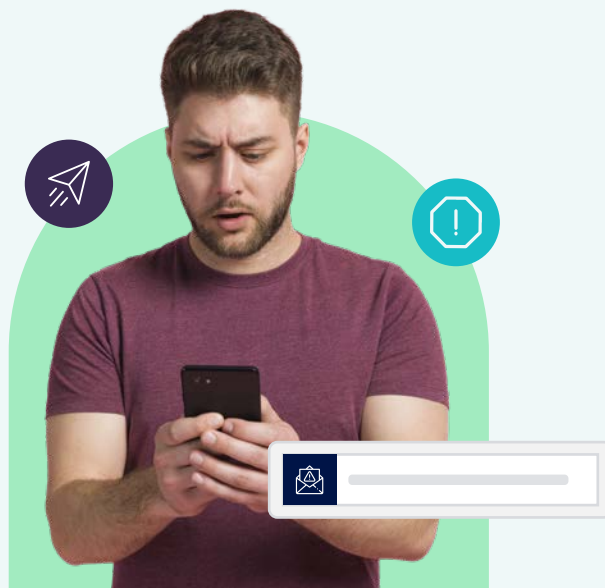
# Email Deliverability and Point Solutions Remained a Constant Engagement Challenge

The concept of customer engagement was not new for the brand. Before partnering with MoEngage, Rain employed a diverse array of products and tools to empower its teams in various domains, such as product analytics, customer engagement, attribution, and reporting.

This comprehensive martech stack enabled Rain to manage and optimize its marketing and customer-related activities efficiently.

**However, a unified platform was missing!**

**Additionally, another challenge faced by Rain was around email deliverability.**



One notable obstacle revolved around email delivery, a common concern in the cryptocurrency industry due to the tendency of certain email servers to flag messages mentioning crypto-related content as spam. Through the collective efforts of the MoEngage team, Rain was able to significantly mitigate this issue and enhance the deliverability of their emails.

Haris Khan

VP of Growth, Rain

Some of the other reasons why Rain preferred MoEngage over other engagement platforms were:



Email Template Migration and SendGrid Configuration



Dedicated Customer Support and Account Manager



Automated Customer Orchestration Journeys



Diverse Communication Channels



Advanced AI-Powered Analytics



Customer Recency, Frequency and Monetary Model (RFM)



Integration with Product Analytics Tool



Integration with Customer Data Platform (CDP)



Dynamic Content APIs Integration



Collectively, these factors illustrated MoEngage's strong alignment with Rain's engagement objectives, making it the optimal choice for their engagement platform need.

Haris Khan

VP of Growth, Rain

## How Rain Overcome Its Challenges With MoEngage's Capabilities and Stellar Support

01

### Cracking the Email Inbox

In a regulated market like cryptocurrency, multichannel approach is only limited to email, push and SMSs; with email being the dominant channel. However, the challenge with emails was around delivery rates.

To overcome this challenge, MoEngage's support, along with their email deliverability consultancy (EDC) worked from scratch, setting up dedicated IPs, conducting IP warm-ups, and gradually increasing send limits. This enhanced inboxing and deliverability.

As a result, Email delivery improved by **3x**, reaching industry-leading delivery rates.



## 02

## Segmented and Personalized Communications

After collaborating with MoEngage, Rain segmented customers based on various events and attributes.

For instance, one such segment was for highly responsive customers. Here, Rain optimized communication, leading to higher open rates and better engagement.

Some of the emails sent to thousands of customers have email open rates of **~40% to ~60%.**

This was made possible due to the personalized and tailored communication sent to customers.



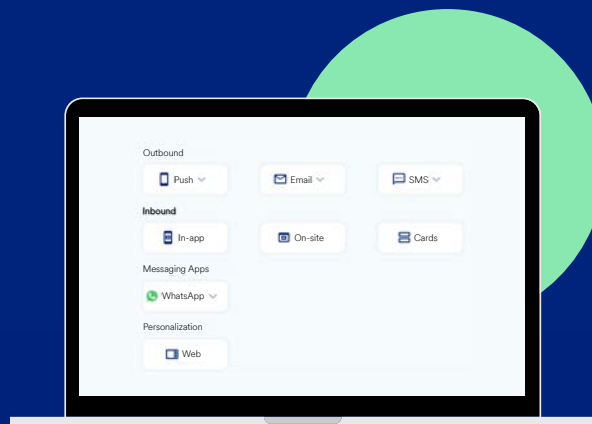
Additionally, MoEngage was able to assist Rain with:

## 1. Email Template Migration and SendGrid Configuration:

MoEngage offered seamless migration of email templates from their old CRM tool, streamlining the transition process. Additionally, the platform provided robust configuration options for SendGrid, ensuring efficient email delivery and enhancing overall communication.

## 2. Diverse Communication Channels:

MoEngage stood out by offering a range of communication channels, including push notifications, emails, in-app messages, and SMS. This comprehensive approach aligned with Rain's strategy to engage customers across multiple touchpoints, fostering better interactions and engagement.



## Did You Know

CLTV (customer lifetime value) increases by **3X** when they engage with brands from more than one channel.



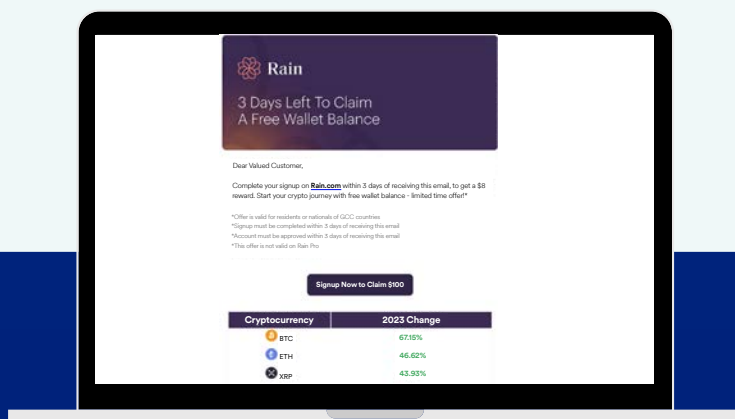
### 3. Integration with Product Analytics Tool:

The ability to sync data with Rain's product analytics tool was a crucial aspect. MoEngage's integration capabilities ensured a smooth flow of data between systems, enabling Rain to gain comprehensive insights into user behavior and preferences.

### 4. Automated Customer Journeys:

MoEngage's capability to automate customer journeys based on specific events allowed Rain to create tailored and timely interactions, nurturing customer relationships and driving desired outcomes. One such example is automating the customer onboarding journey, which helps improve the sign-up completion rate by **7.3%**. This journey was designed considering four things:

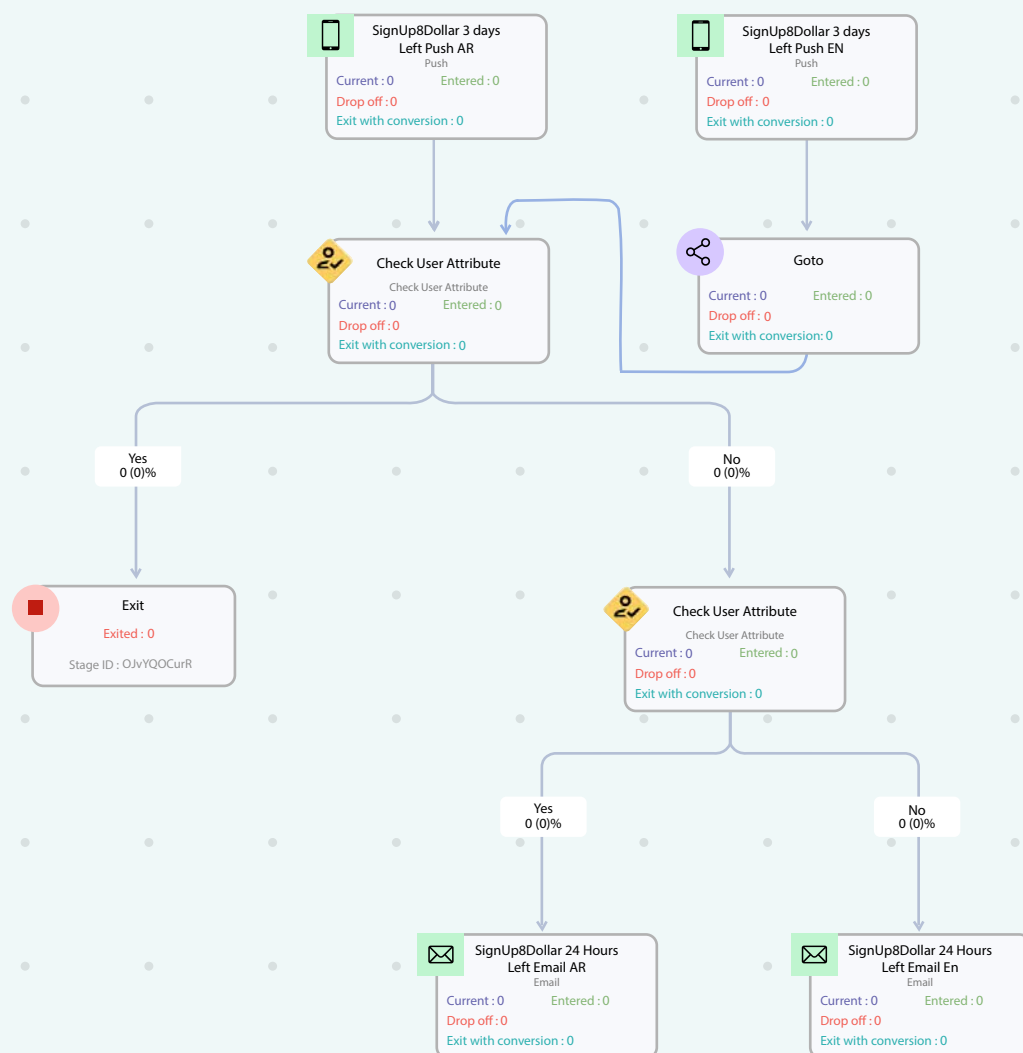
- Trigger communication within the natural conversion time window of the customers.
- Post the natural conversion window, trigger multiple communications with strong USPs.
- Post X days, when the conversion becomes close to 0%, then offer a cash-back incentive to motivate customers to complete the sign-up.
- The incentive was also time-based to maintain a sense of urgency.



## Did You Know

Marketing RoI of brands increase by **15-30%** with RFM segmentation





## Results

### 3x

Improvement in Email deliverability, reaching industry-leading delivery rates.

### ~60% and ~3.9%

Open rates and CTRs for highly responsive segments respectively.

### 7.3%

Increase in sign-up completion rate.



# MoEngage Features Used:

[Customer Journey Orchestration](#) | [Email Campaigns](#) | [RFM](#)

## About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Commercial Bank of Dubai, Mashreq Bank, AMC Theaters, DAMAC Properties, Landmark Group, Apparel Group, Deutsche Telekom, Samsung, Vodafone, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion monthly customers. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was recognized as a [Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer'](#) for the Multichannel Marketing Hubs Report and a [Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs](#), Q1 2023 Evaluation.

**Get a demo of MoEngage today!**

To learn more, visit [www.moengage.com](https://www.moengage.com).