How SIVVI.COM increased sales with MoEngage dynamic emails and push notifications

Introduction

SIVVI.COM is a leading online retailer selling on-trend clothing, footwear and accessories for both men & women based in Dubai, United Arab Emirates.

10%
Users returning from MoEngage dynamic emails completed a purchase.

16%
Users coming from a Smart Trigger push campaign complete a purchase.

The Challenge

In an ideal world, any person who visits your website is a customer. However, in reality, **69%** of all e-commerce visitors abandon their shopping cart. SIVVI.COM, was faced with a similar challenge – **browse** and **cart abandonment** resulting in low conversions on the website.

Home page
View Category
View Product } **Browse abandonment**
Add to Cart
Checkout } **Cart abandonment**
$$
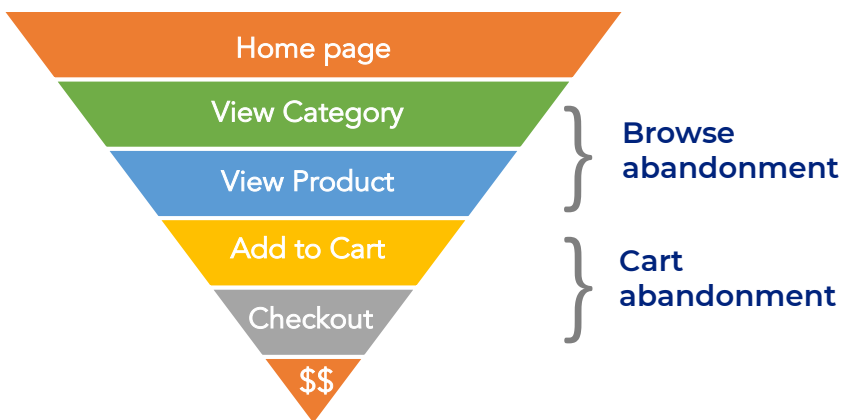
"As an e-commerce company, we were faced with the challenge of converting the browse and cart abandoners on the website. Traditional re-targeting channels helped improve things, but we knew we had a long way to go."

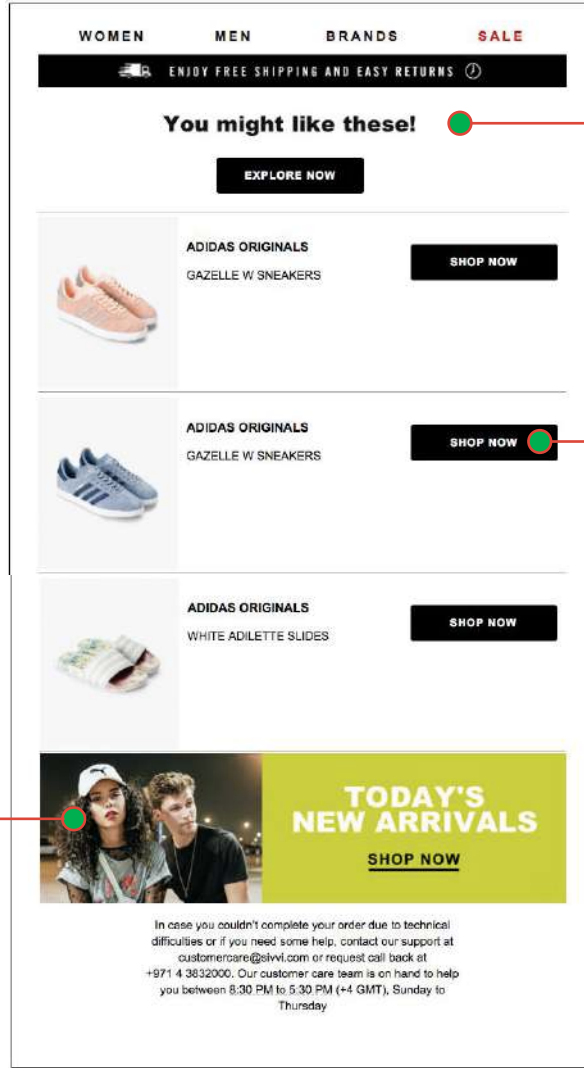*— Radhika Singh, Retention marketing, SIVVI.COM*

The Solution

Using **MoEngage Dynamic Email Re-targeting** and **MoEngage Smart Triggers**, SIVVI.COM managed to curb browse and cart abandonment and bring-back visitors to the site, converting them into customers.

Email Re-targeting

Using **MoEngage Dynamic emails**, SIVVI.COM was able to create emails that are personalized in many ways – without any technical support.

SIVVI.COM

| WOMEN | MEN | BRANDS | SALE |

🚚 ENJOY FREE SHIPPING AND EASY RETURNS ⏱

You might like these!

EXPLORE NOW

●——— **Dynamic content based on products browsed**

ADIDAS ORIGINALS
GAZELLE W SNEAKERS
SHOP NOW

ADIDAS ORIGINALS
GAZELLE W SNEAKERS
SHOP NOW ●——— **Dynamic buttons linking directly to products**

ADIDAS ORIGINALS
WHITE ADILETTE SLIDES
SHOP NOW

Real-time recommendations based on category browsed ———●

TODAY'S NEW ARRIVALS
SHOP NOW

In case you couldn't complete your order due to technical difficulties or if you need some help, contact our support at customercare@sivvi.com or request call back at +971 4 3832000. Our customer care team is on hand to help you between 8:30 PM to 5:30 PM (+4 GMT), Sunday to Thursday

SIVVI.COM, sends browse and cart abandonment re-targeting emails (like above), that reminded users of the items they had browsed or are lying in the cart. These emails typically help recover up to **10%** of abandoning users contributing to increase in sales.

*"MoEngage Dynamic Emails helped us create personalized re-targeting emails, within minutes targeting towards cart and browse abandoners. These emails typically help us recover up to **10%**of abandoning users.*

— Radhika Singh, Retention marketing, SIVVI.COM

Smart Trigger Push Notifications

Using MoEngage Smart Trigger push notifications, SIVVI.COM was able to target cart abandoners on the SIVVI.COM mobile app as well as the website.

Triggered app push notifications based on product and category browsed

Triggered web push notifications based on product and category browsed

Dynamic app push notifications based on products and category browsed

MoEngage Smart Trigger push notifications typically recover up to **16%** of the targeted users who receive browse and cart abandonment push notifications on the SIVVI.COM app and the website.

*"MoEngage Smart Triggers helped us deliver app and web-based push notifications for cart and browse abandonment. These notifications typically help us recover up to **16%** of abandoning users.*

— Radhika Singh, Retention marketing, SIVVI.COM

About MoEngage

MoEngage enables mobile apps and websites to deliver individual-level personalized interactions via push notifications, in-app recommendations, email, web-push and other retargeting channels to help drive engagement and customer lifetime value.