

Speedi Witnesses a 6X Increase in Retention Rate Using Segmentation & Personalization



About Speedi

Speedi is a leading E-commerce application established to give the customer the easiest shopping experience by offering a wide variety of products with the best offers.

Based in Riyadh, Saudi Arabia, Speedi's goal is to improve the quality of shopping by using the latest technology and provide its customers with groceries and favorite products at the best prices and deliver them straight to their doorstep at a preferred time slot. In terms of reach, Speedi is currently present in Riyadh with plans to expand its operations to 7 different regions within Saudi Arabia.

To learn more, visit www.speedi.sa

Data integration, Cart Abandonment and Reduced Basket Size Were Major Growth Obstacles For Speedi

Considering the competitive space Speedi is in, the brand wanted to form a habit loop and improve retention. But, there were certain challenges that the brand faced:

Integration between offline and online channels:

- ✖ Before using MoEngage, the brand used **multiple CRM platforms**. However, due to the **lack of integration**, Speedi was unable to utilize its offline data or integrate it with the data coming from online channels.

Enhancing the basket size:

- ✖ The brand has a vision of providing all the products through the desired channel at the desired time of delivery. However, Speedi faced issues/obstacles in delivering products at the **right time through the right channel**. As a result, the brand was unable to increase the basket size per customer.

Additionally, Speedi wanted to overcome some of the other below-mentioned obstacles in customer engagement

- Increasing retention rate
- Increasing conversion rate
- Decreasing cart abandonment rate
- Personalize campaigns to engage with customers



One of our biggest challenges was the integration of offline and online data. We understand that to have a truly effective omnichannel experience, we need to stitch the offline and online data and build a holistic customer view. This is where MoEngage's insights-led customer engagement platform has helped us. Using MoEngage's platform, we have been able to integrate our PoS data with our CRM. As a result, understanding the customer behavior in terms of purchase or browsing has been more effective.

Ahmed Fahmy

Marketing Manager, Speedi.sa

How MoEngage Helped Speedi Overcome the Obstacles

After carefully evaluating a number of CRMs, CDPs, and Customer Engagement Platforms, Speedi decided to partner with MoEngage because of the following reasons

- ✓ Seamless implementation
- ✓ Ease of use
- ✓ AI-enabled offering like Sherpa
- ✓ Custom and RFM Segmentation
- ✓ Local Customer Support

Speedi Uses RFM Segmentation to Increase Conversion Rates

The E-commerce brand utilized the segmentation feature of MoEngage to understand customer behavior and send them messages via push notifications and in-app.

Upon running custom segmentation using RFM, the brand was able to witness a higher conversion rate and click-through rates.

One of the campaign example that the brand ran using RFM segmentation was for “LOST USERS”. To reactivate these customers, Speedi used their push channel to communicate curated offerings (discount of 10%) and nudge customers to complete action.

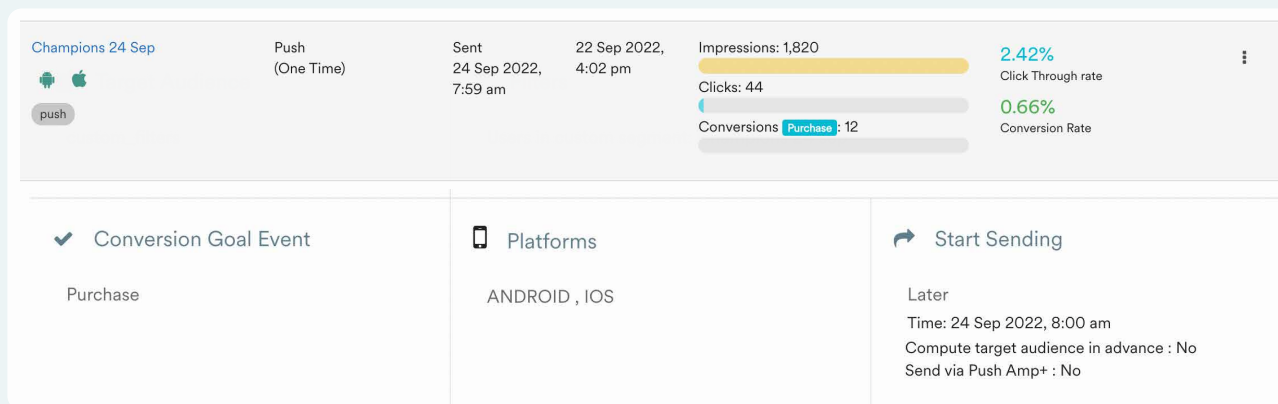


Result

2K+
Impressions

0.40%
CTR

Another RFM segment campaign that the brand launched was for ‘Champions Users’.



Result

2K+

Impressions

2.42%

CTR

A well segmented campaign witnessed better engagement as opposed to generic campaigns, that garnered
~1% CTR and 0.2% conversion rate.

Speedi Uses Personalized Messages to Reduce Cart Abandonment

Generally, what the brand noticed was that many customers were not completing the purchase. Rather, they were dropping off at the last moment.

To overcome this complication, the brand used personalized in-app messages to nudge customers to complete the purchase action.

One such campaign that Speedi.sa ran was **providing a 50% discount** to customers who had dropped off before completing their purchase.

The action to prompt this in-app message was **“Has Executed Add To Cart At least Once”**



As a result of this, between June 5th, 2022, and June 27th, 2022, the E-commerce brand was able to garner

19.8%
CTR

32.73%
CVR

Ultimately Speedi reduced its cart abandonment and increased its basket size per order.



Results

3x

Increase in
Active Users

28%

Increase in
Conversion Rate

Using personalization and segmentation, the brand was able to increase the retention rate by

6x



I think AI-enabled capabilities of MoEngage helps us to stay ahead in the game. Imagine a customer is unable to find a product in your app, we can always recommend alternatives or let the customer know when the stock will arrive. Additionally, reaching to customers on their preferred channel has also been made easy with options like push, in-app, e-mails, or WhatsApp.

Ahmed Fahmy

Marketing Manager, Speedi

MoEngage features used by Speedi

[RFM Segmentation](#)

| [Personalization](#)

| [Push Notification](#)

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 ten 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.

Get a demo of MoEngage today!

moengage