

CASESTUDY / **spencer's**

Spencer's Uses Insights-led Personalization to Drive 30% Conversion Across Cart Abandonment Campaigns



About Spencer's Retail

Spencer's introduced Indian consumers to the concept of organized retailing. From being established in 1920 as the country's first grocery chain to starting India's first hypermarket in 2001, Spencer's Retail is operational across 35 cities with over 125 stores. Part of RP Sanjiv Goenka Group, Spencer's offers products and services across food, personal care, fashion, home essentials, electrical, and electronics. The specialty sections include patisserie, wine & liquor, epicuisine, and an in-house fashion brand (2Bme) offering apparel options for men, women, and children.

Read more at www.spencersretail.com



35

Cities in operation

125

Stores

Why Spencer's Retail Chose MoEngage to Drive Personalized Customer Experiences:

With a commitment to providing the best shopping experience, Spencer's sticks to its philosophy of making fine living affordable, evident from the price points of its impressive range of premium assortment. Given the constantly evolving and changing customer behavior, especially over the last couple of years, Spencer's is dedicated to delighting shoppers and empowering them to make smart choices. The team at Spencer's was looking for an intelligent engagement platform capable of resolving their deliverability issues, orchestrating cross-channel communication without heavy reliance on technology teams, a helpful support team, and an easy-to-read dashboard (not requiring marketing or operations knowledge).



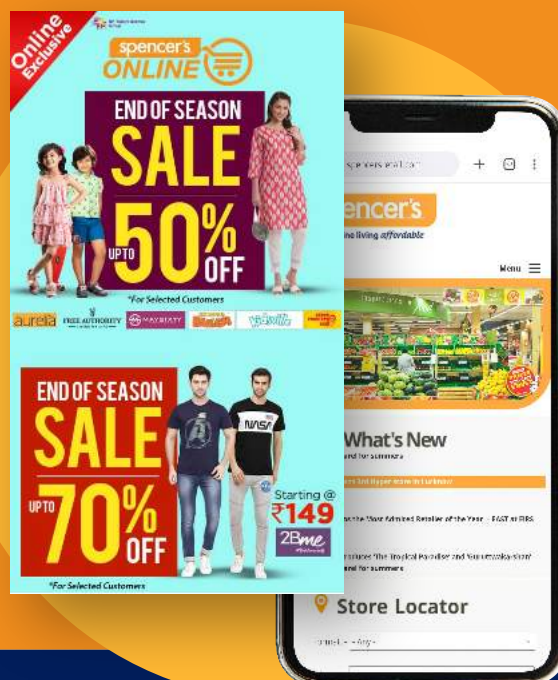
'MoEngage's excellent segmentation capabilities helped us reach the right customer with the right offers, in turn engaging them meaningfully. Through its insights-led approach, MoEngage helped us increase the conversion rate across registered, installed, and cart abandoned campaigns, resulting in a 30% conversion rate, a 15% increase in LTV, and a reduction in the first order date from 7 days to 5 days'

Harshavardhan Chauhan

VP, Marketing

Driving Adoption of Spencer's Online Platform Using Store-based Digital Touch Points and Personalized Experiences

With a strong offline presence across 35 Indian cities and over 125 storefronts, Spencer's wanted to adopt an omnichannel approach, engaging both the digital natives who shop predominantly online and the offline audience, while nudging them to shift online using digital touchpoints at their storefronts. For adopting such an omnichannel approach, meaningful customer engagement across offline and online channels is critical. This is where an insights-led engagement platform like MoEngage came in handy.

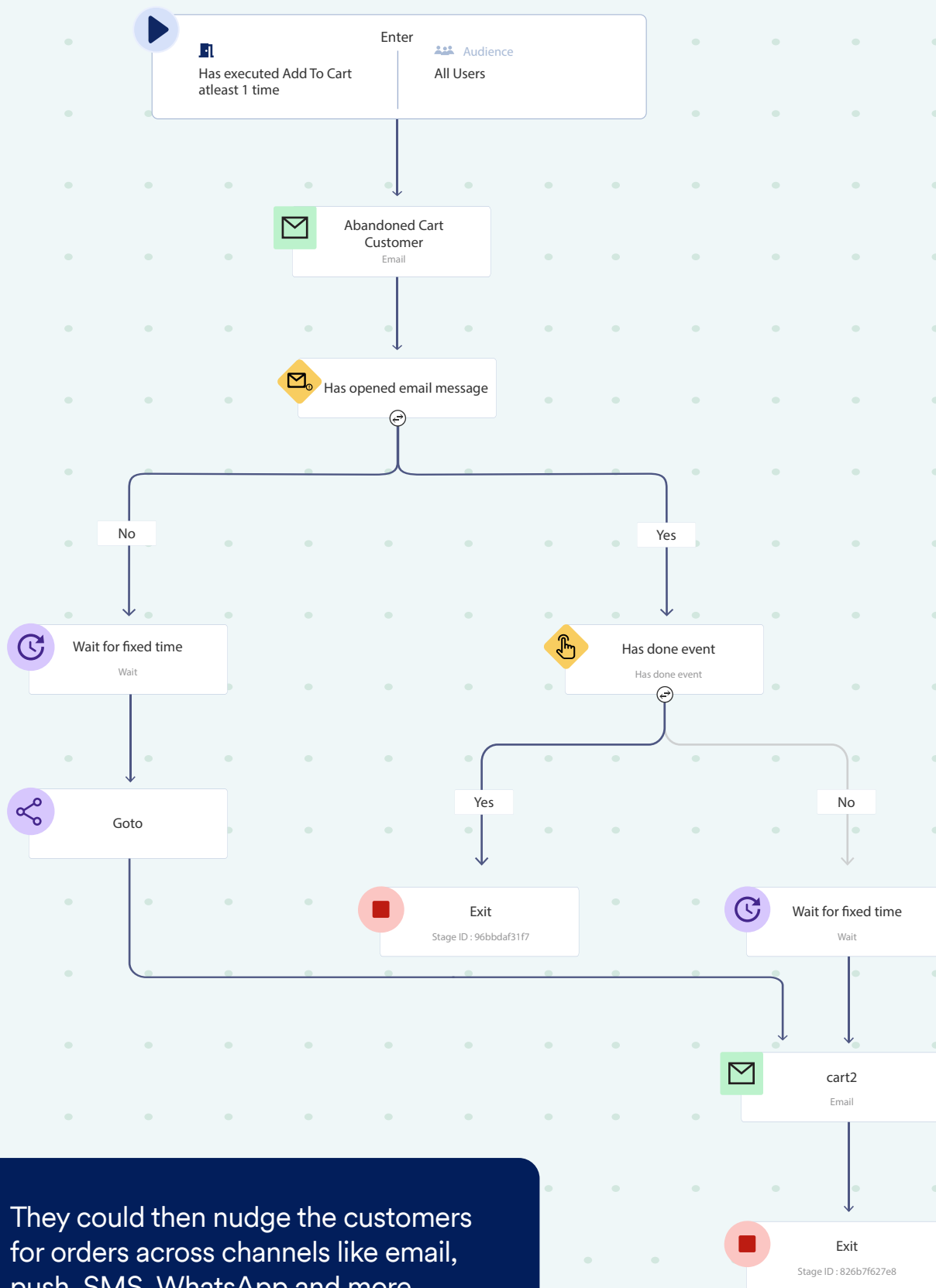


‘Customer engagement is very critical for an omnichannel player like us. To adopt store goers as potential online customers, we used store-based digital touch points with top-level offers. We chose MoEngage for the cost-effectiveness, seamless implementation, and high-level data transparency, something our previous vendor failed to offer.’

Gopal Das

Manager, Digital Marketing

MoEngage's insights-led customer engagement platform played a crucial role right from installation to order stage in the entire customer journey. Spencer's also leveraged automatic flow campaigns, creating real-time events across customer journey.



They could then nudge the customers for orders across channels like email, push, SMS, WhatsApp and more

**30%**

Conversion rate

**15%**

Increase in LTV

**2 Day**

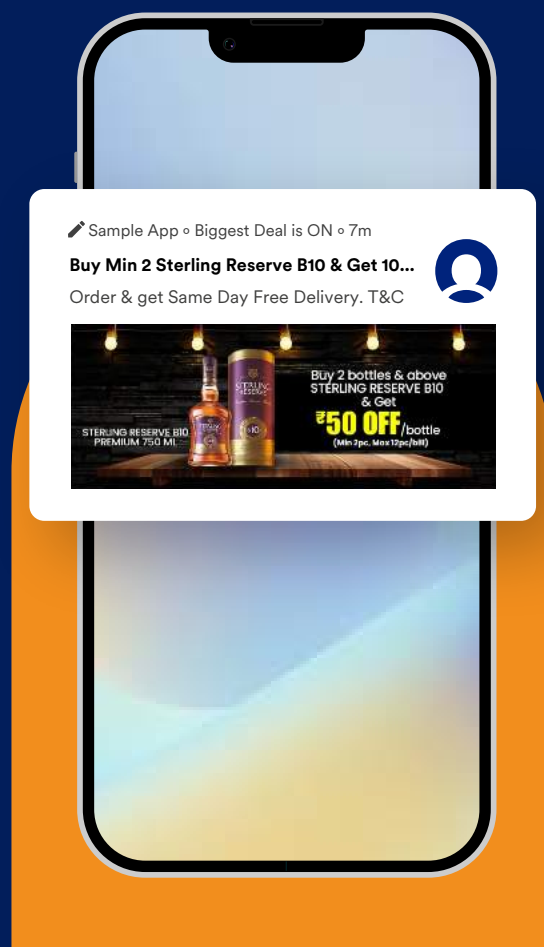
Reduction in the first order date



Gaps in Customer Engagement and Limited Capabilities of Existing Martech Solution

Before implementing MoEngage, Spencer's was struggling with low levels of data transparency owing to the limited capabilities of the existing martech solution. For a brand with ambitions of providing personalized omnichannel experiences, having an intelligent platform capable of providing a 360-degree view of the customer profile was imperative. Being data-driven and insights-led is something the retail brand was missing and wanted to implement. The existing platform lacked the necessary deep dive into the customer insights posing a massive gap in the meaningful engagement strategy. The ease of usage was another issue, in stark contrast to MoEngage's user-friendly and intuitive dashboard.

Another key challenge was the cost-effectiveness of the existing platform, which incurred extra costs for every additional tech implementation step. The existing platform not only created unsustainable business processes owing to additional expenses but also displayed no extraordinary functions justifying the operational and billing cost. With superior insights into the customer behavior (campaign and journey), no hidden clauses in the contract, a dedicated support team ensuring quick query resolution, and an extensive partner ecosystem with analytics and attribution platforms, MoEngage was a clear choice for Spencer's Retail.

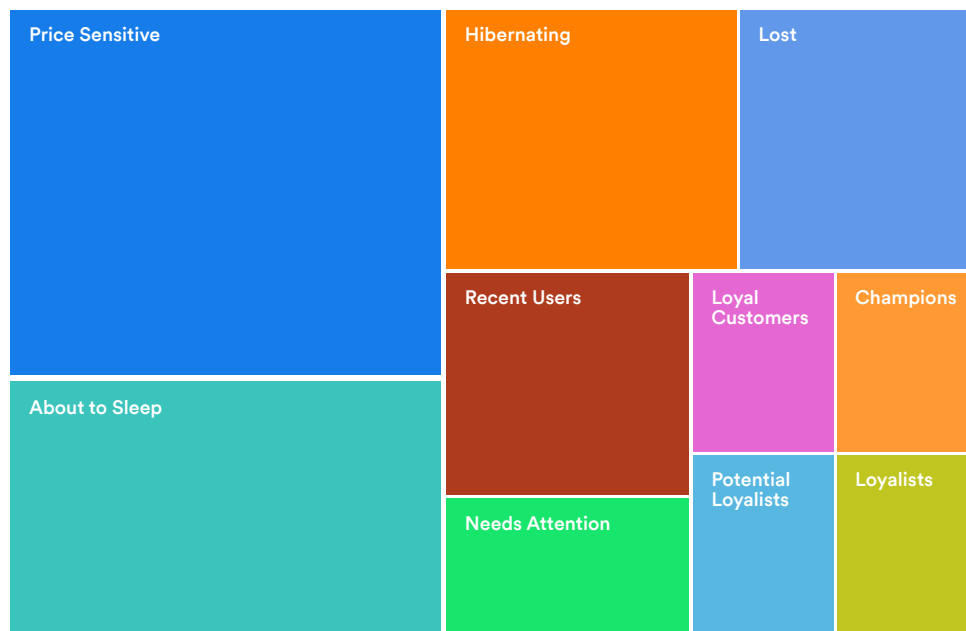

moengage



How Spencer's Retail Utilized MoEngage to Perfect Its Segmentation Approach Across Customer Journeys

To drive a personalized, omnichannel experience, it was critical for Spencer's to segment customers based on various attributes, to craft engagement frameworks accordingly. Right from onboarding up until conversions, MoEngage played a critical part in providing insights into the customer journey and accordingly segment based on behavioral attributes and actions taken on the website or the app.

The team at Spencer's heavily relied on MoEngage's RFM model of segmentation to divide customers into various cohorts such as loyal, promising, about to go dormant, etc.



This helped the team push relevant communication to each segment, thus reducing the churn rate and improving retention, which is critical for a retail brand, especially in the current macroeconomic climate. Using the advanced segmentation, Spencer's observed a significant transition between segments, especially from hibernating or about to go dormant segments to loyal or potential segments!

Spencer's team has already explored critical engagement points on the customer level. Still, predictive analysis and recommended product push are highly demanded functions that the retail brand is looking forward to incorporating very soon.



Results Achieved by Spencer's Retail Using MoEngage's Insights-led Engagement Platform

30%

High conversion rates across cart abandonment campaigns (with personalization) using Flows

10%

Uplift in conversion rates on cross-sell campaigns

10%

Improvement in repeat purchases using WhatsApp as a channel

15%

Increase in LTV

MoEngage Products Used by Spencer's

[Mobile Push Notification suite](#) | [Customer Journey](#) | [In-App](#) | [RFM](#)

About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO*, 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!](#)