

How Tanishq Replicated its Offline Success by Increasing App Retention Rates by 25%



About Tanishq

Tanishq, one of India’s most-loved jewelry brands from the TATA Group, has been synonymous with superior craftsmanship, exclusive designs, and guaranteed product quality for over two decades. It has built for itself the envious reputation of being the only jewelry brand in the country that strives to understand the Indian woman and provide her with jewelry that meets her traditional and contemporary aspirations and desires. Attesting to this commitment towards excellence, in 2019, Tanishq was awarded the title of The Most Trusted Jewellery Brand in India by the Trust Research Advisory.

What they say about us:



Given the spike in purchases that the Akshaya Tritiya and Dhanteras holidays bring, it was essential that we perfect our engagement approach before the festive season to optimize conversions. The idea was to personalize, experiment, and iterate to double down on the best engagement initiatives to maximize online sales. With MoEngage, we didn't just get a platform that helped us execute that, but an engagement partner with which we can grow to touch new heights.

Suman Sourav

Lead Product Manager, Titan Company Limited

Tanishq offers Gold, Diamonds & Platinum jewelry in over **5000** traditional, western, and fusion looks. The jewelry is manufactured in a fully integrated manufacturing plant with state-of-the-art equipment. The Tanishq retail chain currently spreads across **400+** exclusive boutiques in more than **240 cities**.



The commitment to enhance the features and functionalities of the platform in real-time has been a great value add from MoEngage. On-Site Messaging is one such feature that garnered us great traction and clocked over 107% click-to-conversion rates for lead-generation campaigns. Combining the impact with the seamless UI of the platform makes this a true marketer's tool.

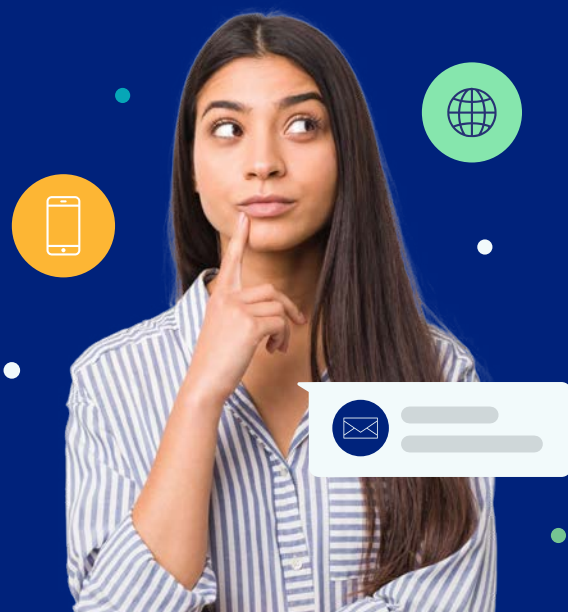
Bhawuk Attree

Product Manager, Titan Company Limited

Enhancing Customer Experiences by Striking the Perfect Balance Between Offline and Online:

Most associate the word 'crisis' with a bleak scenario. Crises necessitate change, whether that is systemic, organizational, infrastructure, or, more importantly, behavioral change. The need for change often prompts innovation, which is the way Tanishq's journey went and resulted in astounding success.

The jewelry giant was one of the first movers in the online jewelry business space after the pandemic hit all industries and organizations head-on. The brand successfully re-configured its business to cope with the need of the hour, which was to go online. Tanishq incorporated 'new-age' buying initiatives like virtual jewelry try-on, the provision of video calling, real-time live assisted chats, and appointment-based shopping to appease its customer base.



Now, in the post-pandemic era, the brand has become the perfect example of what retailers should do to tackle adversity and replicate their offline success in today's online world!

So where does a customer engagement platform fit into the picture?

Since the online buying experience has found permanence in today's consumer shopping pattern, Tanishq moved away from their previous vendor and opted for a more seamless and easy-to-use platform, MoEngage.

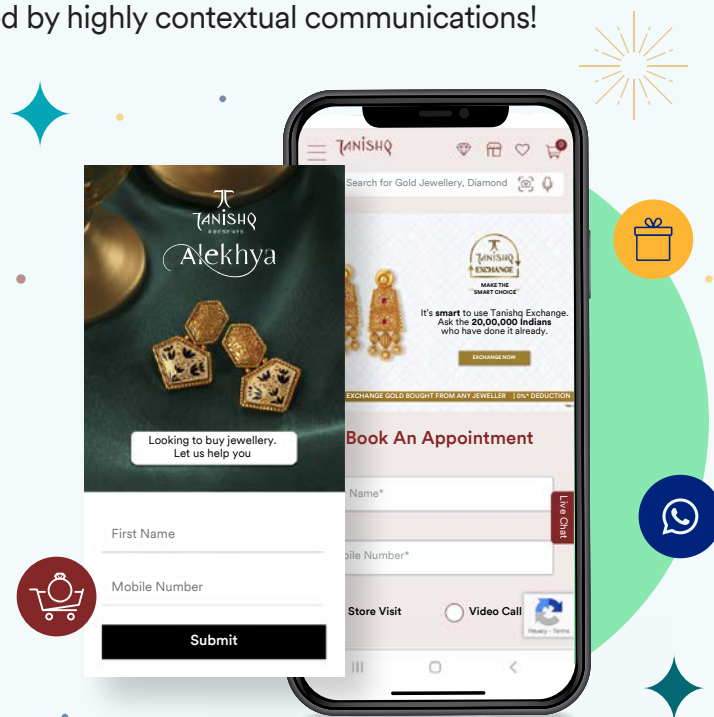
Let's dive into how both parties collaborated to drive excellent customer engagement for the jewelry giant.

How Tanishq Recalibrated its Customer Engagement Initiatives to Boost Online Sales:

1. Turning Window Shoppers Into Customers Via Onsite and In-app Messages:

To tap into the pool of prospects browsing the website or app and convert them into customers, the Tanishq team deployed lead-gen campaigns through Onsite messaging (or OSM) as well as In-app Communication. The special thing about these campaigns was that they all had high-intent CTAs powered by highly contextual communications!

Due to the increased relevancy of these campaigns, customers propensity to engage with these also increased! The campaigns saw a **7.2%** clickthrough rate with a **5%** fill rate. Additionally, the success of these campaigns can be seen across the number of leads gathered as well – at an average clocking over **5000** leads each month!



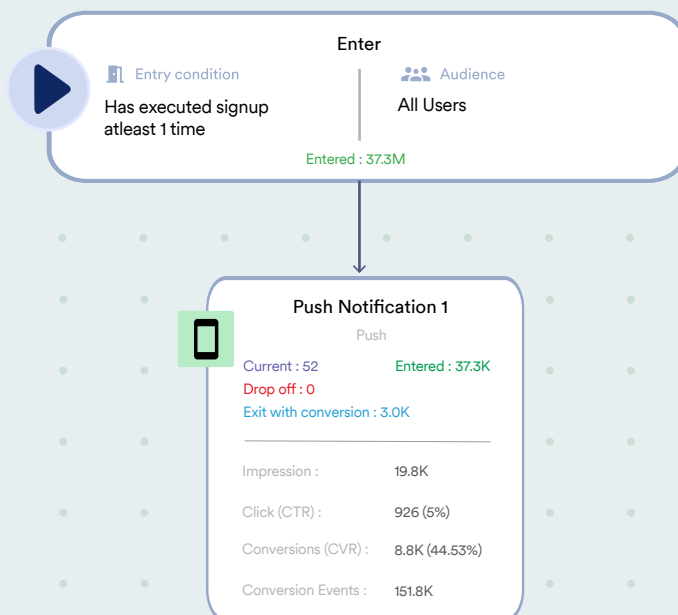
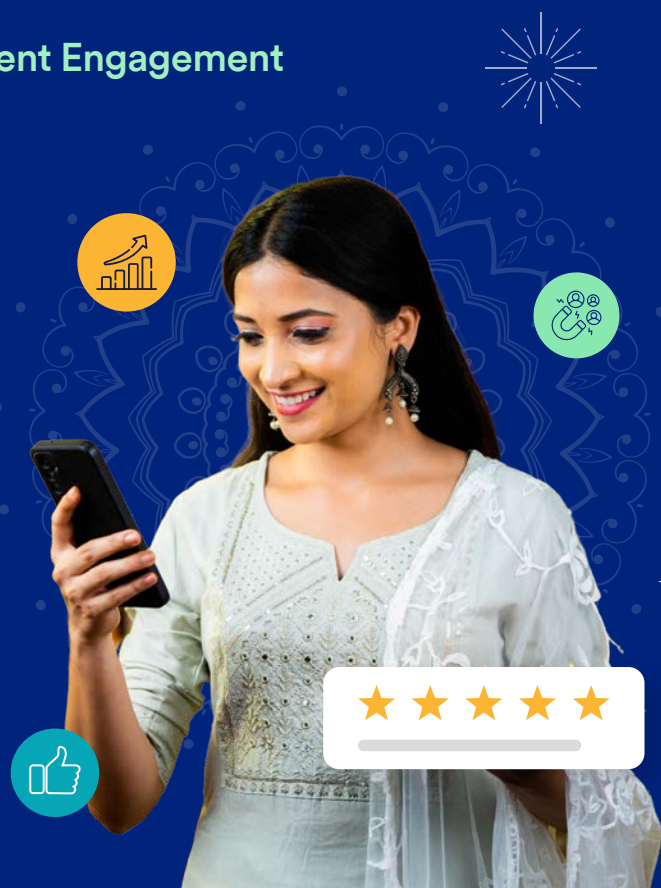
Did You Know:

MoEngage OSM Pro has over **50+** in-built and ready-to-use templates as well as **33+** customizable elements to choose from? This means a plethora of permutations and combinations available at your fingertips to create the perfect custom personalized campaigns for brands across industries!

2. Increasing Stickiness Using Consistent Engagement

Customers bring your brand's story to life. When customers review, talk about, and recommend your products, they keep your brand relevant in the industry. Therefore it's vital that you re-engage with them in a timely manner with communications riddled with their preferences to drive customer loyalty. This will eventually lead to increased customer lifetime value as well.

With the same goal in mind, Tanishq deployed detailed Flows by MoEngage to increase user stickiness on its platform, which encompassed channels like WhatsApp, Push, In-app, and emails.



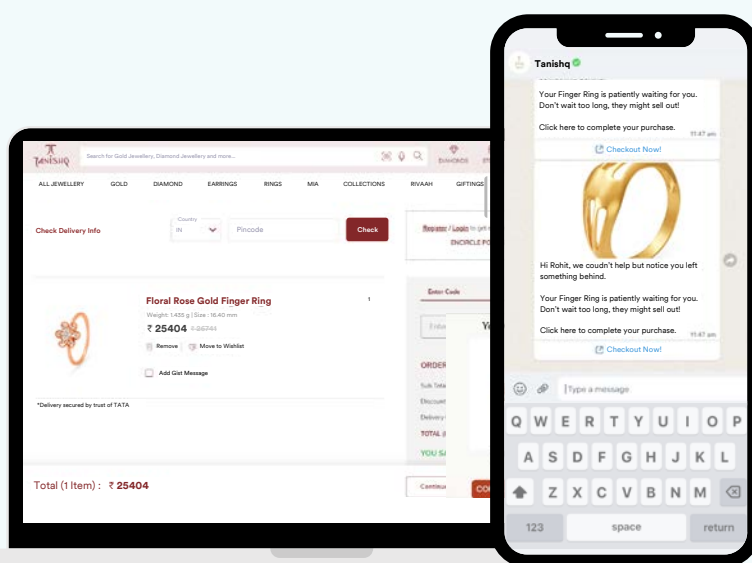
Since a direct result of increased app usage and stickiness is retention, needless to say, these Flows resulted in a **25%** increase in the weekly retention rates!

3. Preventing Cart Abandonments Through Proactive Nudges

If a prospect has been eyeing a bestselling product for the last few weeks, chances are that they've likely visited your website multiple times. But when they finally, after days of deliberation, add the product to their carts, only to not make the final purchase and abandon it, it hurts no less than the anticipation of the deliberation period.

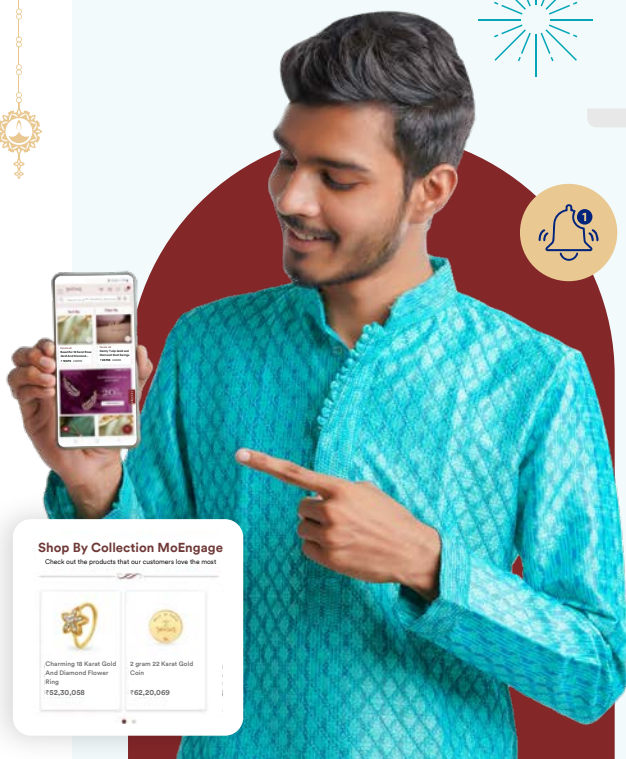
When it comes to high-order value products like jewelry, brands are normally used to long purchase cycles. They must wait it out till the prospect is completely mentally onboard with the idea of buying their preferred products.

Although the long purchase cycles do offer the brands a chance to nudge the cart abandoners in a way that provides value to them and increases their propensity to convert into a customer.



To accomplish this, Tanishq disseminated onsite, In-app, and WhatsApp campaigns to send reminders to the abandoners that they've left behind something in their cart. These notifications displayed the picture of the purchase (left in their carts) and prompts to induce FOMO around the product.

These campaigns were very well received by the prospects and achieved a **3.37% conversion rate!**



4. Reactivating the Past Purchasers to Reduce Dormancy

Despite what most will have you believe, dormancy isn't the villain that it's painted out to be. It's only natural that regardless of how sophisticated your marketing strategies may be, there's a percentage of your customers who cease engaging with the brand and purchasing.

To bring real value to these customers by sharing relevant product categories to their table, Tanishq implemented web and app personalization in majorly three ways:



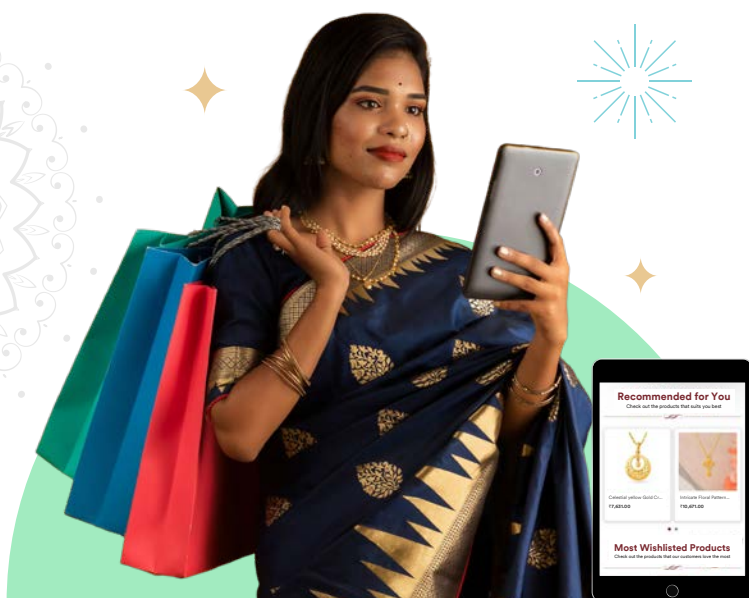
Top selling and geo-specific personalization scores



Product specific personalization



AI-based recommendations



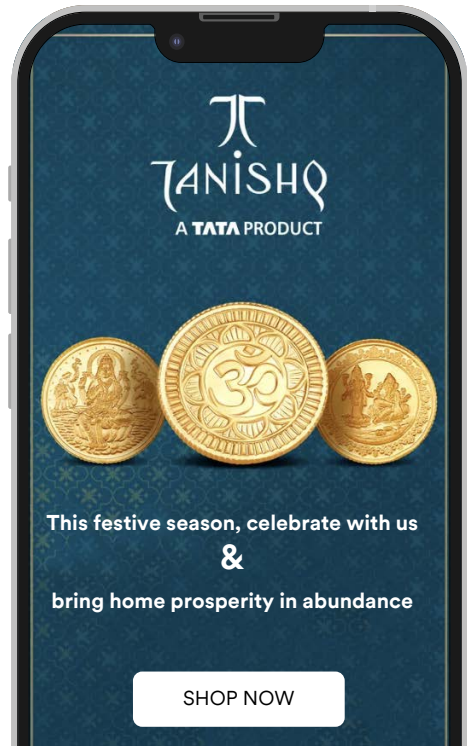
With millions of Indians viewing it as a sign of prosperity, gold purchases are an inseparable part of the Akshaya Tritiya and Dhanteras celebrations.

To remind web visitors of their affinity towards certain product categories during the Akshaya Tritiya sale, Tanishq used MoEngage's Website Personalization capabilities to customize its homepage banner for visitors.

This custom banner covered visitors who had viewed a product category at least **3 times** in the past **45 days**. Around **12%** of the website visits were personalized, and consequently, the jewelry giant saw an average of 0.6% conversion rate for these campaigns, which was much higher than any web campaign run in the past.

FUN FACT:

The flexibility that comes with MoEngage's Website Personalization allows brands to run various campaigns for multiple use cases with just a single click?! Case in point, Tanishq was able to run experiments on campaigns that initially gave them a CTR of **0.2%**, uplifting to **0.6%** by simply changing parameters in a matter of minutes and with no technical intervention whatsoever!



Tanishq also trusted Sherpa AI to execute personalization at scale and achieved astounding results. The brand's 'Recommended for You' section was powered by these recommendations resulting in a conversion rate of **1.62%**!

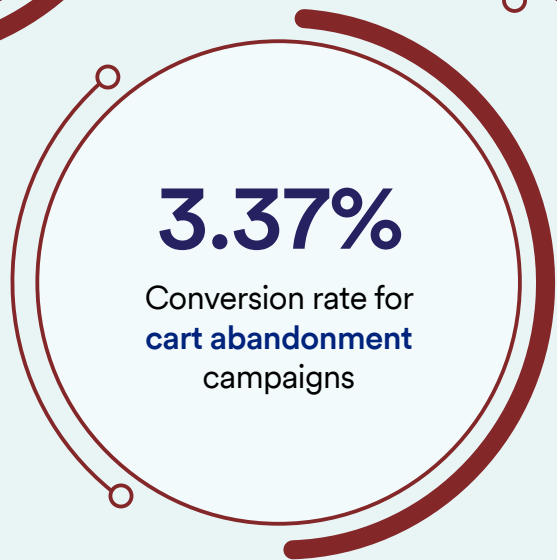
The overall impact was just as impressive as the brand saw a **107%** uplift in click-to-conversion rates for one of its biggest business weeks!



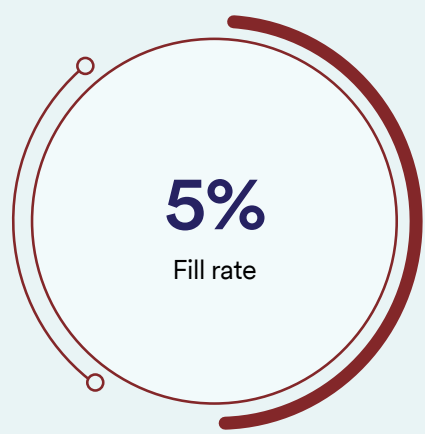
Did You Know:

MoEngage Smart Recommendations (powered by Sherpa AI) enable brands to send real-time recommendations across **any** channel without any technical expertise required? This means increased product discovery and a seamless buying experience personalized to each individual's unique needs.

Results



Through OSM lead-gen campaigns, Tanishq clocked:



MoEngage Features Used:

[MoEngage Smart Recommendations](#) | [Customer Journey Orchestration](#)

[Stylized Push Templates](#) | [MoEngage Web Personalization](#)

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Punjab National Bank, Hindustan Unilever, Samsung, Flipkart, Domino's, Nestle, Landmark Group, BigBasket, 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 customers every month. 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](#).

See how MoEngage's customer engagement platform can power your growth strategy:

[Get a demo of MoEngage today!](#)

To learn more, visit www.moengage.com.