MyDeal Boosts Conversions by 2X With a Mobile-Forward Engagement Strategy

About MyDeal

MyDeal is Australia's leading online retail marketplace that provides customers with quality products from trusted retailers. Launched in 2011 by Sean Senvirtne, MyDeal has since expanded its product portfolio to include categories such as furniture, lifestyle, home and garden, baby and kids, appliances, tech, and more.

In October 2020, MyDeal got listed on the Australian Securities Exchange (ASX). In October 2021, MyDeal underwent a brand upgrade and launched an above-the-line campaign titled 'Zhush It Up.' Since September 2022, MyDeal has been a part of Woolworths Group, Australia's and New Zealand's largest retailer.

>1 Million
monthly active customers

2.5x
conversions on mobile

61.18%
CTR for cart abandonment campaigns

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Challenges Faced by MyDeal

Find The Missing Piece In Their Tech Ecosystem

When MyDeal was looking for a customer analytics and engagement solution, they needed one which would seamlessly integrate with existing platforms in their tech stack. So, while evaluating customer engagement platforms, they realized the need for a partner who could effectively manage the end-to-end implementation process, lowering the time to market.

During this evaluation process, MyDeal acquired a significant chunk of its customers on the app. Hence, they weren't in a position to do a complete overhaul of their tech ecosystem.

Scaling Engagement As They Grow

As a rapidly growing enterprise with audacious growth goals, it was important for MyDeal to invest in a lean, scalable, and reliable customer engagement platform. They wanted enterprise-level security to ensure that MyDeal could handle huge volumes of messaging in real time without any time lapses or errors.

Need for Local, On-ground Support

Another essential criterion for the growth team at MyDeal was higher support from their solution provider. During the pandemic, their past customer engagement and analytics partner withdrew operations from Australia. This hampered MyDeal's operations as they could not resolve their challenges promptly. MyDeal needed a customer engagement platform with an office in Australia and a dedicated customer success team aligned with their growth and customer engagement goals.

Boosting Conversions on Mobile

Nine out of ten Australians use a smartphone. But, much of omnichannel marketing in the continent is restricted to websites. MyDeal wanted to improve the discoverability of its app and provide customers with an enhanced shopping experience to improve customer satisfaction.

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Sealing The 'Deal' With MoEngage

Amidst evaluating numerous customer engagement vendors, the growth team at MyDeal discovered MoEngage. MoEngage's intuitive, easy-to-use AI caught their attention. Also, having a local office in Australia and 24*7 customer success support for timely resolution appealed to the team.

It was important for the MyDeal team that their customer engagement partner has an implementation strategy and a tag team that could swiftly resolve any challenges faced. With MoEngage, they received weekly updates about the implementation progress. Also, the tech team at MyDeal could access support from MoEngage in real-time and resolve queries regarding implementation immediately.

MYDEAL   5 mins ago

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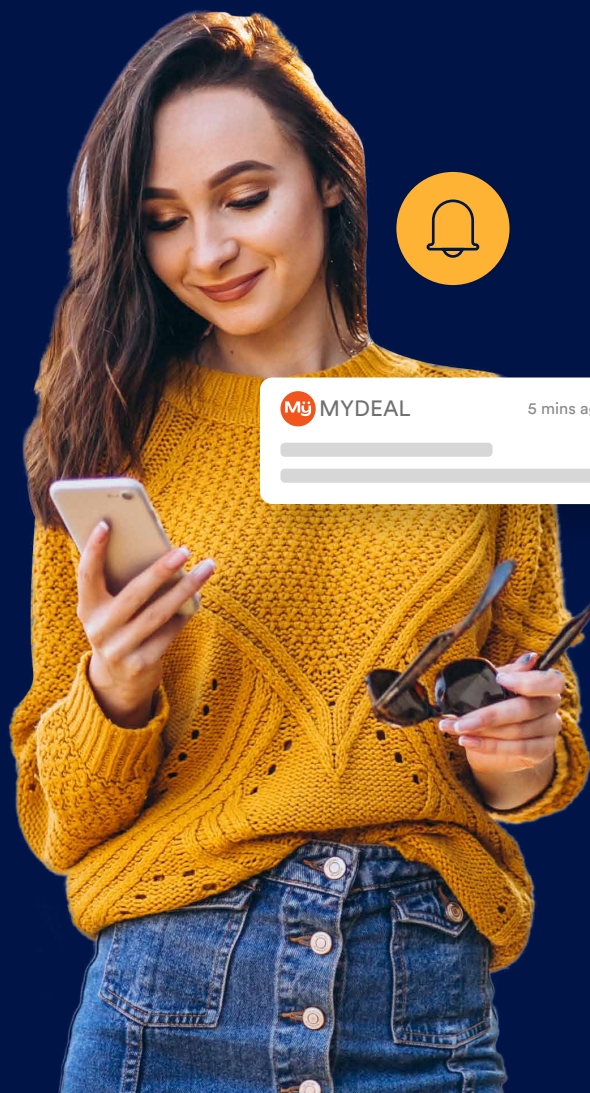
"MoEngage is the right partner for a brand like MyDeal. From its intuitive, easy-to-use AI-enabled platform to the implementation and post-implementation support, our experience has been extremely positive. MoEngage has been very helpful to us owing to the tech stack and the wonderful customer success support we have received from the team."

Suhaib Anwar
Head of Growth and Martech
MyDeal

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How Did MyDeal Skyrocket Customer Engagement

App Inbox to Deliver Highly Contextual Interactive Content
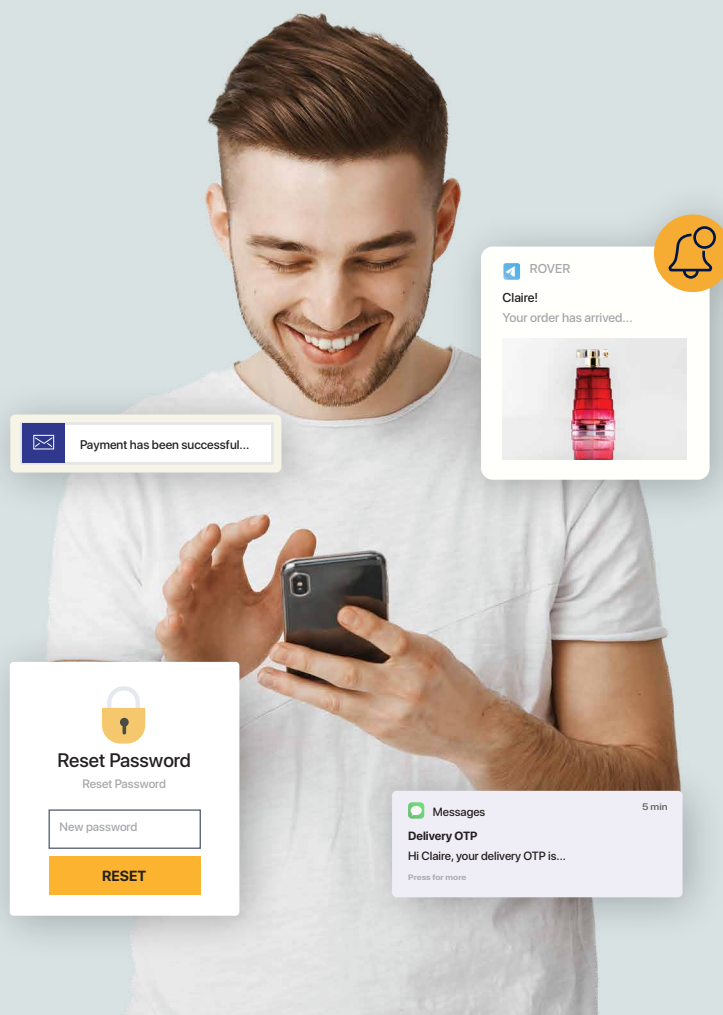
MyDeal uses the app inbox as a channel to send personalized offers and other transactional messages. App inbox helps MyDeal to deliver relevant and interactive content directly to the customers without the risk of the message being swiped away. While communicating essential and relevant information to the customer, MyDeal also improves In-App engagement through the app inbox.
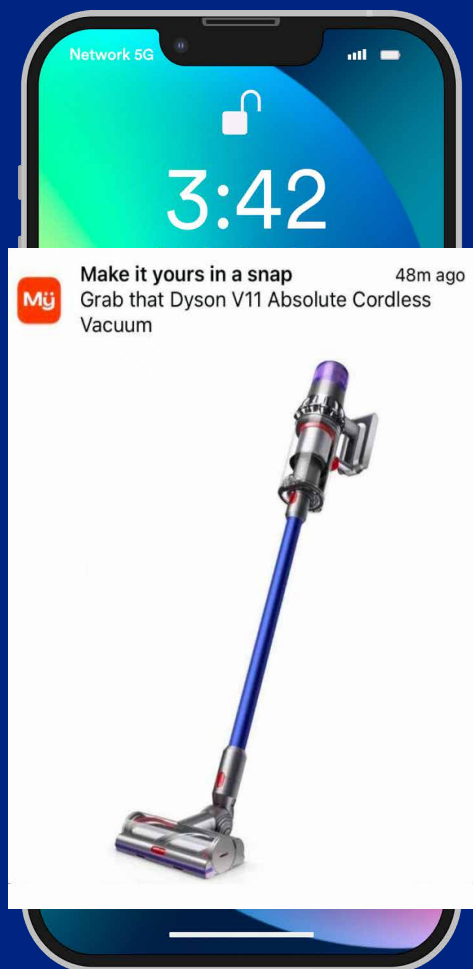
API Triggered Notifications To Send Time-Sensitive Messages

As a marketplace with more than 3 million SKUs on its website and millions of active sessions, analyzing customer interactions like 'product viewed' and 'added to checkout' gets complicated for MyDeal. Additionally, it was challenging to sync their inventory across multiple tools in their tech stack and have all these platforms across the web and app.

With their previous customer engagement partner, they were unable to send API-triggered Push Notifications. MoEngage seamlessly syncs into MyDeal's tech ecosystem and enables them to send time-sensitive, transactional messages from their server in no time. At the same time, MyDeal can manage the message copy and eligibility criteria for campaigns from MoEngage's dashboard.

MoEngage's high-performance APIs allow MyDeal to analyze customers and events, send Push Notifications, and export campaign data. Additionally, MoEngage's APIs prevented them from overhauling their entire tech stack, saving time and effort and reducing time to market.

ROVER
Claire!
Your order has arrived...

Payment has been successful...

Reset Password
Reset Password
New password
RESET

Messages   5 min
Delivery OTP
Hi Claire, your delivery OTP is...
Press for more

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Building High-Performance Campaigns With Push Notifications

Push Notifications help MyDeal to bring customers back to the app. Based on the customer interaction with the app, MyDeal sends the following type of Push Notifications:

- Promotional campaigns to their entire audience base

- Behavioral campaigns that target customer actions like item viewed' or 'added to cart.'

- Targeted campaigns for cart or browser abandonment.

On the customer's app inbox, time-critical and essential notifications are landed. For example, a customer who abandons their cart will receive a Push Notifications that contains a time-sensitive, personalized discount code. Since it's personalized, it catches customers' attention and prompts them to purchase.

Session Analytics and Custom Dashboards to Streamline Reporting

What doesn't get measured doesn't get improved. By creating custom dashboards, the growth team at MyDeal can keep constant track of their goals and KPIs. Session analytics helps them gain granular insights into sessions per customer, bounce rate, session duration, and conversion by source.

This information helps them take proactive measures to tweak their campaigns and gauge what works for their audience.
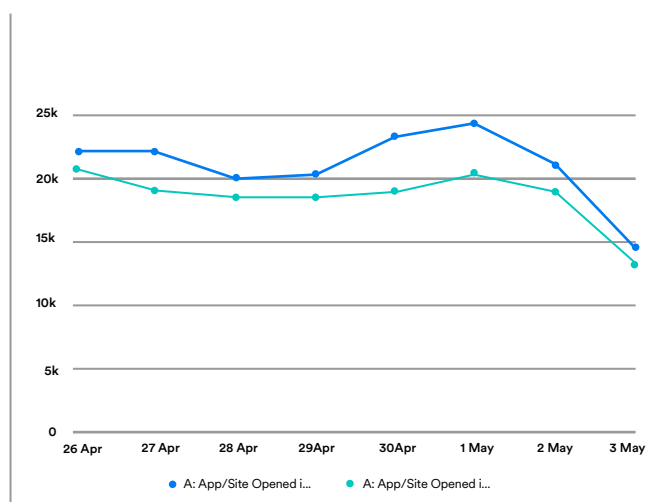
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Results

- As a result of its successful customer engagement and acquisition strategy, MyDeal has over 1.25 million downloads.

- MyDeal's cart abandonment campaigns have seen a click-through-rate of 61.2%.

- Focusing on a mobile app-first approach to customer engagement, MyDeal has seen a 2x boost in conversions through their mobile app vis-a-vis other engagement channels.

- MoEngage's seamless integration into their tech ecosystem has saved much time and effort from MyDeal's tech and growth team. The team was able to focus its efforts on scaling and automating its customer engagement.

MoEngage's Capabilities Used by MyDeal

Mobile Push Notification   App Inbox

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Kredivo, Alfamart, BliBli, 7-Eleven, XL Axiata, Standard Chartered, Citibank, Dominos, Samsung, Atome, Home Credit, CIMB Bank 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.

To learn more, visit www.moengage.com.

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!

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