moengage

Boost LTV by Over 15% via Phygital Engagement

Unlock tried and tested strategies to provide bespoke customer experiences!

The Modern Consumer Psychology and the Need for Phygital Customer Engagement

$350 Billion!

This is what India's e-commerce market is projected to grow to by 2030.

83% of digital shoppers* use smartphones to shop online

40% of consumers** interact with brands across at least 2-3 channels

With access to everything at their fingertips, the modern consumer's need for a plethora of choices is expanding exponentially. So, it's no surprise that the expectations from consumer brands nowadays aren't limited to simply availing products and services. Today's shoppers crave bespoke experiences with value beyond that first purchase. They want seamless, holistic buying experiences spanning both the physical and digital worlds.
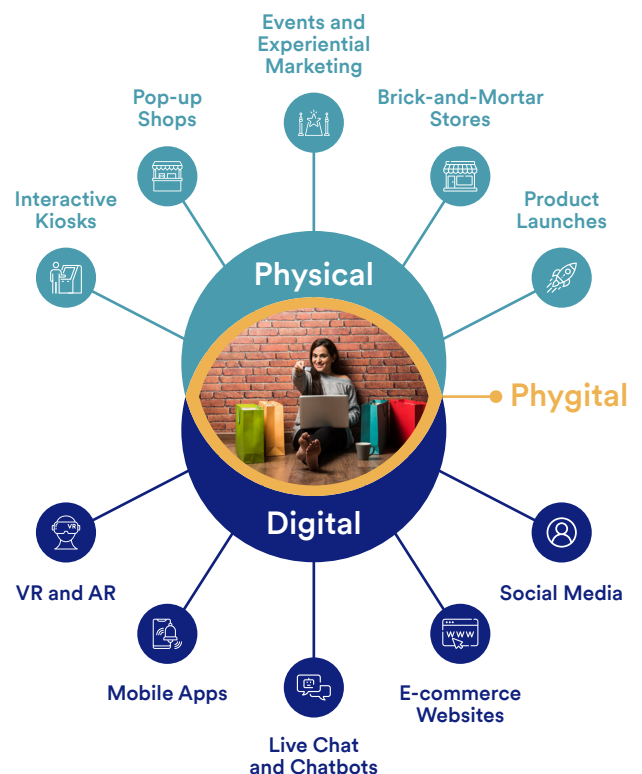
Phygital Integration in Action

An example where a retailer has been successful in bridging this gap is **Decathlon.** While the pandemic affected all sorts of consumer businesses, the sporting goods retailer thought quickly on its feet and bounced back faster than most.

How? To keep up with evolving consumer preferences, the brand implemented chatbot-assisted shopping. This snowballed into engaging with its customers (apart from at its retail outlets) across channels like e-commerce and social platforms, i.e., App, Facebook, Instagram, etc., as well as communication channels like push notifications, emails, and more.

Decathlon is one among many such proofpoints for the fact that the path to acquiring high-value customers as well as successfully retaining the existing ones is through providing seamless omnichannel (i.e., online + offline) purchase experiences.

So, let's dive deeper into the world of blending offline with online and how big retailers can ace this game!

Events and Experiential Marketing

Pop-up Shops

Brick-and-Mortar Stores

Interactive Kiosks

Product Launches

Physical

Phygital

Digital

VR and AR

Social Media

Mobile Apps

E-commerce Websites

Live Chat and Chatbots

A study by TMO Group revealed that brands with omnichannel customer engagement strategies retain, on average, **89%** of their customers, compared to **33%** for their competitors with weak omnichannel customer engagement.

*McKinsey research | **Rakuten Insights

Bridging the Gap Between Offline and Online for a Unified Customer View

> The big question brands are asking is how do offline and online really come together, i.e., how do consumer needs get sensed very early on, and how do multiple modes of delivery really converge from a brand's perspective.

TOI

While the online shopping craze has surged significantly in recent years owing to India's obsession with discounts and savings, brick-and-mortar stores are still extremely relevant. It isn't a matter of choosing one over the other, since Indian customers exist in both worlds, i.e., online and offline. Therefore, the need of the hour is to opt for an engagement approach that is in accordance with the same.

To achieve this feat, brands must assemble their customers' physical and digital interactions under one roof to gain a single, insight-rich customer view.

Bringing physical and digital brand engagement touchpoints together unlocks endless possibilities to create upsell/cross-sell opportunities, maintain brand consistency, and improve overall customer loyalty.

The Role of Data Integration

Integrating data and its subsequent analysis are what lead to businesses getting a 360-degree, unified, customer view. This process merges data from multiple sources, including transactional data, social media interactions, website usage, and more, to provide a holistic view of each customer. This unified approach enables businesses to tailor their interactions and build deeper, meaningful brand-customer relationships.

360-Degree View of the Customer
Everything You Need to Know About Your Customer in One Place

Meet
Anjali Agarwal

Personal Details

Date of Birth: **March 27, 1993**
Age: **30 years old**
Marital Status: **Single**
Place: **New Delhi**
Employment: **Full time Job**

Shopping History

Customer since: **2012**
Last order value: **Rs. 2500**
Last purchase: **Ethnic Kurti**

Preffered channel
WhatsApp

Banks with
Kotak Mahindra Bank

Secondary channel
Email

Best day to send
Wednesday

Best time to send
7PM

Payment preference
Credit Card

Here are some of the perks of investing in building a comprehensive, **360-degree customer view:**

Improved decision making	Improved customer experience	Improved operational efficiency	Increased customer loyalty

Make Every Customer Experience Unique by Personalizing at Scale

> 91% of consumers are more likely to shop with brands who recognize them, remember their purchase history, and provide them with relevant offers and recommendations.

accenture

One size fits all is a no-go when it comes to delivering excellent customer experiences. Each of your customers is unique and different from their peers when it comes to their product preferences, buying behavior (physical or digital), order values, and more. But no matter what combination of purchase behavior they exhibit, you can tailor a unique, personalized experience for them by leveraging these data points!

Personalizing at scale helps brands deliver cohesive and relevant customer experiences across various channels and touchpoints. A direct consequence of this is increased customer satisfaction and, ultimately, an uplift in the bottom line!

> Companies that provide personalized product recommendations across channels can see a **5-15%** increase in revenue.

McKinsey & Company

When brands personalize at scale, it leads to **fostering more intimate brand-customer connections and long-term loyalty,** and it demonstrates the brand's commitment to keeping the customers at the **center** of the equation.

10:00

WhatsApp • Now
Hi Anjali, it's your one year APPiversary! Thank you for being our loyal customer. To make this day more special, here's a **50% OFF voucher valid till 11:59 today.**

SMS • 9:45 AM
Hello Anjali, we have missed you! Do check out our new gourmet section for an amazing selection of **chocolates and cheeses.**

Push Notifications • 8:00 AM
Your favorite Himachal apples are **back in stock. Order now.**

Gmail • 8:00 AM
It's your birthday month and we have put together all the ingredients you need for the perfect chocolate cake. **Click to explore your birthday basket!**

In-App • 7:45 AM
Add items worth Rs. 149 more to **get a discount of 20%.**

Bring "Phygital" Customer Experiences to Life with MoEngage

> MoEngage has helped us communicate and engage better with our customers by providing access to crucial insights. We can now enrich the customer journeys and experiences in our app even further to level up the personalization factor in our communications.

TANISHQ

Whether your customers prefer to spend more time online or tend to check out products in physical stores, you can trust MoEngage to help you build phygitally-enabled brand experiences that are personalized across the end-to-end customer journey.

> We've grown **20-25X** since we onboarded MoEngage, and they have been able to scale with us seamlessly. The product innovation throughout the years, as well as the impeccable support from the Customer Success team, have been truly commendable.

From onboarding to post-purchase steps, we arm you with all the necessary tools you will ever need to optimize your phygital engagement to set yourselves apart from peers from your industry!

- Offline + Online Data integration
- Advanced Segmentation
- AI-powered Insights
- Behavior Analytics Suite
- 1:1 Personalization at Scale

> MoEngage's excellent segmentation capabilities helped us reach the right customer with the right offers, 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!

spencer's

Our leading Customer Engagement Platform has empowered some of the most loved and trusted global brands

Nestlé   Unilever   Domino's   SAMSUNG   airtel   pnb

We ensure you deliver personalized engagement securely and reliably

1.2 Billion
end customers engaged each month

3.2 Billion
messages sent daily around the globe

2.2 Billion
omnichannel experiences delivered monthly

We were 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.

Gartner Peer Insights Customers' Choice 2022™

G2 Leader WINTER 2023

Gartner®

Find out how MoEngage can power your digital transformation journey

Book a Consultation