

moengage

Customer Success Stories

RETAIL AND ECOMMERCE
WORLDWIDE



*For inspiration, motivation, and
data-driven decisions.*

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Introduction

What sets MoEngage apart from other customer engagement platforms is its integrated insights layer, which puts customers at the center of every interaction with your business. It has the ability to provide profound and authentic personalized experiences on a large scale and at an unprecedented speed. Its recommendation engine is backed by AWS Personalize algorithms, the best in the industry. This ensures that your customers will receive individual recommendations and promotions that perfectly align with their needs at the time that matters most.

By showcasing tangible results and real-life examples of how MoEngage has improved customer satisfaction, team efficiency, and business revenue, you can have the confidence that MoEngage is the right tech partner and the trust to help you achieve your business goals, especially in today's competitive retail industry.



Customer Success Story 1:

1

US Fashion Marketplace Increases Sales Conversion by 30%

ABOUT POSHMARK

Poshmark is a leading US fashion resale marketplace for new and used clothes, home goods, and electronics. The platform has over 130 million users and more than 200 million listings.

WEBSITE

www.poshmark.com

IDENTITY



REGION



UNITED STATES

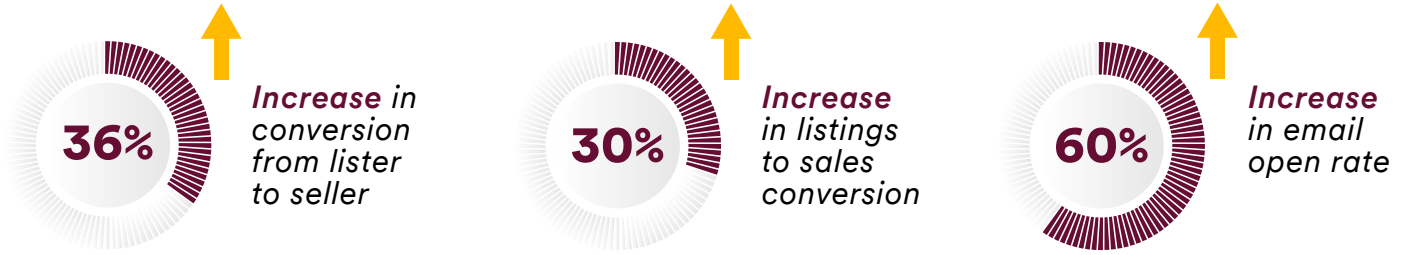
THEN

Poshmark needed a solution that could scale further their already mature email marketing campaigns, while also providing them with tools to help convert listers to sellers and then further activate those converted sellers.

NOW

They currently send 1.5 billion emails per month, all of which are personalized to each user. They deliver nudges and suggestions at the optimal points in the user's journey. Their ability to efficiently execute engagement campaigns on a large scale through MoEngage results in improved conversion rates.

RESULTS



CATALYSTS

- Personalized Email Marketing**

To boost engagement and conversion from target audience.
- Smart Recommendations**

For tailored products and next best action recommendations.
- Customer Journey Flows Versioning**

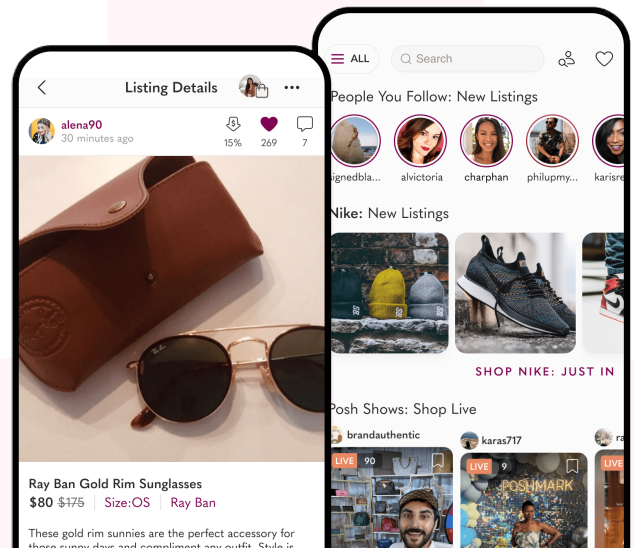
For easy experimentation and optimization of customer journeys.



MoEngage helped us personalize unique messaging needs, while also creating a customer journey for each of our consumers.”

KATIE LAY

Sr Director of Retention Marketing, Poshmark



Customer Success Story 2:

2

Unilever Brand Achieves a Unified Customer View

ABOUT OSWALD

Oswald, a Unilever brand, has been a culinary supplier based in Switzerland since 1951. They have an extensive range of nearly 300 products, encompassing a diverse selection of finest culinary delights, including spices, bouillons, sauces, desserts, and coffee.

WEBSITE

www.oswald.ch/de

IDENTITY



REGION



SWITZERLAND

THEN

They needed a customer engagement platform capable of efficiently integrating customer data from various sources (offline stores, door-to-door sales notes, and online) to create a unified customer profile and facilitate seamless omnichannel engagement.

NOW

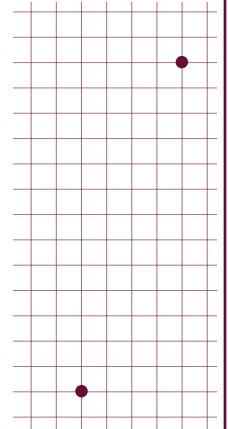
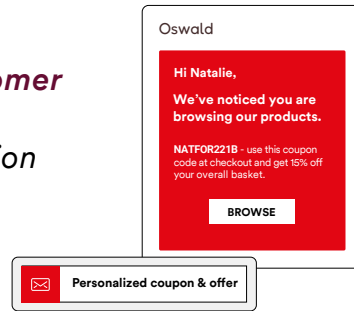
With a centralized customer view, Oswald can now easily segment and personalize offers based on profiles and attributes. They have access to customer insights, including predictions of behavior, enabling them to proactively provide personalized experiences across online and offline channels.

RESULTS

Omnichannel marketing
from offline and online data integration



Optimized customer engagement
from segmentation and predictions



CATALYSTS

Custom Segments

To build sophisticated customer segments according to business needs.

Outbound Syncs

To automatically export segments to and from external platforms.

Data & Analytics

For performance tracking, optimization, and insights-driven targeting.



MoEngage is the best platform for unifying customer data and sending personalized campaigns.”

NADINE BERDUX

Head of CRM & Online Marketing, Oswald



Customer Success Story 3:

3

Greece Marketplace Boosts Loyal Customer Revenue by 350%

ABOUT SKROUTZ

Skrouz is Greece's largest ecommerce marketplace, with over 29 million products and 8,700 sellers. Dubbed the Amazon of Greece, it has over 33 million monthly sessions, 5.5 million active buyers, and 1.3 million active app users.

WEBSITE

www.skrouz.gr

IDENTITY

skrouz

REGION



GREECE

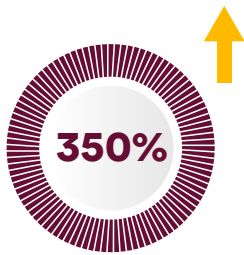
THEN

Prior to MoEngage, campaign creation and performance tracking were decentralized, which presented a significant challenge to the CRM team. They had to manually piece together multiple tools to design, launch, and manage their campaigns, which required engineering and BI resources. Their CRM channels were limited, so they couldn't run multichannel campaigns.

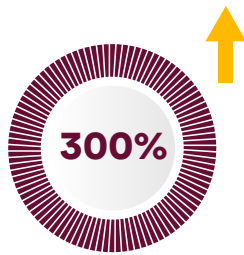
NOW

With MoEngage, Skrouz can now create, execute, and track customer engagement campaigns from a single platform. They can segment customers accurately and create journeys across preferred channels using real-time data. These journeys are automated and optimized using MoEngage's built-in AI to achieve maximum results and reduce churn.

RESULTS



Increase in conversions with loyal customers



Increase in weekly campaign creation



Improved team productivity and campaign efficiency

CATALYSTS

Automated Customer Journey Flows

For team efficiency and campaign efficacy across channels.

Analytics & Reporting

To increase the chance of converting free users to paid.



We had an excellent experience from the customer success team throughout the whole onboarding process with fast replies on all of our requests and a detailed training process.”

ANDREAS DIKAROS
CRM Manager,
Skroutz



We were looking for a customer engagement platform that is flexible enough to cover our needs with the minimum possible integration effort. MoEngage checked all these essential boxes, making it the natural choice to move us forward.”

ANASTASIOS STATHOPOULOS
Director of Engineering,
Skroutz



Customer Success Story 4:

4 UK's 3rd Largest Food Delivery App Grows Basket Conversion by 86%

ABOUT FOODHUB

Foodhub is the UK's third largest food delivery app. It offers customers exclusive deals on online takeaways and food deliveries through its network of 30,000+ restaurant, takeaway and Quick-Service Restaurant (QSR) partners in the UK.

WEBSITE

www.foodhub.co.uk

IDENTITY

**FOOD
HUB**TM

REGION



UNITED
KINGDOM

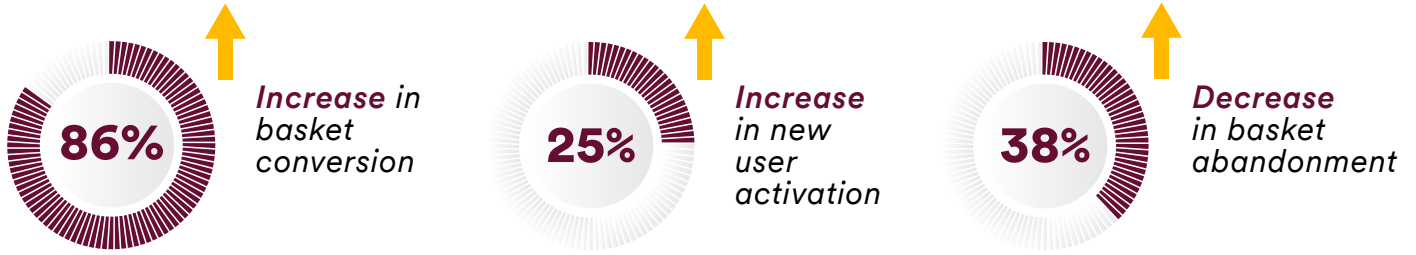
THEN

Foodhub wanted to incorporate customer insight and deeper levels of personalization into its online offering in order to increase app usage, encourage repeat purchases, and encourage organic referrals. Their previous platform lacked the analytics and segmentation capabilities that are essential for this.

NOW

Leveraging MoEngage's customer engagement platform, which uses machine learning and AI to unlock insights-led analysis of consumer behaviors, Foodhub has been able to build layers of insight to improve CX and order frequency, and spend.

RESULTS



CATALYSTS

Inform Transactional Messaging

For unified promotional and transactional messaging.

Personalized Communication

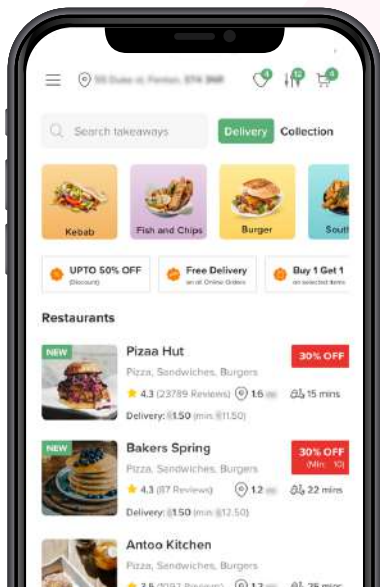
Based on user level financial behavior and information.



With MoEngage, we've seen the ability of insight-led engagement to scale this at pace, driving not just customer activation speed, but also repeat custom and organic referrals."

NICK BOTTAI

VP of Marketing, Foodhub



Customer Success Story 5:

5

First On-Demand Alcohol Delivery in Australia Increases Revenue 2.6x

ABOUT JIMMY BRINGS

Jimmy Brings Australia's first on-demand alcohol delivery company, delivers great value wine, beer, and spirits in minutes to 800k+ customers. By combining GPS tracking technology and algorithmic dispatch, they are changing the way alcohol is bought and sold in Australia.

WEBSITE

www.jimmybrings.com.au

IDENTITY

**JIMMY
BRINGS**

REGION



AUSTRALIA

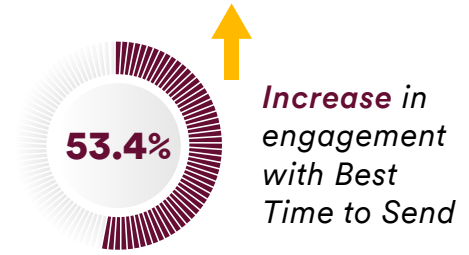
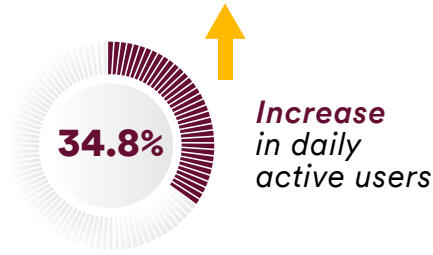
THEN

Jimmy Brings' customer base is spread throughout six Australian states and each state has its own unique product catalog. In order to segment their customer base and send them personalized engagement, they required a tool that would enable them to gain a deeper understanding of their profiles, past purchases, and other characteristics.

NOW

Customer insights are readily available in a single, unified view, allowing Jimmy Brings' team to create segments based on customer behavior and location. They use these segments to create customer journeys that automatically send tailored messages like special offers via the right channel at the right time.

RESULTS



CATALYSTS

Inform Transactional Messaging

Based on customer behavior, purchase history, and other attributes.

Customer Journey Flows

For automated and personalized customer lifecycle messages.

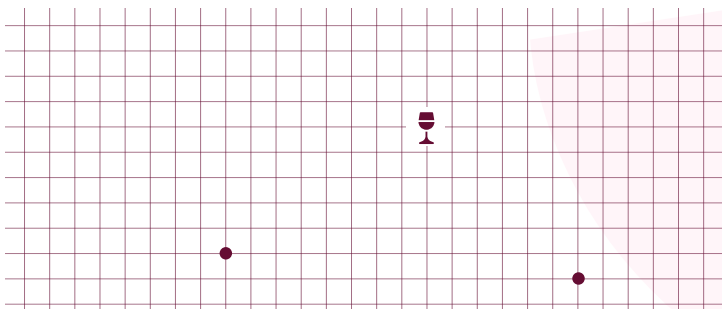
Dynamic A/B Testing

To determine the ideal channel and time to send.



MoEngage has allowed us to reach our customer base and communicate with them effectively and on time. It is one of the main platforms we use to keep customers engaged throughout their lifetime journey with the brand, while also allowing us to collect valuable customer insight.”

ANGELA LO
CRM Manager,
Jimmy Brings



Customer Success Story 6:

6

UAE's Top Retailer Sees 56% Sales Growth During Its Biggest Sale

ABOUT THE LANDMARK GROUP

The Landmark Group, is one of the UAE's largest omnichannel retailers. It operates over 2200 retail, leisure, and hospitality outlets across the GCC, Middle East, India, Southeast Asia, and Africa.

WEBSITE

www.landmarkgroup.com

IDENTITY



REGION



UNITED ARAB
EMIRATES

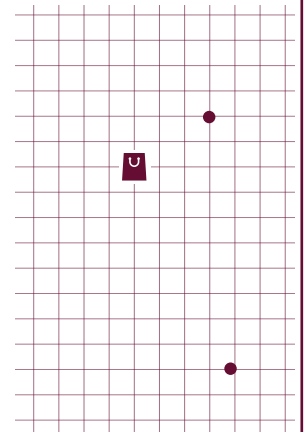
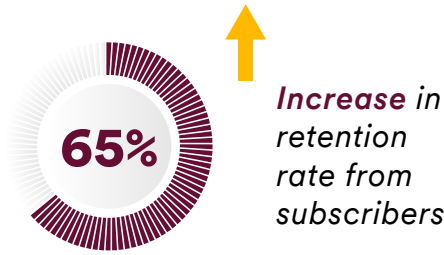
THEN

The White Wednesday sale is a massive year-end shopping event in the UAE that features discounts and deals on a wide range of brands and categories. The Landmark Group knew they could use this key event to increase engagement and revenue, so they needed a marketing tool to help them do so while also acquiring new subscribers.

NOW

The team can personalize campaigns before, during, and after sales events like White Wednesday. They use in-app and push notifications to promote or upsell products by targeting users based on real-time actions such as browsing or purchasing history.

RESULTS



CATALYSTS

● **Real-Time Event Triggers**
To deliver instant push messages to users at the right time.

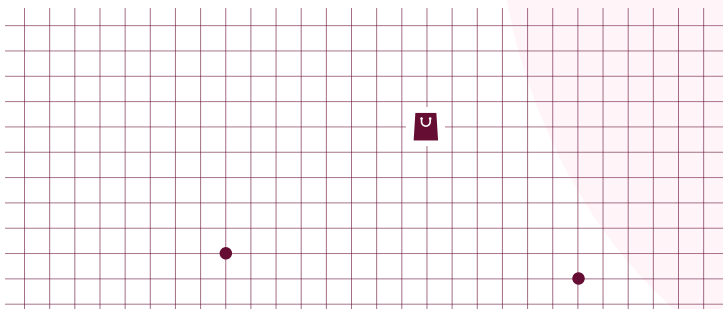
● **Customer Journey Flows**
For automatic and personalized messages based on behavior.

● **Smart Recommendations (previously DPM)**
For precise product recommendations to each customer.



MoEngage enables us to contact our customer base using behaviorally driven, personalized, event-based content in a reactive and agile manner, which is critical to the sale's success.”

CLAIRE ADSHEAD
CRM & Retention Manager,
The Landmark Group



MoEngage works with top brands worldwide and across industries.

RETAIL	BFSI
QSR	MEDIA & ENTERTAINMENT
TRAVEL & HOSPITALITY	