moengage

Personalisation Pulse Check Report

Europe Edition
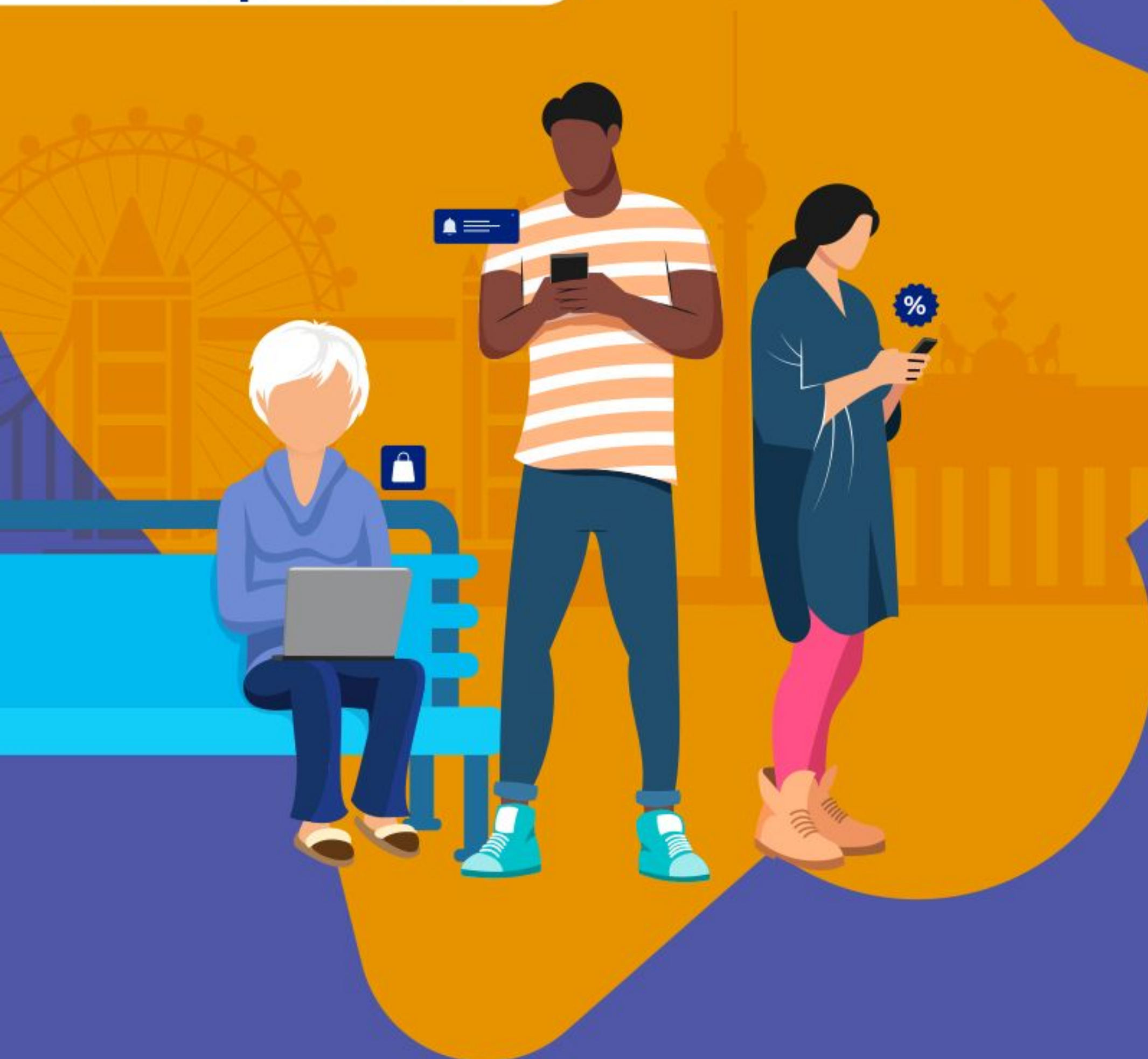
What's Inside?

Overview

The better part of the last two years saw customer behaviour shift in why they buy from a brand, where they browse, and much more. According to a recent Prosper Insights & Analytics Survey, close to 50% of the survey respondents reported that new behaviours adopted during the pandemic have become "habits" that will continue after the pandemic is over.

The new customer that emerged from the two years of turmoil values a seamless, tailor-made experience. Before buying from brands, they do their price research, look for offers, peer reviews on multiple channels with the expectation that every channel will provide personalised, responsive engagement. The anticipation of a personalised experience is more from the new digital converts, the baby boomers. As they take more of their spending online, they expect to find exactly what they are looking for easily.

75% of customers quickly sought out a new brand due to product shortages, according to a recent McKinsey report. This indicates that customer loyalty is wavering and tilting towards brands that value customer experience and convenience.

> **In 2021, retailers who understand changing customer behaviour and utilise those insights right at the start of their shopping journeys are the ones who will thrive in the long-run.**
>
> *-Milka Kramer,*
> *UK and Ireland Country Manager*
> *Pinterest*

It is impeccable to understand their needs and offer a seamless and relevant customer experience to ensure sustained customer loyalty. The Europe edition of "Personalisation Pulse Check Report" is MoEngage's initiative in gauging the pulse of European shoppers. With this report, you access consumers' preferences around engagement, strategies to personalise customer experience based on these insights and how businesses can leverage this information to tailor customer journeys and deliver a seamless experience.
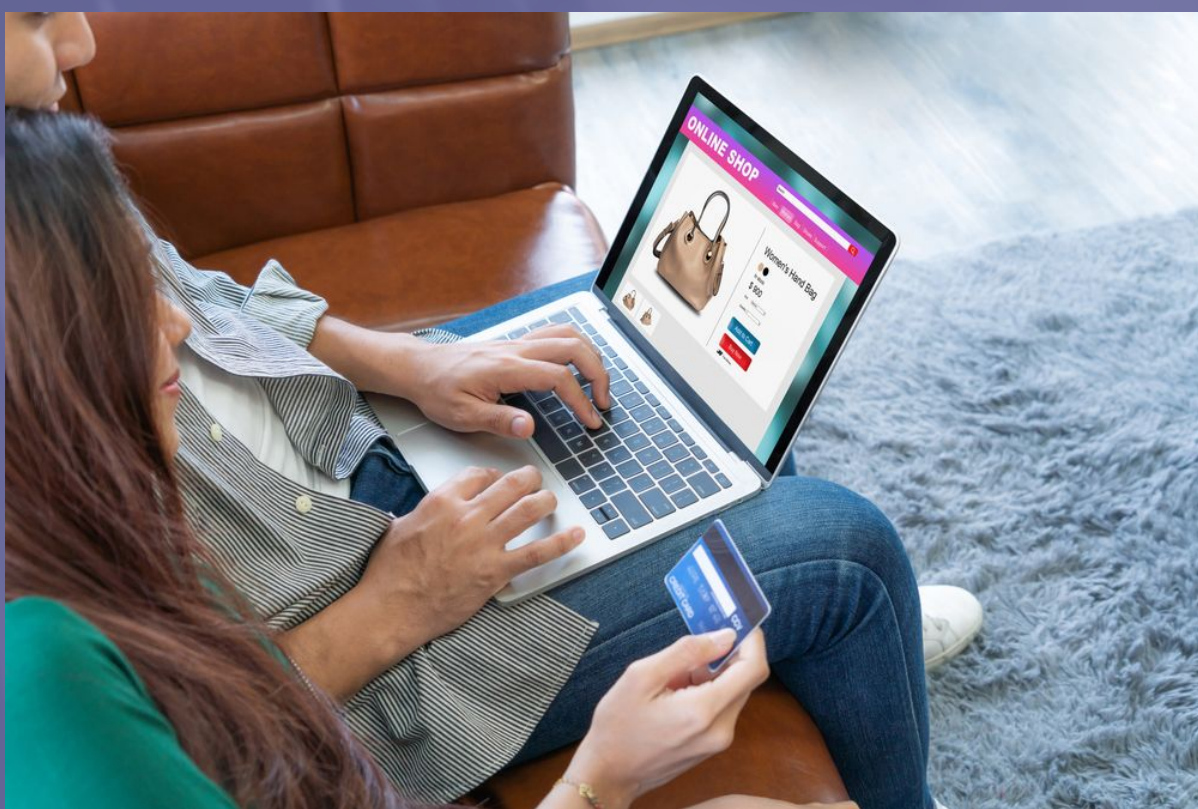
Executive Summary

29%

of Germans and Brits Appreciate Messages from Brands Which Relate to Promotional Offers and Coupons.

22%

of European Shoppers Have Adopted Mobile Apps Followed by Social Media as the New Channels to Communicate with Brands

28%

European Consumers Get Frustrated When They Receive Irrelevant Content or Products from Brands.

41%

of European Consumers Wish to Receive Weekly Communication from their Favourite Brands

26%

of Shoppers in Germany and UK Want Brands to Personalise Their Shopping Experience Based on Their Previous Purchase History

38%

of European Shoppers Have Shifted to Online Shopping in the Light of COVID-19

36%

of German and Brit Shoppers Would Embrace a Mix of Online and In-person Shopping Once Life Goes Back to Pre-COVID

32%

of Consumers Expect Order Confirmation, Shipping Notice and Delivery Confirmation

Survey Demographics

MoEngage commissioned 'Personalisation Pulse Check survey across 500 consumers – 250 each from the United Kingdom and Germany. The consumers are all 18 years of age and older. The sample size is balanced by age and gender for Europe.

Geographies Covered

United Kingdom   Germany

Gender Ratio

Male 47%

Female 53%

Job Roles

Administration 18%

Board Members 33%

C-suite 18%

Middle and Senior Management 31%
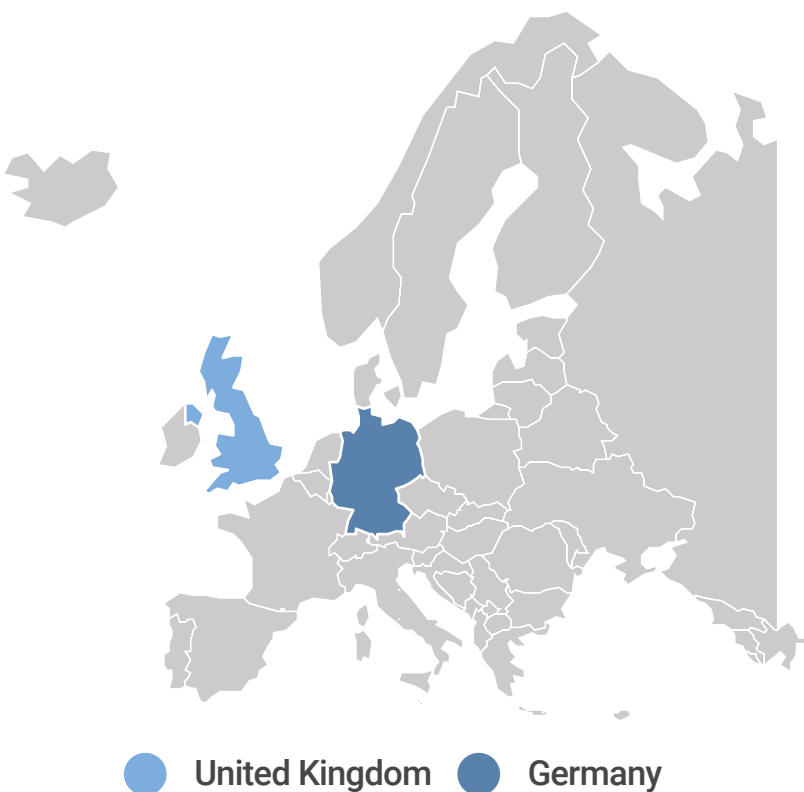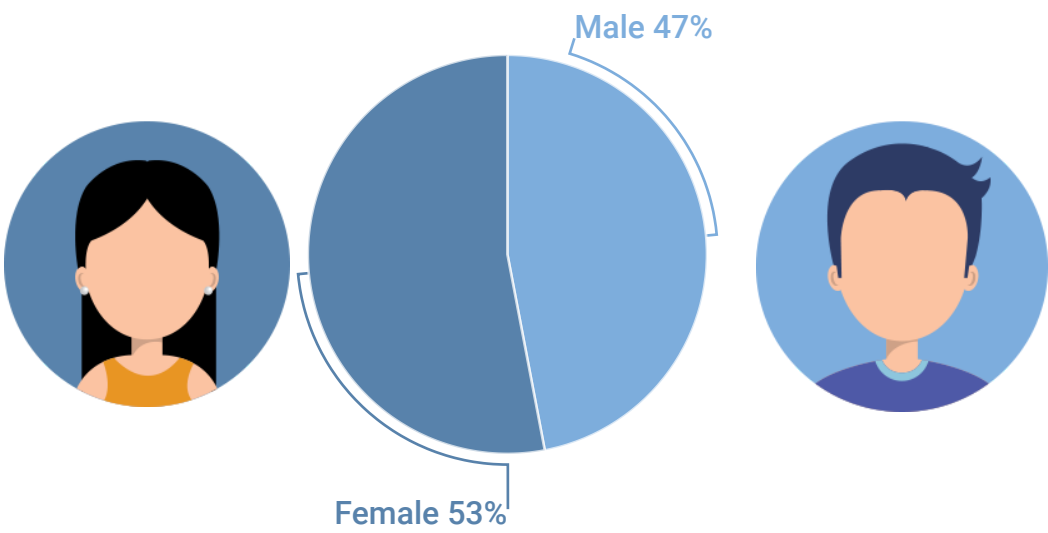
1. Customer Delight

What delights European consumers? How do they choose to buy from one brand over another?

Pie chart values:
- 3.9
- 4.61
- 2.96
- 3.24
- 3.5
- 2.79
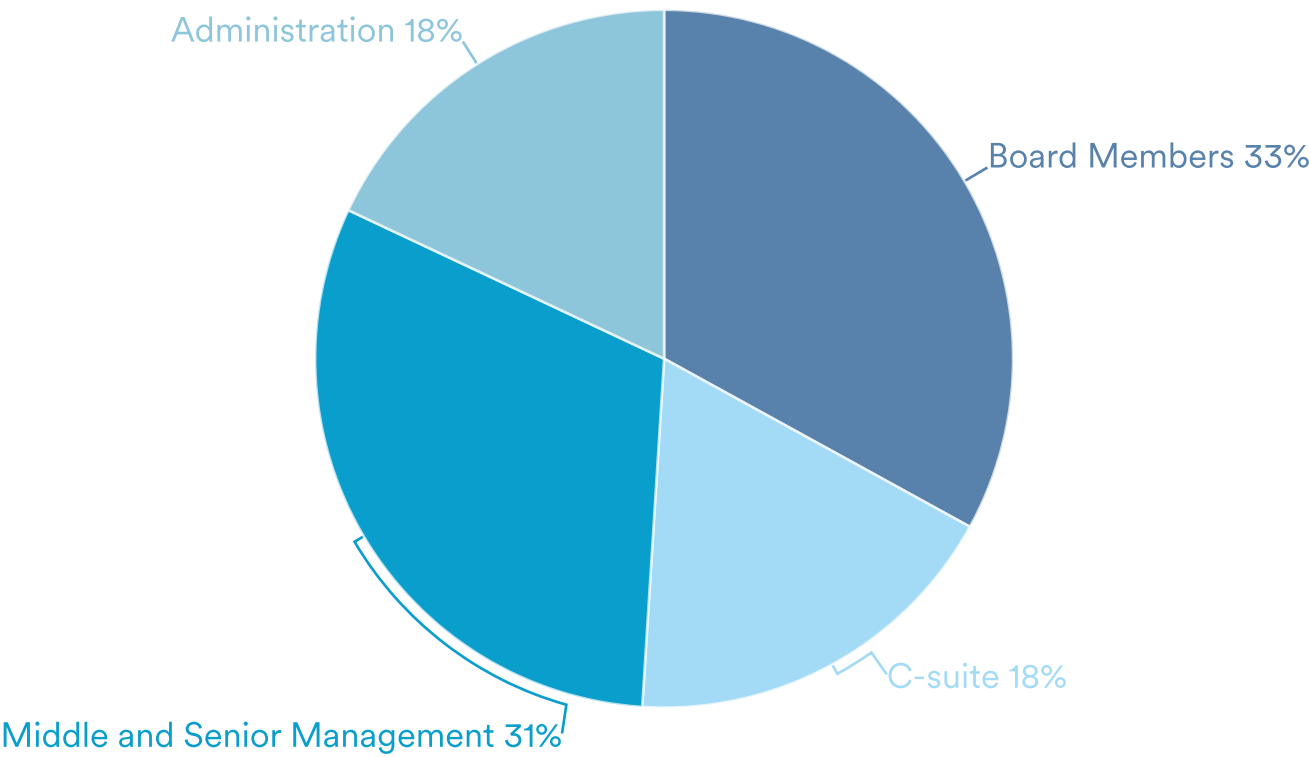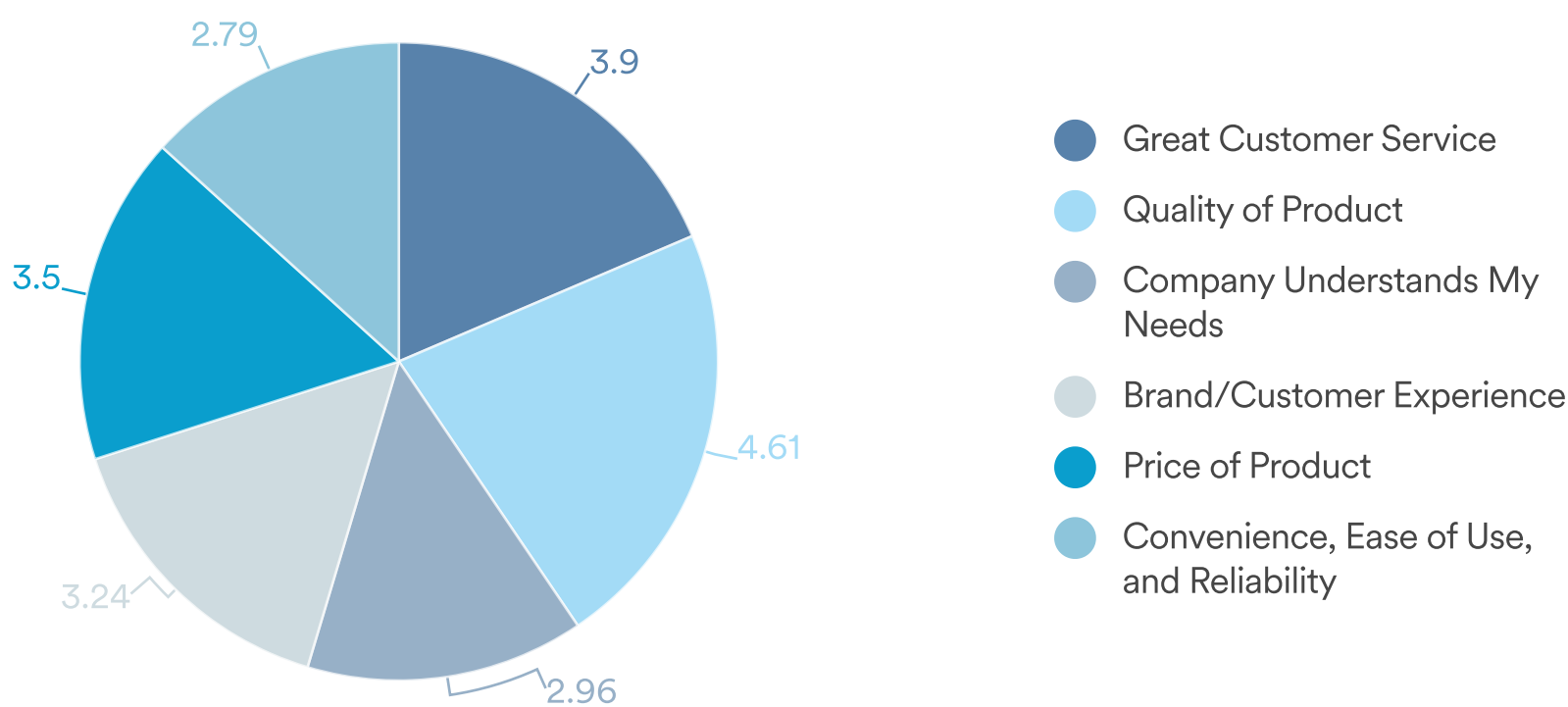
Legend:
- Great Customer Service
- Quality of Product
- Company Understands My Needs
- Brand/Customer Experience
- Price of Product
- Convenience, Ease of Use, and Reliability

- The deciding factor of buying a product from one brand over another is the quality of the product.

- With the amount of UGC specifically around ratings and reviews, consumers are likely to do research on the quality depending on the the importance of the product.

- Customer service they receive from a brand matters to consumers especially when deciding which brand to purchase an important product from.

Men (18-24)

- Convenience, Ease of Use, and Reliability 2.63
- Great Customer Service 4.07
- Price of Product 3.00
- Quality of Product 4.40
- Brand/Customer Experience 3.27
- Company Understands My Needs 3.63

Men (25-34)

- Convenience, Ease of Use, and Reliability 3.18
- Great Customer Service 3.41
- Price of Product 4.18
- Quality of Product 4.12
- Brand/Customer Experience 3.06
- Company Understands My Needs 3.06

Men (35-44)

Convenience, Ease of Use, and Reliability 3.45

Great Customer Service 3.65

Price of Product 3.40

Quality of Product 4.30

Brand/Customer Experience 3.25

Company Understands My Needs 2.95

Men (45-54)

Convenience, Ease of Use, and Reliability 2.11

Great Customer Service 4.33

Price of Product 3.33

Quality of Product 4.78

Brand/Customer Experience 3.56

Company Understands My Needs 2.89

Men (>54)

Convenience, Ease of Use, and Reliability 2.38

Great Customer Service 3.75

Price of Product 4.38

Quality of Product 4.00

Brand/Customer Experience 3.63

Company Understands My Needs 2.88

Consumers across age groups in the United Kingdom (UK) and Germany felt that product quality was the important factor when deciding to purchase between two or more brands.

For male consumers aged 25-34 and 54+ in the UK, the price of the product is what influences their purchase the most.

2. Customer Frustration

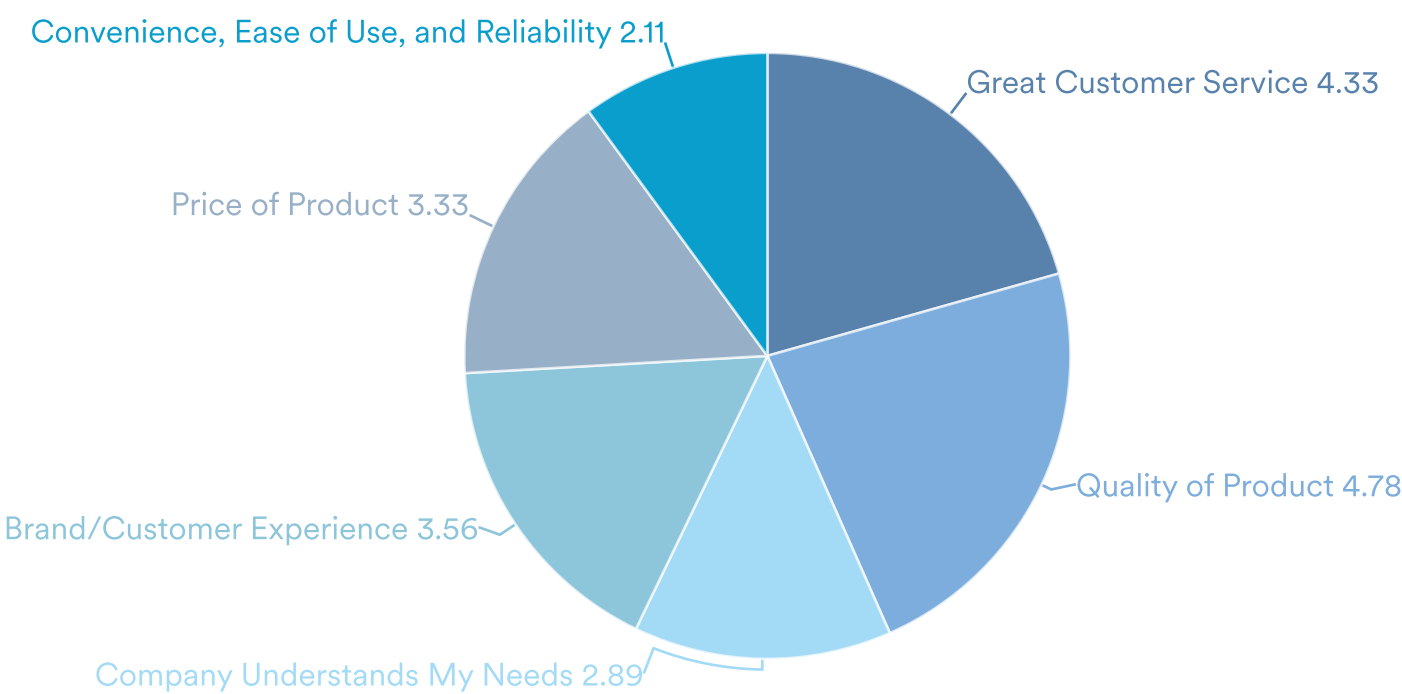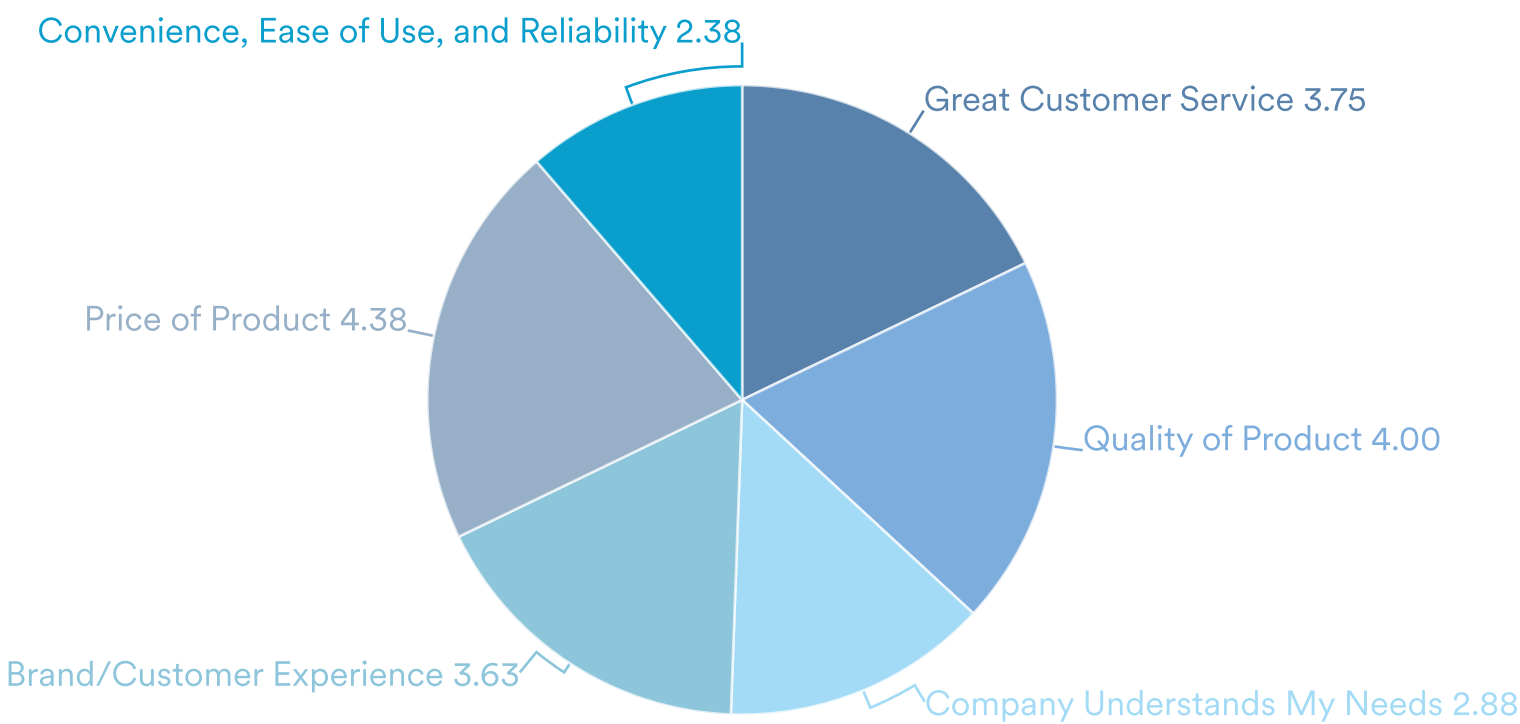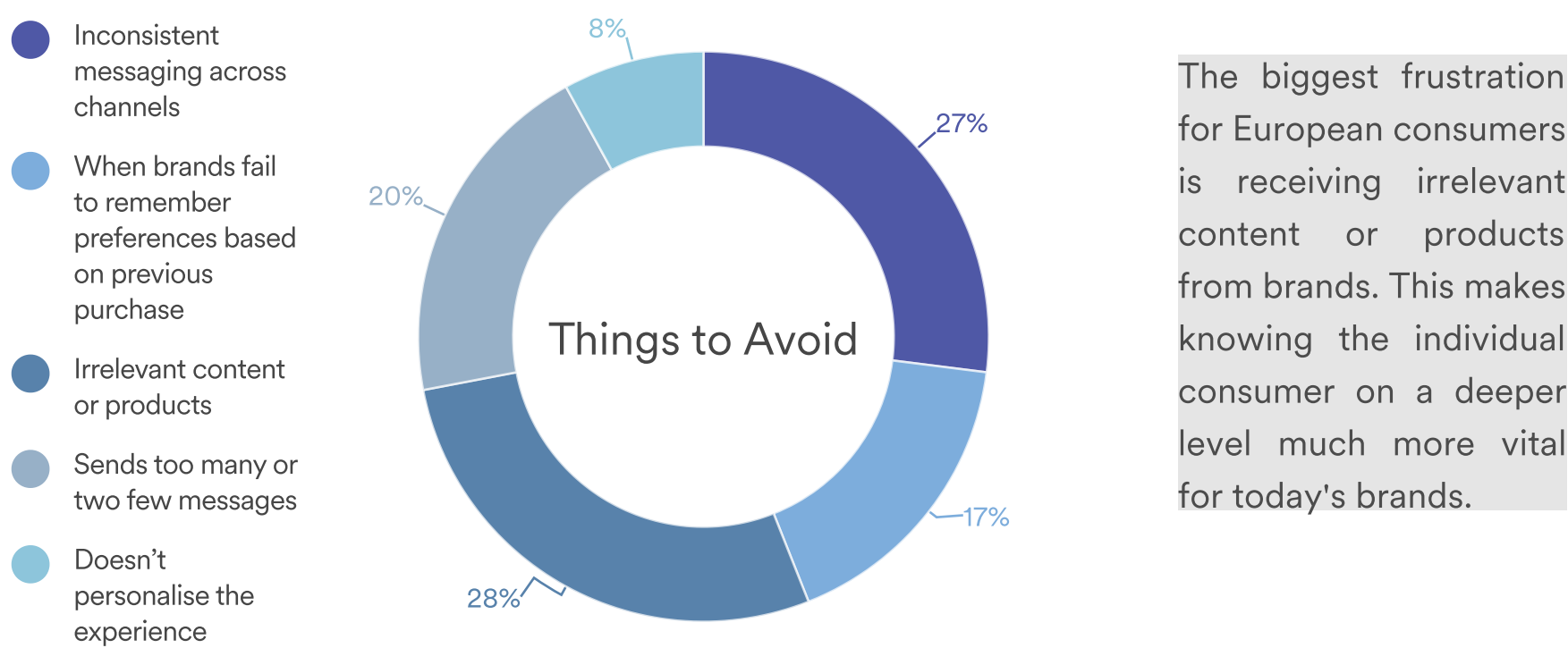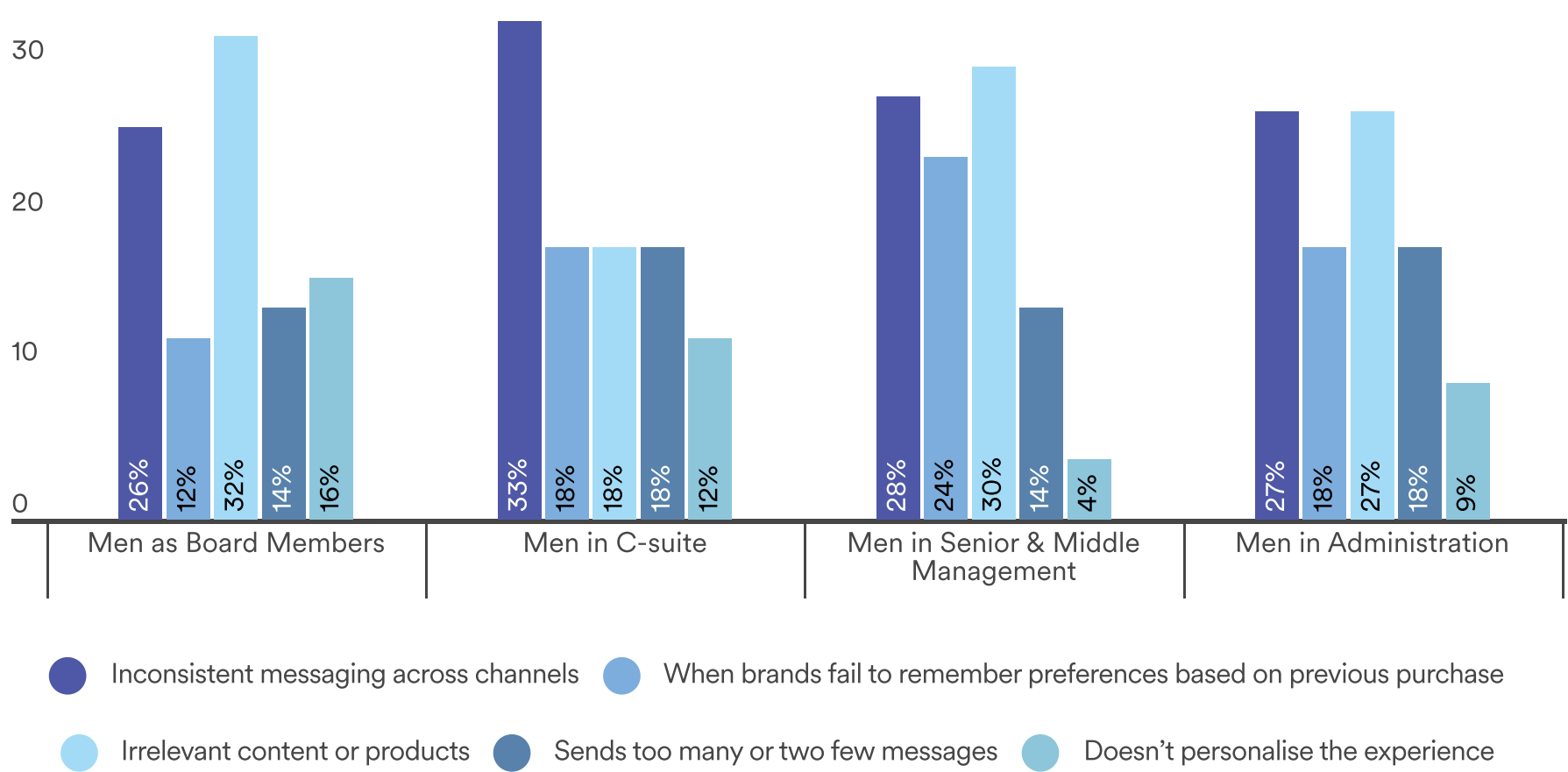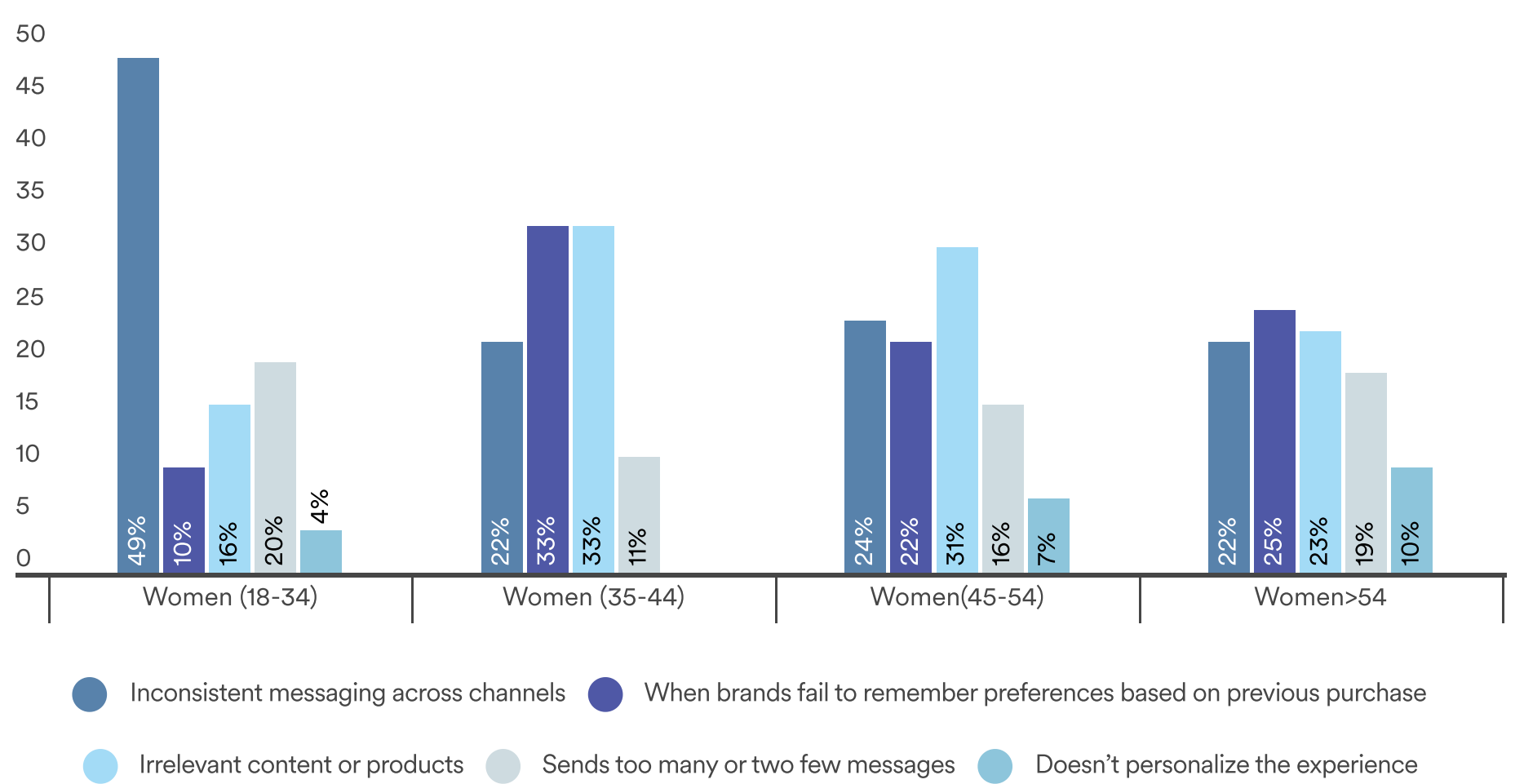What frustrates European consumers the most about an experience with a brand?

- Inconsistent messaging across channels
- When brands fail to remember preferences based on previous purchase
- Irrelevant content or products
- Sends too many or two few messages
- Doesn't personalise the experience

Things to Avoid

8%

27%

20%

17%

28%

The biggest frustration for European consumers is receiving irrelevant content or products from brands. This makes knowing the individual consumer on a deeper level much more vital for today's brands.

What frustrates male consumers in different job roles the most about an experience with a brand?

Men as Board Members	Men in C-suite	Men in Senior & Middle Management	Men in Administration
26% 12% 32% 14% 16%	33% 18% 18% 18% 12%	28% 24% 30% 14% 4%	27% 18% 27% 18% 9%

- Inconsistent messaging across channels
- When brands fail to remember preferences based on previous purchase
- Irrelevant content or products
- Sends too many or two few messages
- Doesn't personalise the experience

- Male consumers in C-suite or administrative roles prefer consistency of message across channels.

- Whereas, those in board, senior and middle management get irked most when they receive irrelevant content or products.

- In comparison regardless of the seniority of the role, female consumers tend to be put off most by receiving different messages from brands across different channels.
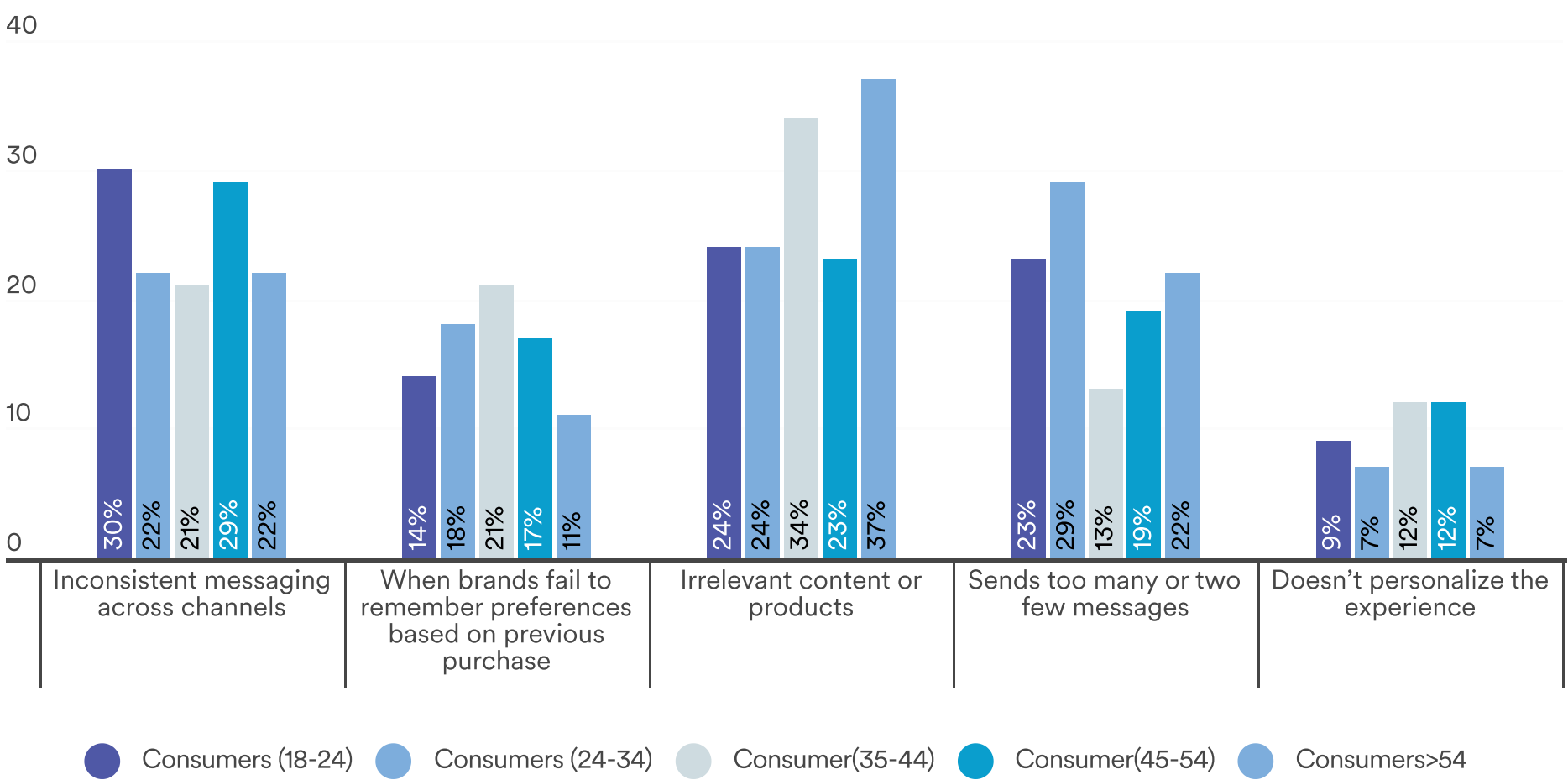
What frustrates German female consumers the most about an experience with a brand?

Legend:
- ● Inconsistent messaging across channels
- ● When brands fail to remember preferences based on previous purchase
- ● Irrelevant content or products
- ● Sends too many or two few messages
- ● Doesn't personalize the experience

Women (18-34): 49%, 10%, 16%, 20%, 4%
Women (35-44): 22%, 33%, 33%, 11%
Women (45-54): 24%, 22%, 31%, 16%, 7%
Women>54: 22%, 25%, 23%, 19%, 10%

- 49% of female shoppers aged 18-34 based in Germany look for consistency across channels.

- Females between 35-44 and over 54 feel dissatisfied when brands don't not understand their preferences.

- Women consumers between 45-54 get frustrated when they receive irrelevant content or product recommendations.

> Most brands today have age data. By using this data in the right way, brands can get their messaging to be more effective. The important thing to keep in mind here is that each generation has a different relationship with technology and have different buying behaviours.
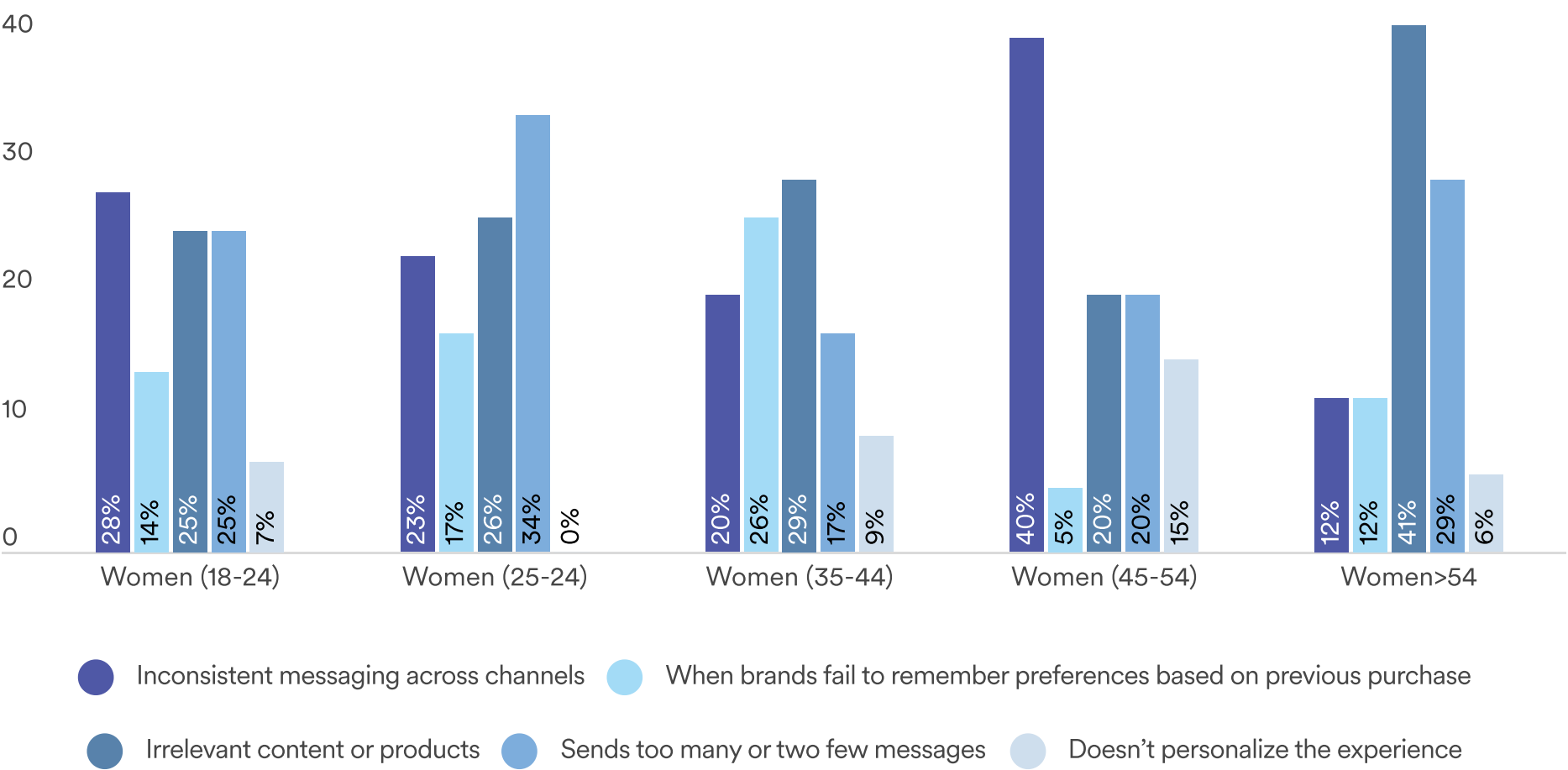
What frustrates Brits the most about an experience with a brand?

Legend:
- ● Consumers (18-24)
- ● Consumers (24-34)
- ● Consumer (35-44)
- ● Consumer (45-54)
- ● Consumers>54

Inconsistent messaging across channels: 30%, 22%, 21%, 29%, 22%
When brands fail to remember preferences based on previous purchase: 14%, 18%, 21%, 17%, 11%
Irrelevant content or products: 24%, 24%, 34%, 23%, 37%
Sends too many or two few messages: 23%, 29%, 13%, 19%, 22%
Doesn't personalize the experience: 9%, 7%, 12%, 12%, 7%

- 30% of consumers aged 18-24 wish to receive consistent messages across channels. Whereas, consumers aged 25-45 want brands to send messages at a consistent frequency.

- Brits aged 34-44 may not engage with a brand as much if they are receiving irrelevant content or products from brands.

- Those between 45-54 want to receive communication which shows you understand the individual consumer or remember their preferences/purchases.

- When communicating with consumers aged 54 and above , brands should ensure their message is consistent across all channels.

What frustrates UK female consumers the most about an experience with a brand?

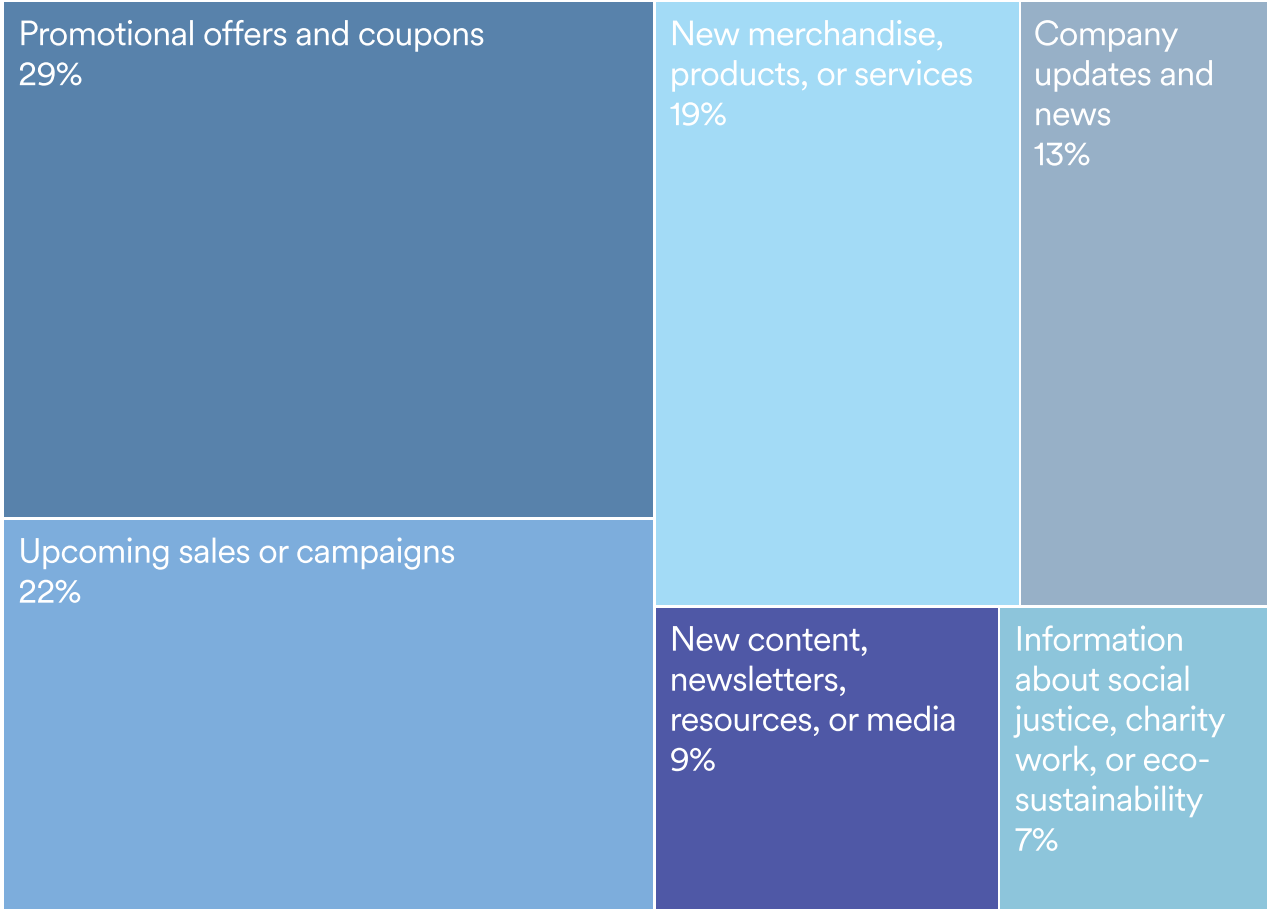|	Women (18-24)	Women (25-24)	Women (35-44)	Women (45-54)	Women>54
Inconsistent messaging across channels	28%	23%	20%	40%	12%
When brands fail to remember preferences based on previous purchase	14%	17%	26%	5%	12%
Irrelevant content or products	25%	26%	29%	20%	41%
Sends too many or two few messages	25%	34%	17%	20%	29%
Doesn't personalize the experience	7%	0%	9%	15%	6%

- Female Brits aged 25-34 get annoyed when they receive too many or not enough messages from brands.

- For female consumers between 35-44 or 54 and above in the UK, receiving irrelevant content or products becomes a point of discord.

- Finally, for 40% of females between 45-54, consistency across channels is the important factor.

3. Preferred Message Type

What kind of messages do consumers prefer to receive?

Promotional offers and coupons
29%

New merchandise, products, or services
19%

Company updates and news
13%

Upcoming sales or campaigns
22%

New content, newsletters, resources, or media
9%

Information about social justice, charity work, or eco-sustainability
7%

When it comes to the type of messages brands should be sending to consumers, promotion offers and coupons came out as the winner in Europe, across both male and female shoppers of all ages.

In terms of job seniority, male consumers in Germany, firstly prefer receiving messages related to upcoming sales or campaigns followed very closely by promotional offers and coupons.
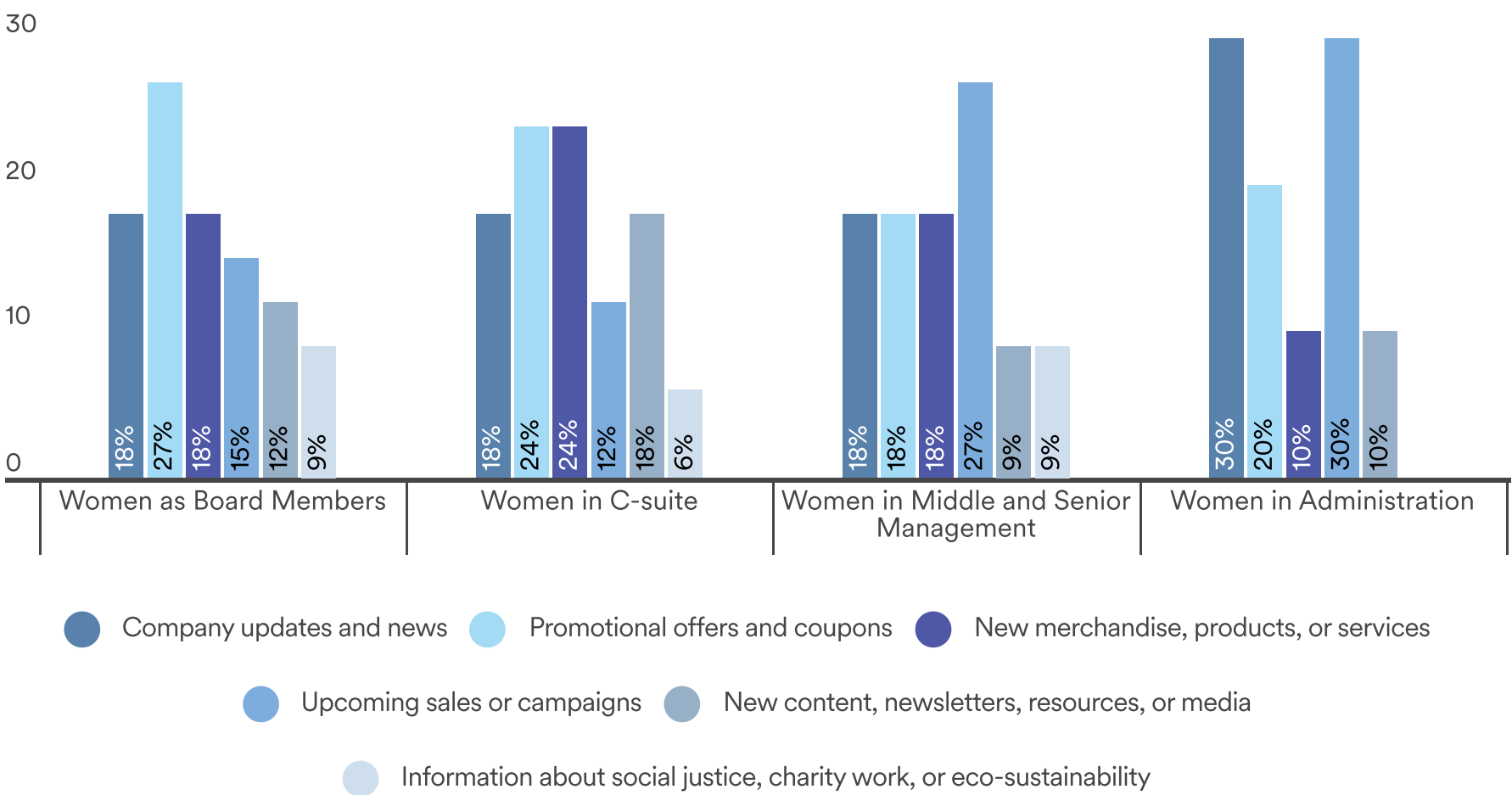
Promotional offers and coupons is also the winning message type for female shoppers in Germany.

33% of shoppers in the UK appreciate messages from brands which relate to promotional offers and coupons, followed by upcoming sales.

Brands should consider sending communications which includes information about upcoming sales or campaigns, which also came out as a strong preference.

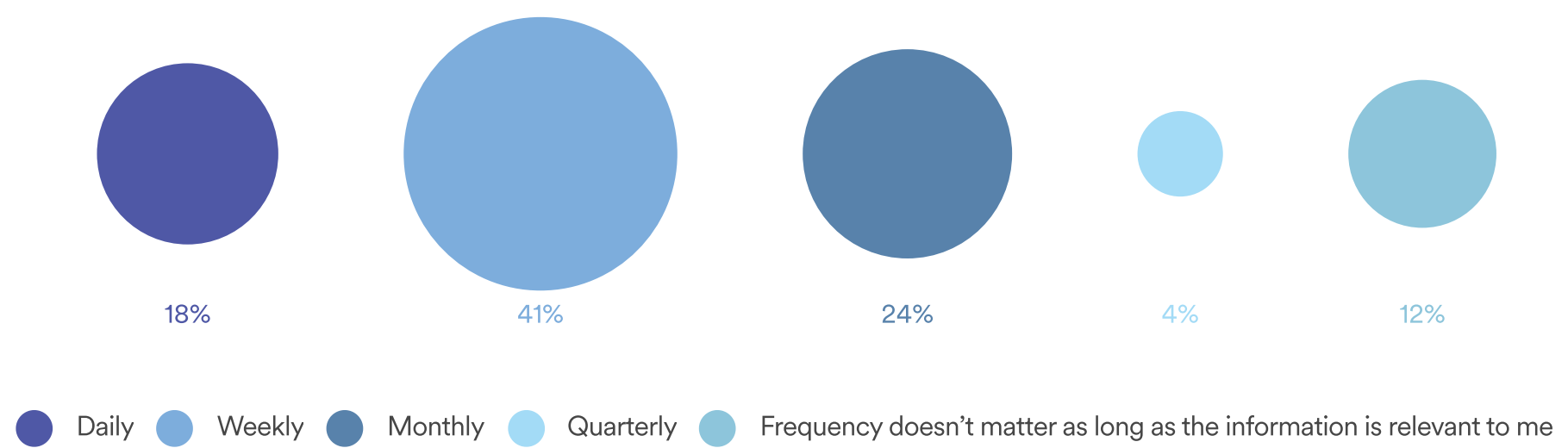What kind of messages do female German consumers prefer to receive?

	Women as Board Members	Women in C-suite	Women in Middle and Senior Management	Women in Administration
Company updates and news	18%	18%	18%	30%
Promotional offers and coupons	27%	24%	18%	20%
New merchandise, products, or services	18%	24%	18%	10%
Upcoming sales or campaigns	15%	12%	27%	30%
New content, newsletters, resources, or media	12%	18%	9%	10%
Information about social justice, charity work, or eco-sustainability	9%	6%	9%	

Legend:
- Company updates and news
- Promotional offers and coupons
- New merchandise, products, or services
- Upcoming sales or campaigns
- New content, newsletters, resources, or media
- Information about social justice, charity work, or eco-sustainability

• 27% of female board members in Germany prefer receiving promotional offers and coupons. 18% of them also wish to receive notifications of new merchandise or products and company updates.

• 24% of German female C-suite consumers wish to receive promotional offers and notification around new merchandise, products or services.

• Surprisingly, 27% of female consumers in middle and senior management prefer messages related to upcoming sales or campaigns. Meanwhile, those in administration want to keep an eye on upcoming sales and company updates.

Brands must spend time developing excitement and a buzz around upcoming offers, sales and coupons. Consumers are most likely to engage with such messages and have a penchant for them.

4. Communication Frequency

How often do consumers prefer to receive messages and communications from brands?

18%   41%   24%   4%   12%

● Daily   ● Weekly   ● Monthly   ● Quarterly   ● Frequency doesn't matter as long as the information is relevant to me
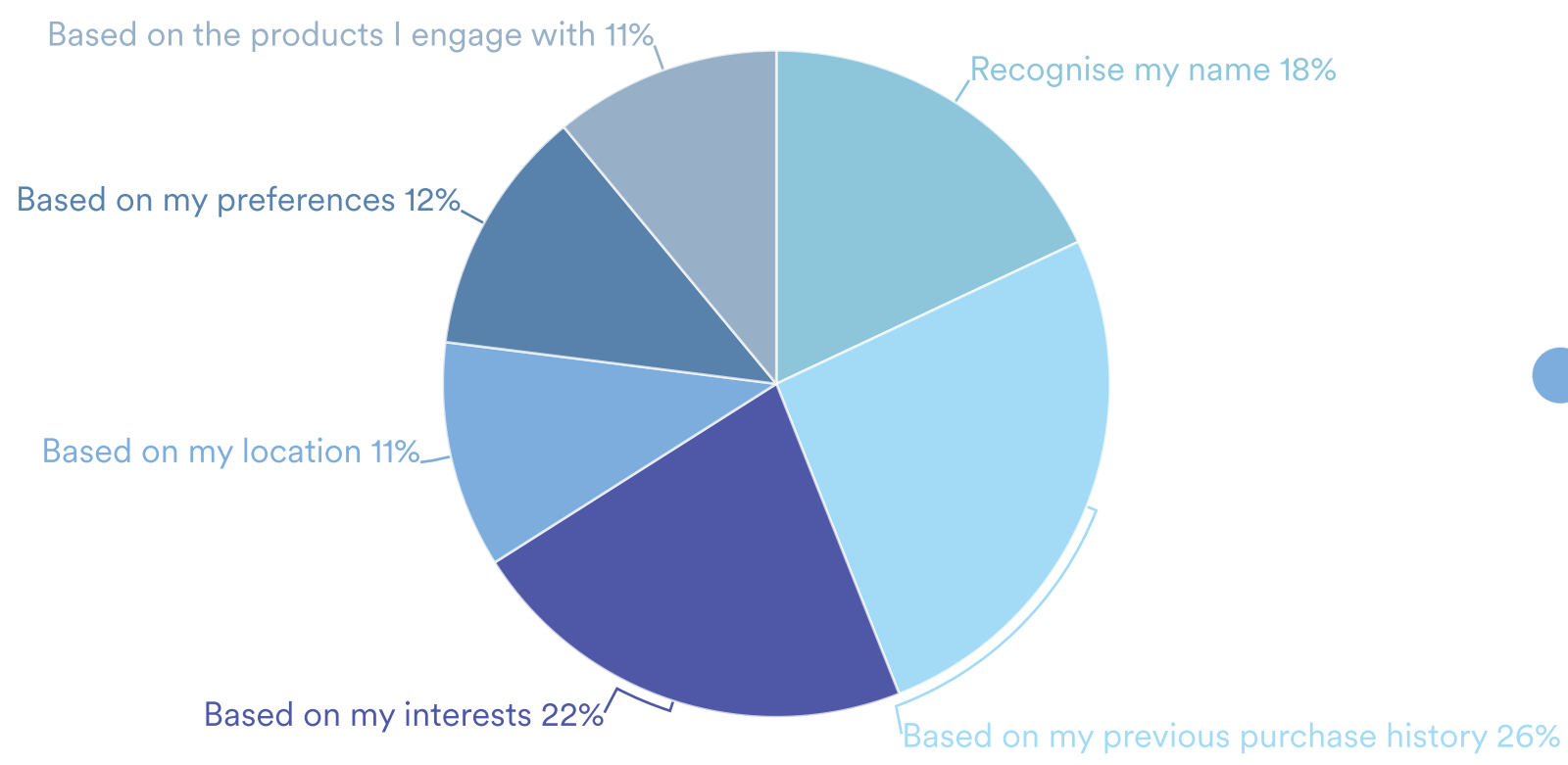
Receiving too many or not enough communication from brands is a cause for frustration when it comes to European consumers.

41% of shoppers in Europe would prefer receiving messages from brands on a weekly basis, except for females aged 54 and above who would like to receive daily messages.

5. Personalisation

How do consumers expect their communications with a brand to be personalised?

Based on the products I engage with 11%
Recognise my name 18%
Based on my preferences 12%
Based on my location 11%
Based on my interests 22%
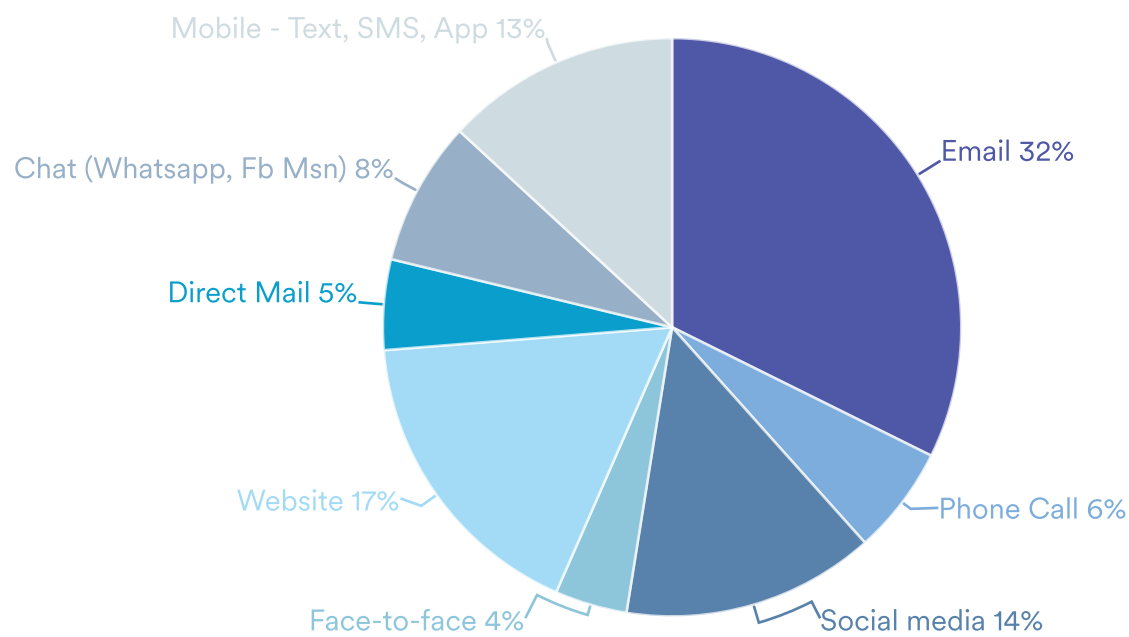Based on my previous purchase history 26%

We all know how tech savvy today's consumers are - especially when it comes to their personal data and how organisations are using this information.

The majority of shoppers across Germany and UK want brands to personalise their shopping experience based on their previous purchase history followed by known interests.
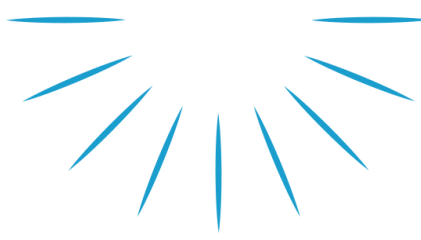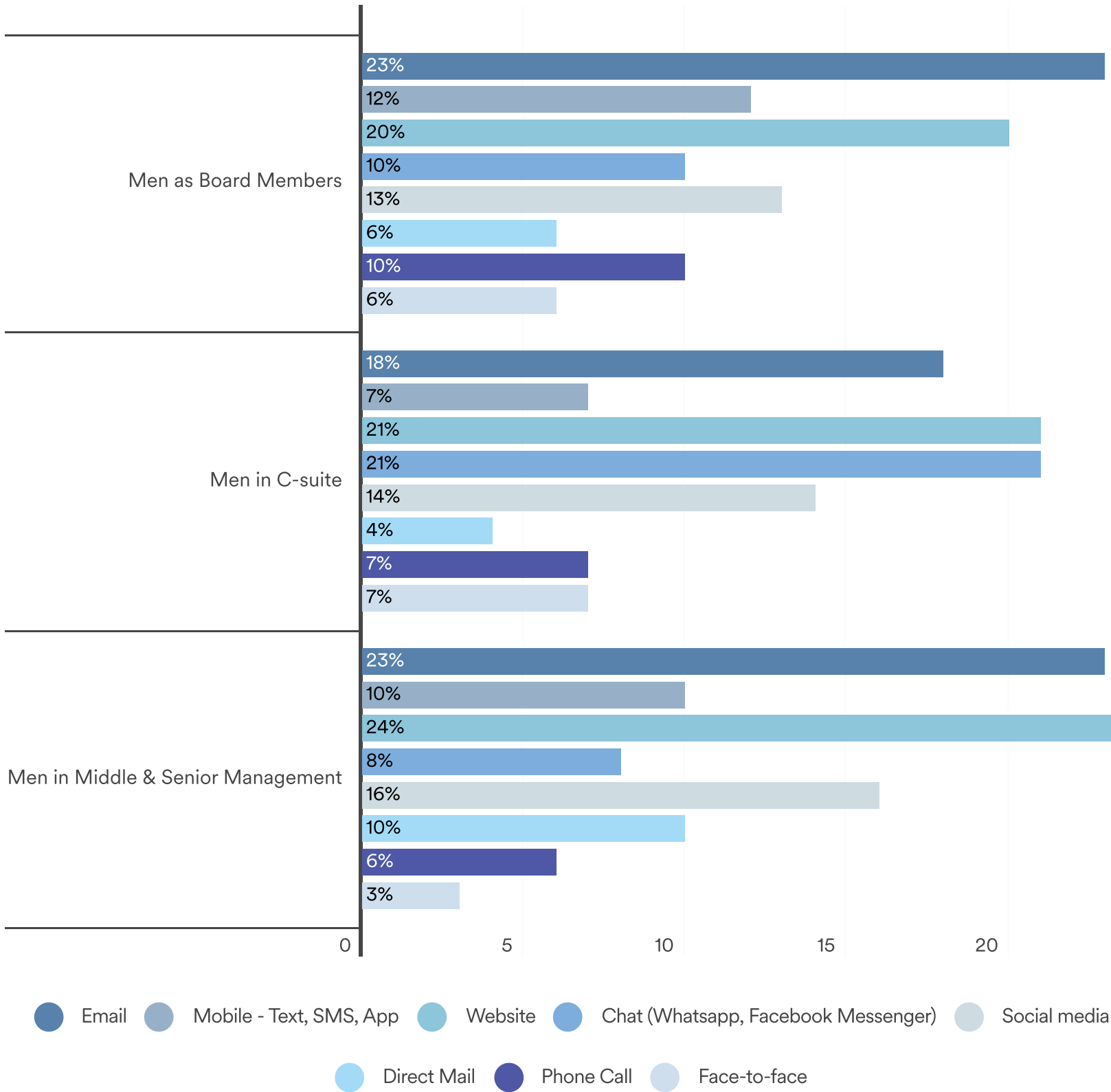
6. Preferred Communication Channels

Which channels do European consumers prefer to use to communicate with a brand?

Pie chart:
- Email 32%
- Mobile - Text, SMS, App 13%
- Chat (Whatsapp, Fb Msn) 8%
- Direct Mail 5%
- Website 17%
- Face-to-face 4%
- Social media 14%
- Phone Call 6%

Whilst more channels are vying for a consumer's attention, it seems regardless of age group, both UK and German consumers mostly prefer communications via email from brands.
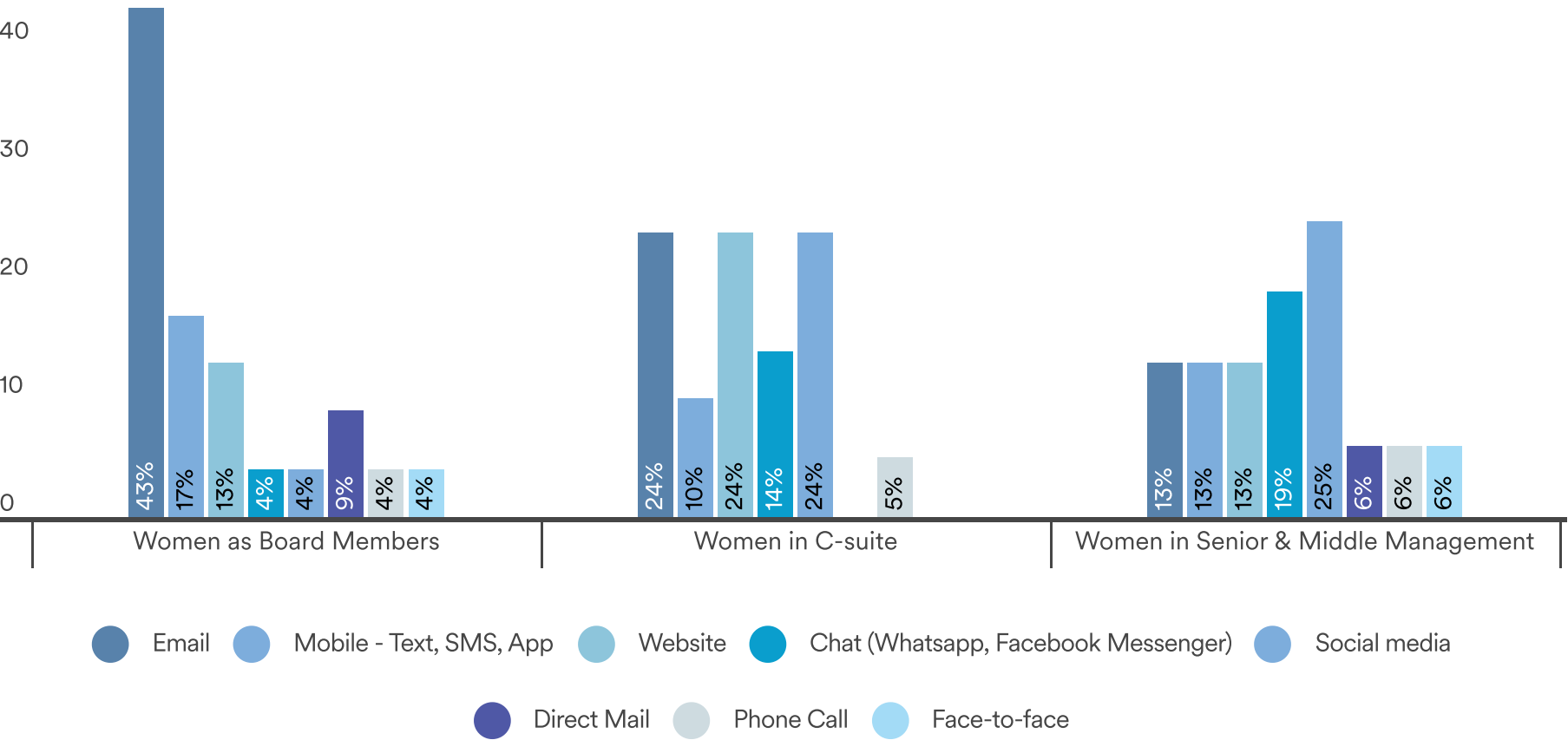
On what channels do German male consumers in different job roles prefer to communicate with a brand?

Men as Board Members
- 23%
- 12%
- 20%
- 10%
- 13%
- 6%
- 10%
- 6%

Men in C-suite
- 18%
- 7%
- 21%
- 21%
- 14%
- 4%
- 7%
- 7%

Men in Middle & Senior Management
- 23%
- 10%
- 24%
- 8%
- 16%
- 10%
- 6%
- 3%

Legend:
- Email
- Mobile - Text, SMS, App
- Website
- Chat (Whatsapp, Facebook Messenger)
- Social media
- Direct Mail
- Phone Call
- Face-to-face

Where it does get interesting, is when we look at the type of job someone has. For instance, male consumers in Germany who are in either C-suite, middle and senior management prefer receiving communication via websites.
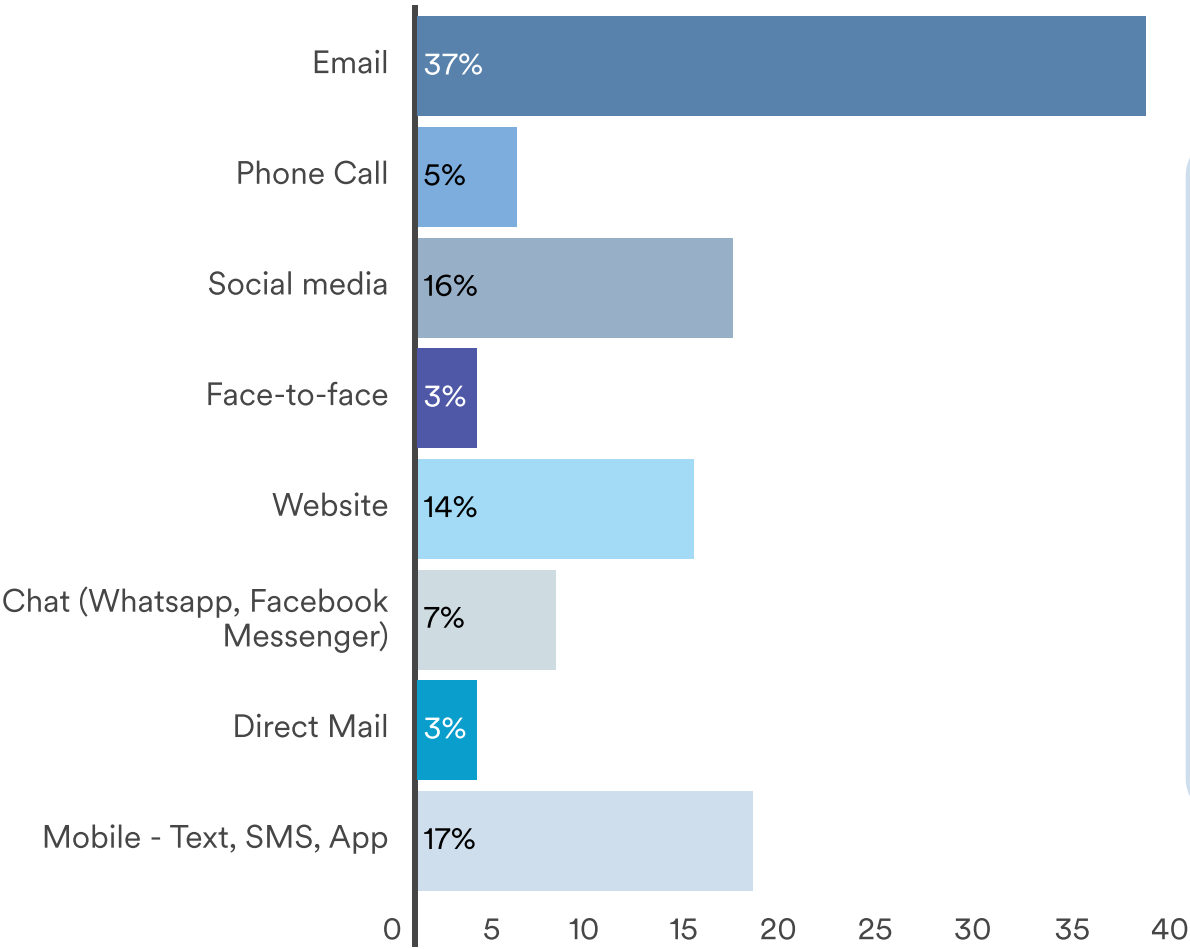
Which channels do German female consumers in different job roles prefer to use to communicate with a brand?

Women as Board Members
- Email: 43%
- Mobile - Text, SMS, App: 17%
- Website: 13%
- Chat (Whatsapp, Facebook Messenger): 4%
- Social media: 4%
- Direct Mail: 9%
- Phone Call: 4%
- Face-to-face: 4%

Women in C-suite
- Email: 24%
- Mobile - Text, SMS, App: 10%
- Website: 24%
- Chat: 14%
- Social media: 24%
- Face-to-face: 5%

Women in Senior & Middle Management
- Email: 13%
- Mobile: 13%
- Website: 13%
- Chat: 19%
- Social media: 25%
- Direct Mail: 6%
- Phone Call: 6%
- Face-to-face: 6%

Legend: Email | Mobile - Text, SMS, App | Website | Chat (Whatsapp, Facebook Messenger) | Social media | Direct Mail | Phone Call | Face-to-face

- Email is the #1 preferred mode of communication for women in the board.

- 24% of Deutsche consumers prefer to communicate via social media, website and email.

- Meanwhile, Deutsche consumers in middle and senior management prefer communication from brands via social media or chat which makes sense when we consider the age bracket of consumers in these roles.

On what channels do Brits prefer to communicate with a brand?

- Email: 37%
- Phone Call: 5%
- Social media: 16%
- Face-to-face: 3%
- Website: 14%
- Chat (Whatsapp, Facebook Messenger): 7%
- Direct Mail: 3%
- Mobile - Text, SMS, App: 17%

- Mobile, social media and website channels are seeing an increased adoption among Brits.

- Email remains #1 channel of communication even in the UK.
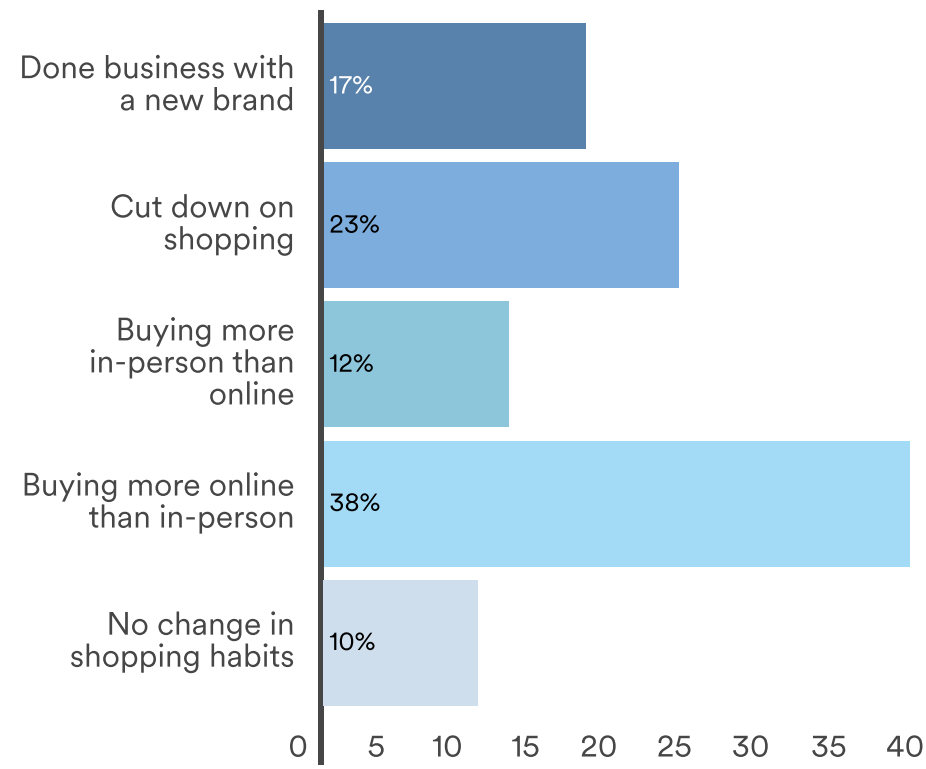
7. Post-pandemic Shopping Behaviour

In the light of the pandemic, how has consumers' shopping experience in Europe changed with brands?
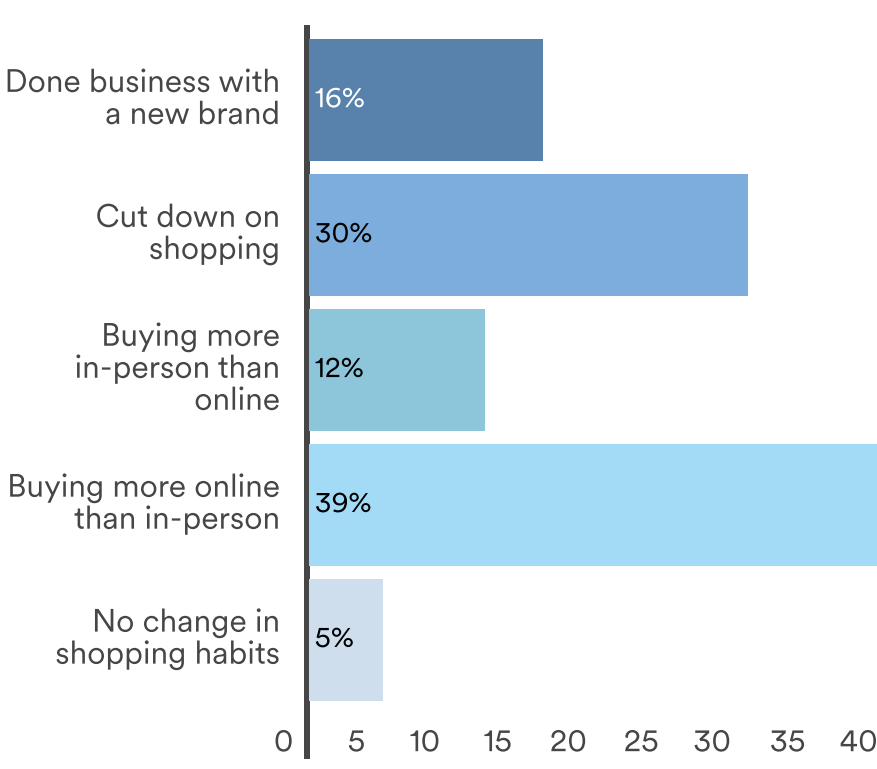
| Buying more online than in-person 38% | Done business with a new brand 16% | |
| Cut down on shopping 26% | Buying more in-person than online 12% | No change in shopping habits 7% |
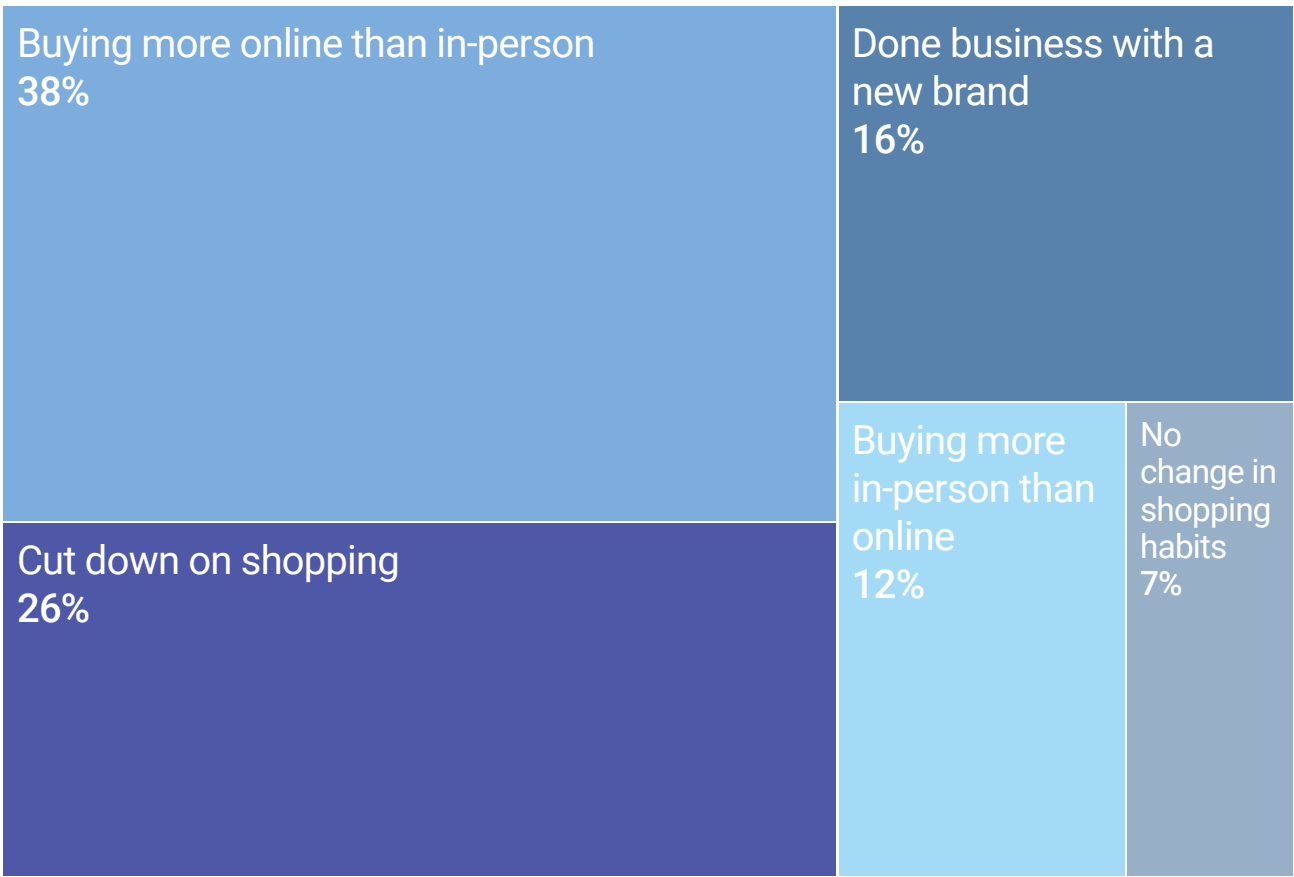
- The impact of COVID will likely linger for some time to come.

- One area which has seen a shift, is the consumers buying behaviour.

- With physical stores closed, it forced many traditional consumers to turn to digital channels for purchases ranging from groceries, home office equipment, loungewear, etc.

In the light of the pandemic, how has consumer shopping experience in Germany and the UK changed since 2020?

Germany

Done business with a new brand	17%
Cut down on shopping	23%
Buying more in-person than online	12%
Buying more online than in-person	38%
No change in shopping habits	10%

0 5 10 15 20 25 30 35 40

UK

Done business with a new brand	16%
Cut down on shopping	30%
Buying more in-person than online	12%
Buying more online than in-person	39%
No change in shopping habits	5%

0 5 10 15 20 25 30 35 40

- 38% of the consumers surveyed in Germany are buying more online than in-person, 23% have cut down on their shopping and 17% of them have recently done business with a new company or brand. Similar findings were noticed when consumers were surveyed in the UK.

- Interestingly, the buying behaviour shifts have occurred differently depending on whether someone is working, out of work or studying.

- Male shoppers in the UK, regardless of their employment have cut down their shopping during the pandemic. Whereas UK females, regardless of job type were buying more online than in person.
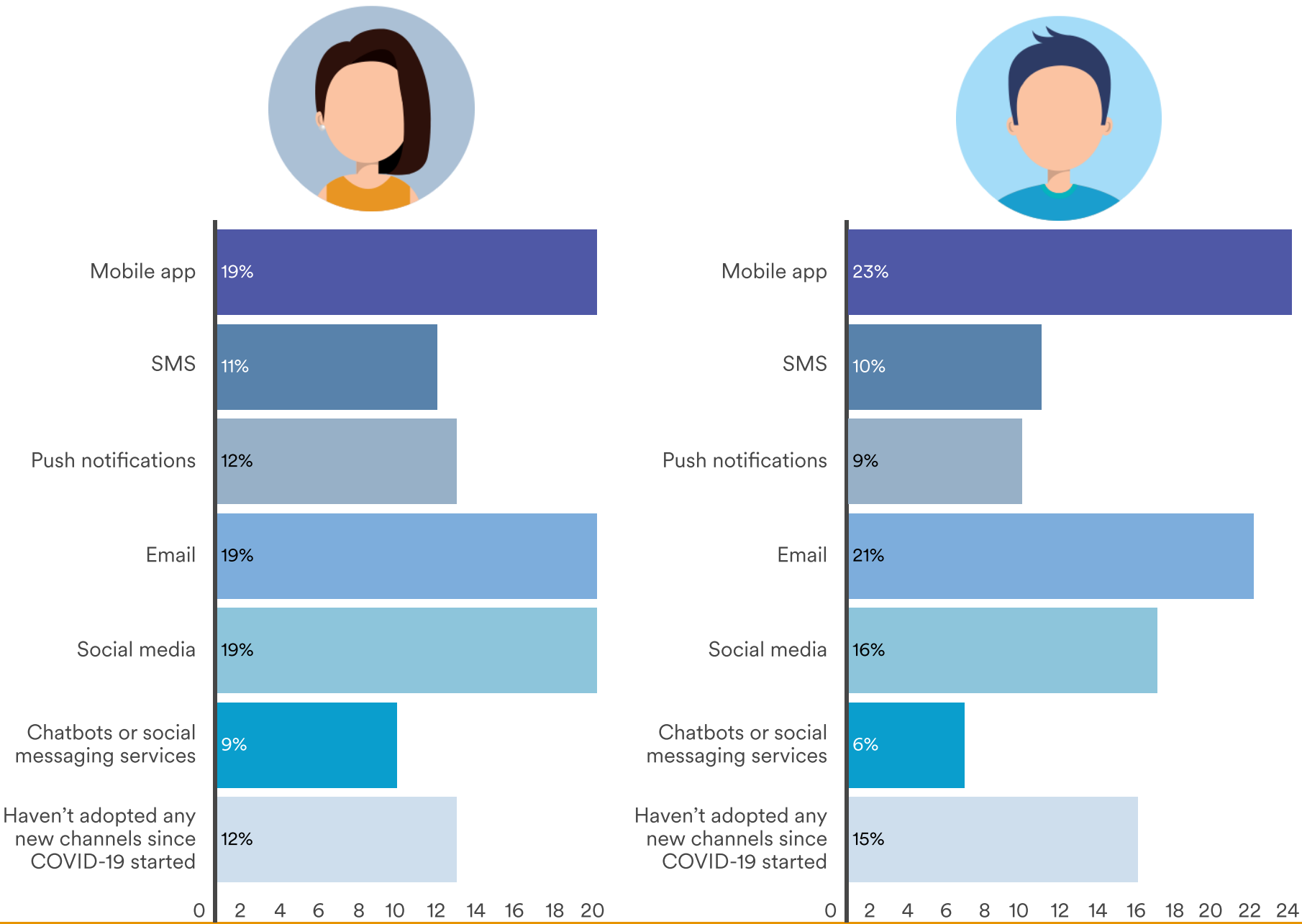
8. Adoption of New Digital Channels

Which new digital channels have European consumers adopted during COVID-19 to communicate with brands?

Haven't adopted any new channels since COVID-19

Chatbots or social messaging services 7%

Mobile app 22%

New Digital Channels

SMS 10%

Social media 19%

Push notifications 9%

Email 20%
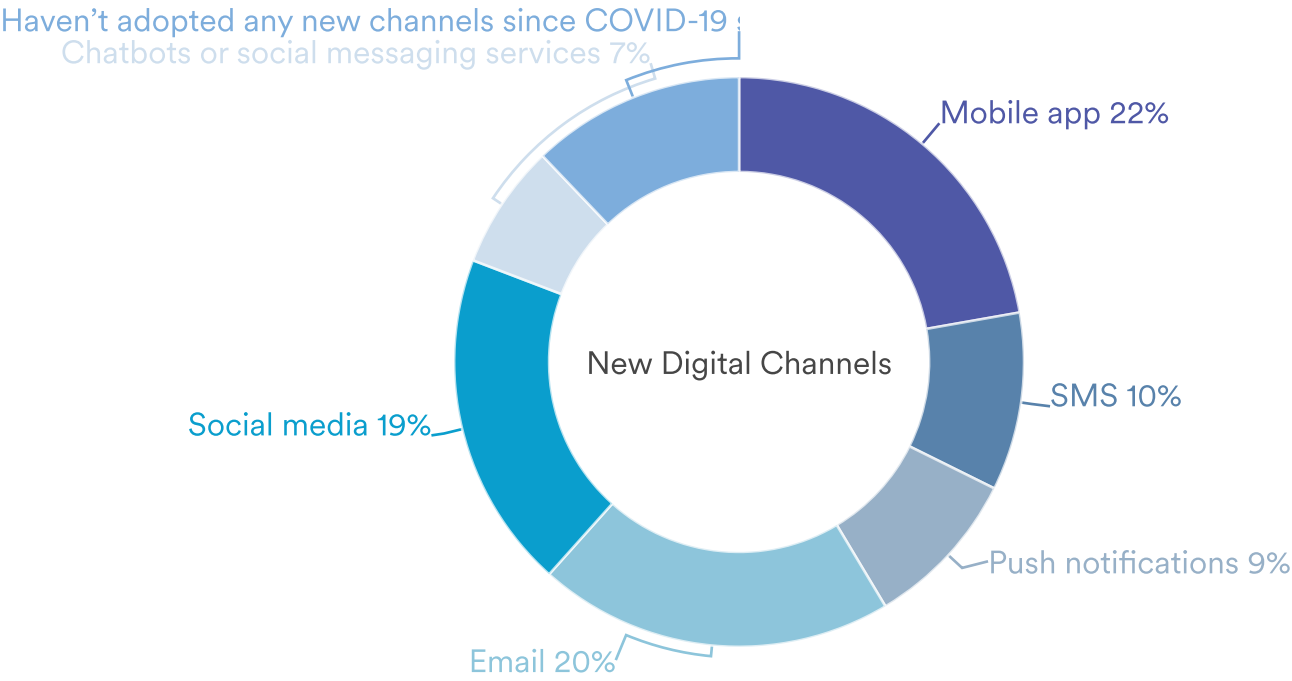
- Adoption of mobile apps is on the surge among Europeans, followed by social media and the good old email.
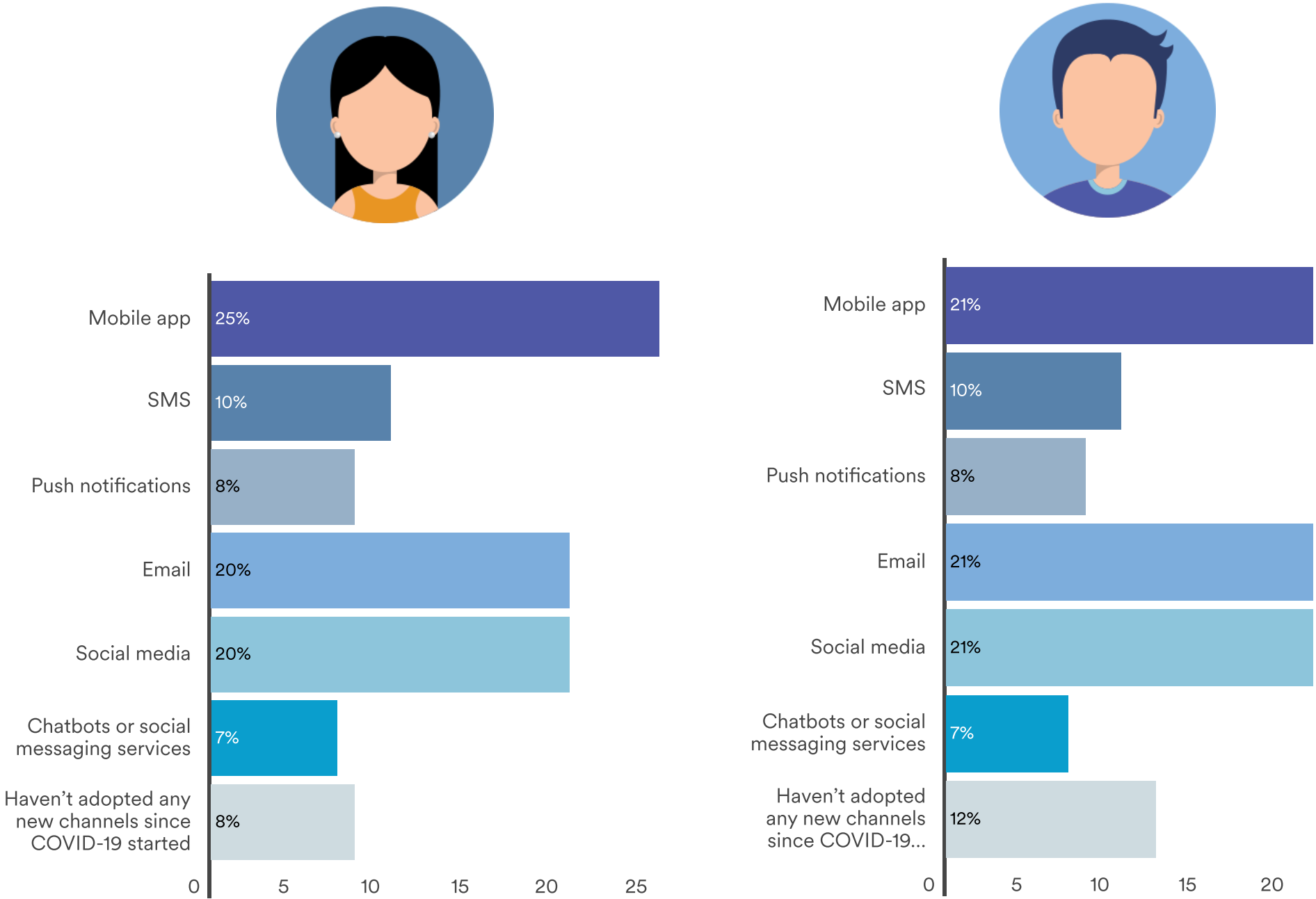
- SMS and push notifications are the emerging digital channels favoured by Europeans.

Which new digital channels have German consumers adopted during COVID-19 to communicate with brands?

Female (left chart)

Channel	%
Mobile app	19%
SMS	11%
Push notifications	12%
Email	19%
Social media	19%
Chatbots or social messaging services	9%
Haven't adopted any new channels since COVID-19 started	12%

Male (right chart)

Channel	%
Mobile app	23%
SMS	10%
Push notifications	9%
Email	21%
Social media	16%
Chatbots or social messaging services	6%
Haven't adopted any new channels since COVID-19 started	15%

- Female consumers in Germany have been agnostic when it comes to adopting mobile apps, social media or email to communicate with brands.

- Adoption of mobile apps has been more among men. Although, 15% of them haven't adopted any new channel.

Which new digital channels have Brit shoppers adopted during COVID-19 to communicate with brands?
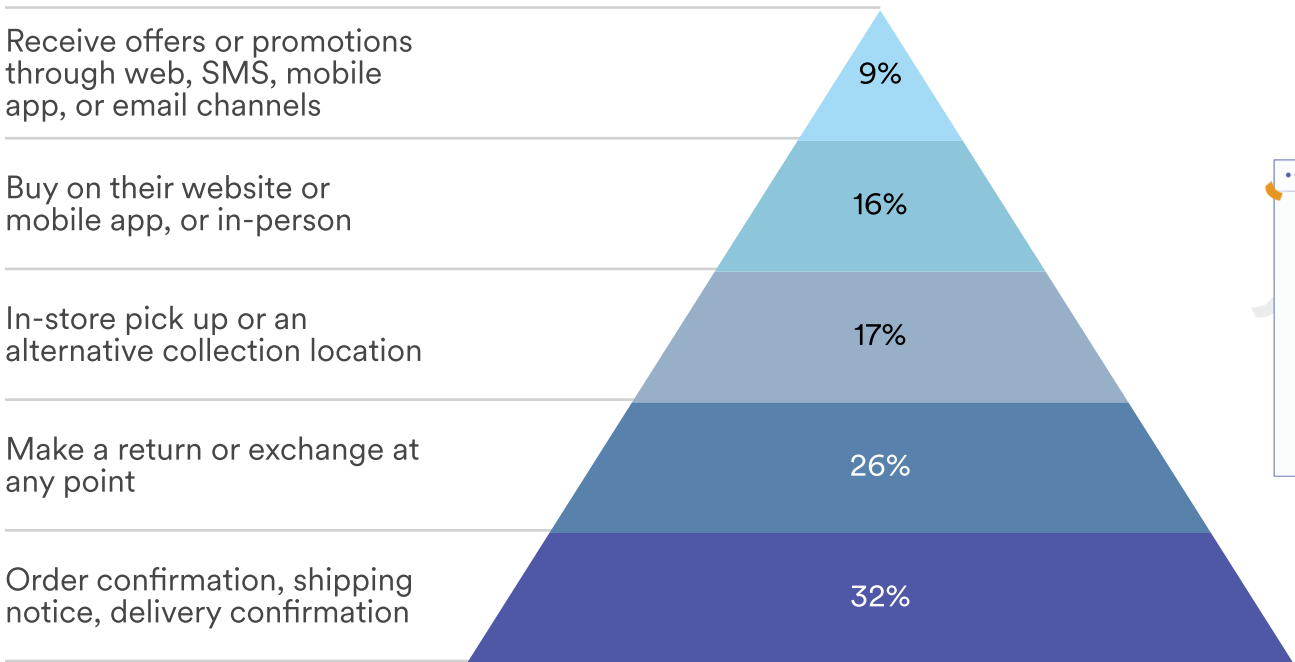
Female shoppers:

Channel	%
Mobile app	25%
SMS	10%
Push notifications	8%
Email	20%
Social media	20%
Chatbots or social messaging services	7%
Haven't adopted any new channels since COVID-19 started	8%

Male shoppers:

Channel	%
Mobile app	21%
SMS	10%
Push notifications	8%
Email	21%
Social media	21%
Chatbots or social messaging services	7%
Haven't adopted any new channels since COVID-19...	12%

- 25% of female Brits have adopted mobile app during the pandemic to communicate with brands.

- However, male Brits are agnostic as they have adopted mobile app and social media as much as email.

9. Value Added Services
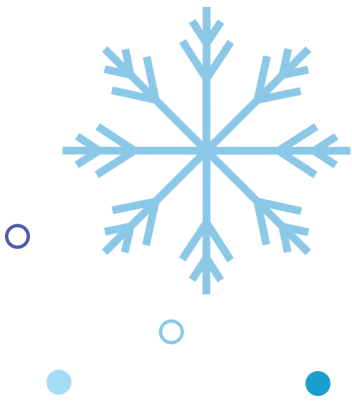
What do European consumers expect a company to offer them as value-added services?

Service	%
Receive offers or promotions through web, SMS, mobile app, or email channels	9%
Buy on their website or mobile app, or in-person	16%
In-store pick up or an alternative collection location	17%
Make a return or exchange at any point	26%
Order confirmation, shipping notice, delivery confirmation	32%

Your Order is Confirmed!
Thanks For Your Order
DONE
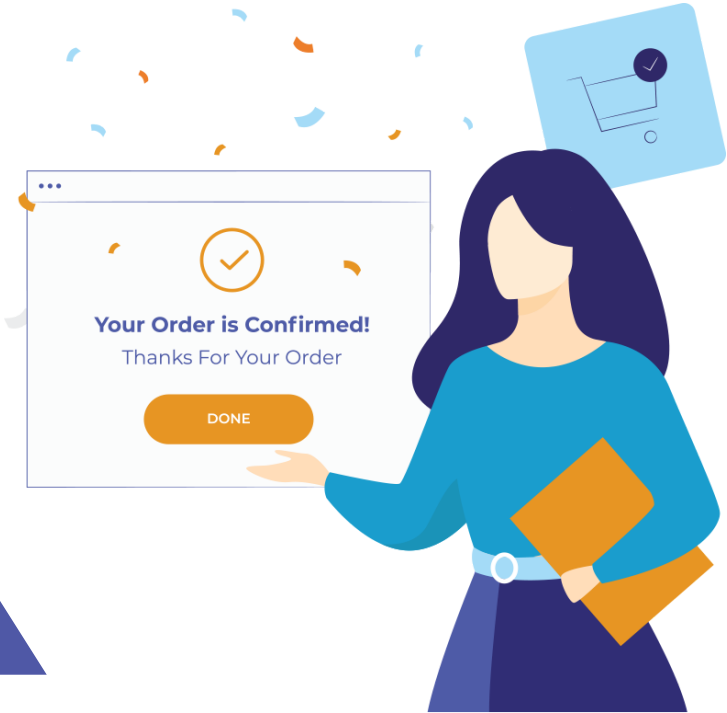
- While brands are working hard to reach their audiences in the most relevant ways, 32% of European consumers are equally expecting the basics of receiving an order confirmation, shipping notice and delivery notifications as part of their purchase experience.

- 26% of Europeans also want to have the option to return or exchange an item regardless if the purchase was made in-store or online.

10. Post-COVID Expectations

When life will go back to pre-COVID, how do consumers expect to engage with retail brands?

Both online and in-person 36%

Shop more online 39%
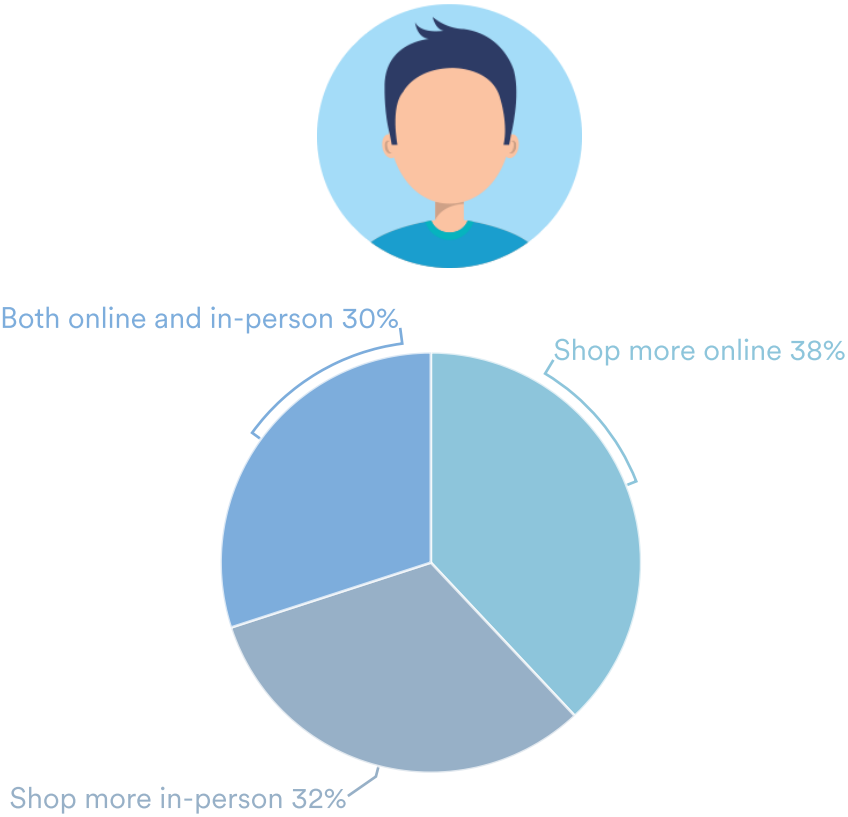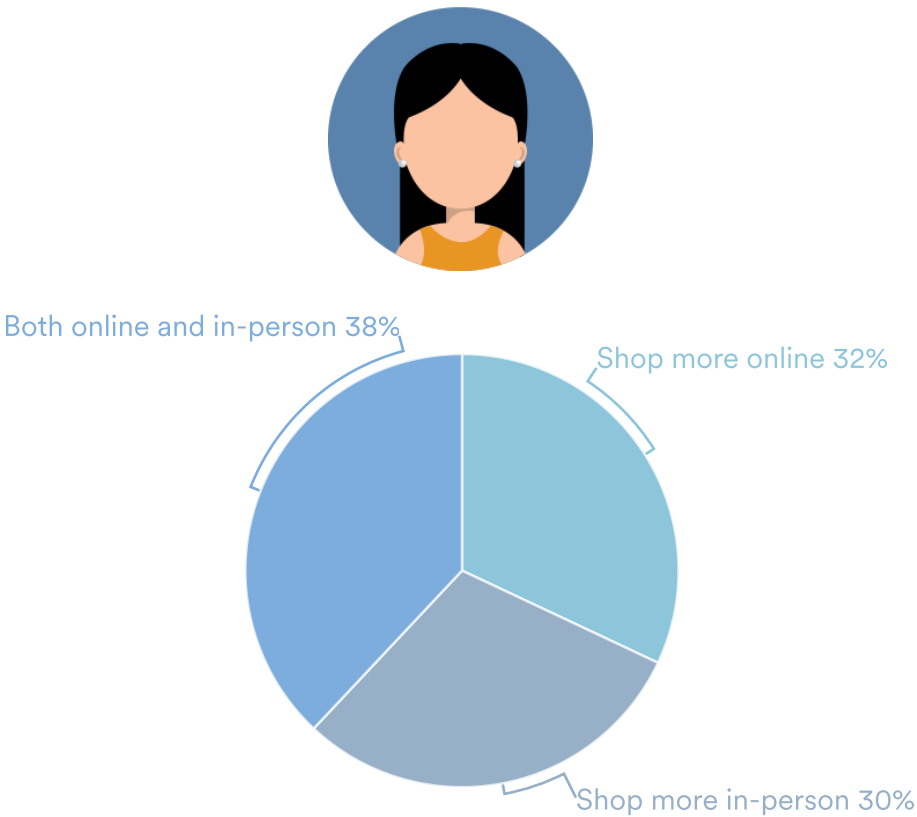
Change Post-COVID

Shop more in-person 25%
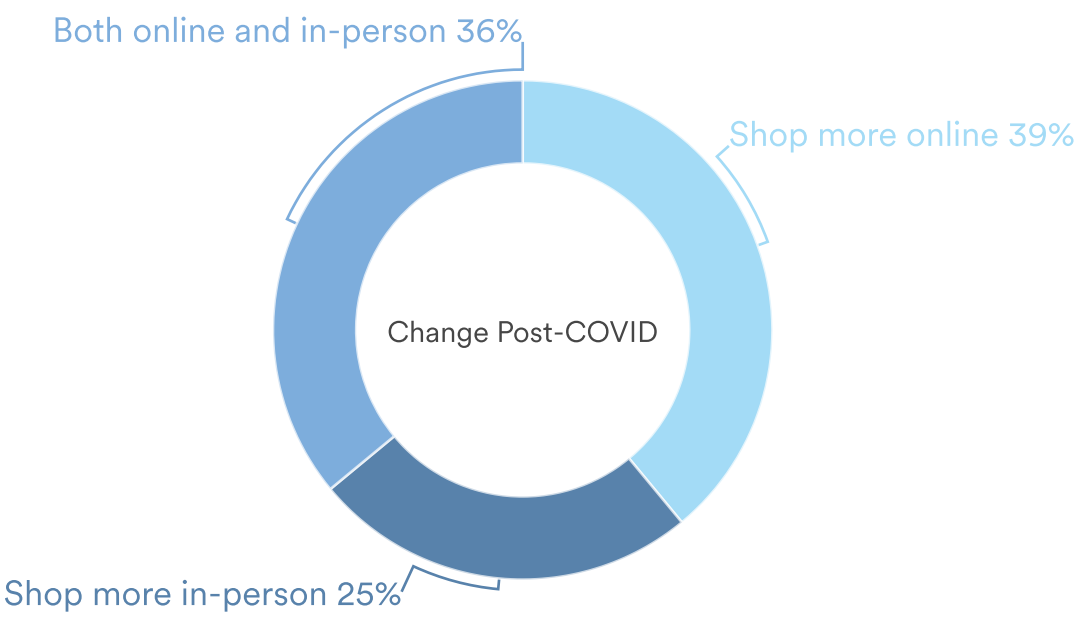
- Now that COVID restrictions are slowly getting fully lifted, life will go back to COVID for most consumers in Europe. However, there will be some lasting changes, such as how consumers will engage or shop with retail brands.

- 36% of Europeans will adopt a hybrid model of shopping.

When life will go back to pre-COVID, how do German shoppers expect to engage with retail brands?

- Looking at the results from our Germany-based consumers, we found 41% of male shoppers will be looking to shop more online and are likely to equally engage online and in-person.

- Interestingly, similar trends were observed among female consumers with 48% wishing to shop more online.

Both online and in-person 38%

Shop more online 44%

Change Post-COVID

Shop more in-person 18%
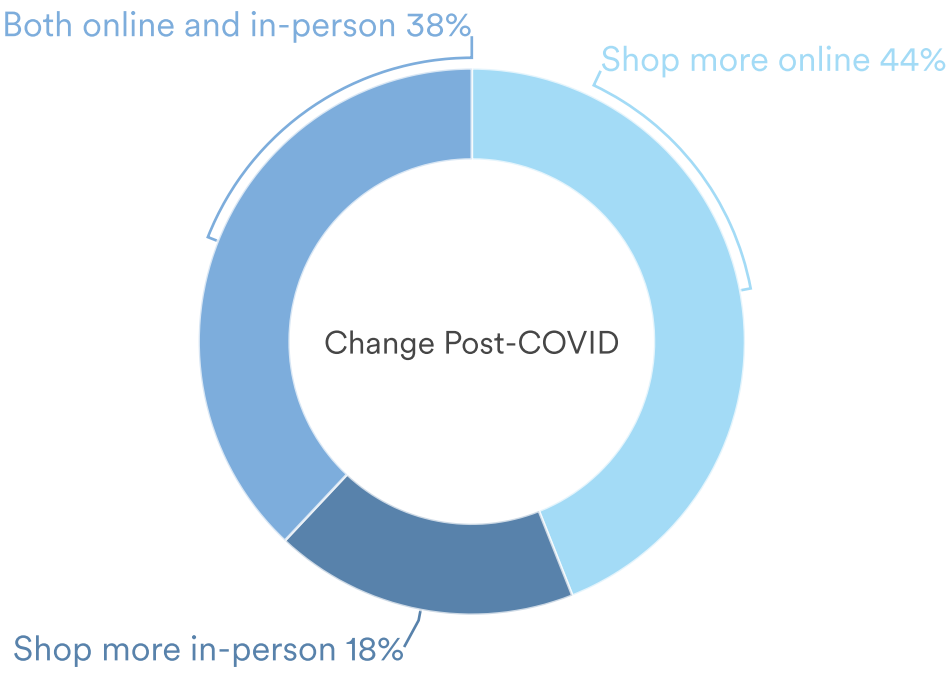
When life will go back to pre-COVID, how do Brit shoppers expect to engage with retail brands?

Both online and in-person 38%

Shop more online 32%

Shop more in-person 30%

Both online and in-person 30%

Shop more online 38%

Shop more in-person 32%

38% of UK female consumers will go for a hybrid model of both online and in-person equally, followed by communicating and shopping more online.

On the other hand, an equal percentage of UK male consumers made it clear they will shop more online followed by communicating and shopping more in-person.

Actionable Strategies to Individualise Customer Journeys

I. Insights-led Customer Engagement

Old

Plan
Execute
Analyze
Course-correct

New

Analyze
Plan
Execute
Measure
Course-correct

Companies aim to acquire users through multiple channels and mediums. There is an obvious challenge to onboard these users and get them to explore different product offerings for upsell/cross-sell. However, leveraging customer behavioural insights and technology to drive customer engagement strategy can help you orchestrate campaigns through the right channels with the content that is best for them.

Empiricus Scales Conversions with User Path Analysis

About **EMPIRICUS**

Empiricus is the largest financial publisher in the country today. With close to 2 million readers and 400,000 subscribers, the company aims to help retail investors have the same returns as a professional by delivering investment recommendations.

1	**Challenges**	• No unified view of the customers' journeys • User conversions to subscription fee and premium versions • Cumbersome process of building investor profile or creating portfolio recommendation
2	**Approach**	• Analysed user behaviour and user paths with MoEngage user path analysis • Discovered that most users were dropping off during onboarding
3	**Solution**	• Segmented 30,000 new users into two groups. • Set-up an A/B test to discover the friction areas • Simplified the onboarding process such as including five free articles before the users hit a paywall.
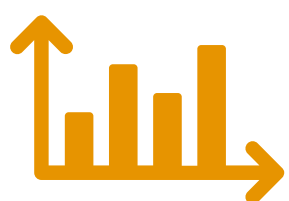
Impact
• 45% increase in conversions
• 100% increase in engagement with content on the app

II. AI and Optimisation

Old

Connecting the Dots Between Data Sources

New

AI, Marketers' Super Power
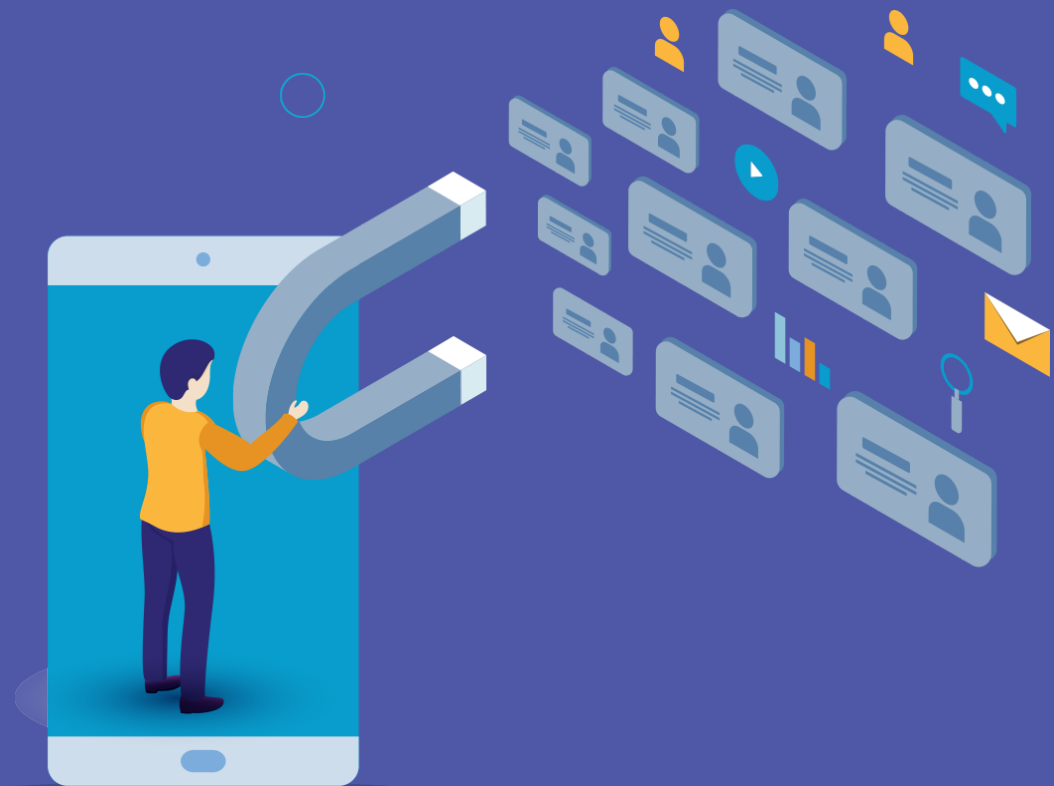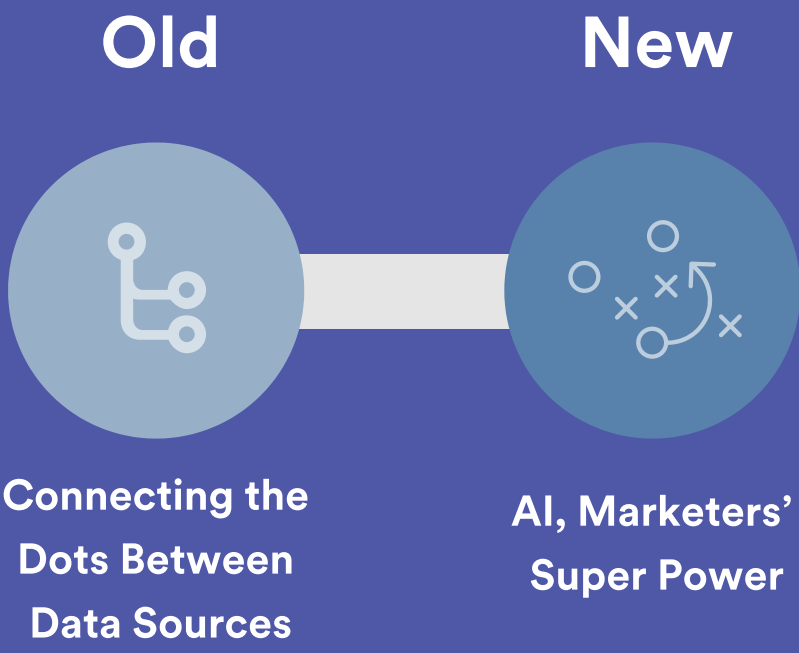
In the early days of Artificial Intelligence (AI), marketers struggled to connect the dots between customer engagement channels, content, and data. Marketers had the tools to collect relevant information on consumer behaviours, but they had to figure out what to do with it. Often, this data was scattered across various tech silos in the marketing stack. Now, marketers have access to advanced tools that enable them to move at the speed of the customer, delivering relevant, timely content in real-time across every channel. AI, when used properly, can become marketers' super power and make them more effective, minimising efforts to analyse data and automatically suggesting the right tactics for the next step in the customer journey.

Microsoft predicts that by 2025, as many as 95% of customer interactions will be through AI-powered tools and interfaces.

How Lifestyle Improves Customer Retention by 30% Using Dynamic Engagement Strategy

About lifestyle

Lifestyle is an online retail brand part of Landmark group. Lifestyle brings multiple categories including apparel, footwear, handbags, fashion accessories, and beauty under the convenience of a single roof. It provides seamless and hassle-free shopping, offering leading national and international brands along with the convenience of a true omni-channel experience with its online store lifestylestores.com.

Challenges

Lifestyle observed that even with more than 1 million app installs, their current active user base on the app was only 15k. This was due to users' app inactivity and user drop-offs during the purchase stage.

Solution

Lifestyle employed MoEngage platform to implement a purchase funnel-based engagement strategy. Using MoEngage, the brand performed **RFM analysis** to identify right segments and created personalised smart-triggered campaigns to drive conversion.

app open

product view

User A moved till the "Add To Cart" stage but didn't move to the "Checkout" stage of the funnel.

User A

add to cart

checkout

BUY

The campaign triggered a real-time push notification with a unique coupon code driving User A to complete the purchase.

In case, the user missed or did not engage with the push notification, after an hour, an SMS with the same coupon code was sent encouraging purchase completion.

Impact

- 30% Improvement in Retention Rate
- 4X Boost in Conversion Rate

III. Accelerating Digital Transformation

The pandemic forced companies to accelerate digital transformation like never before. A recent survey from McKinsey reveals that companies were forced to accelerate digital transformation initiatives 20 to 25 times faster in 2020 than in previous years.

Old

Competitive Advantage

New

Lifeline Between the Brand and Customers
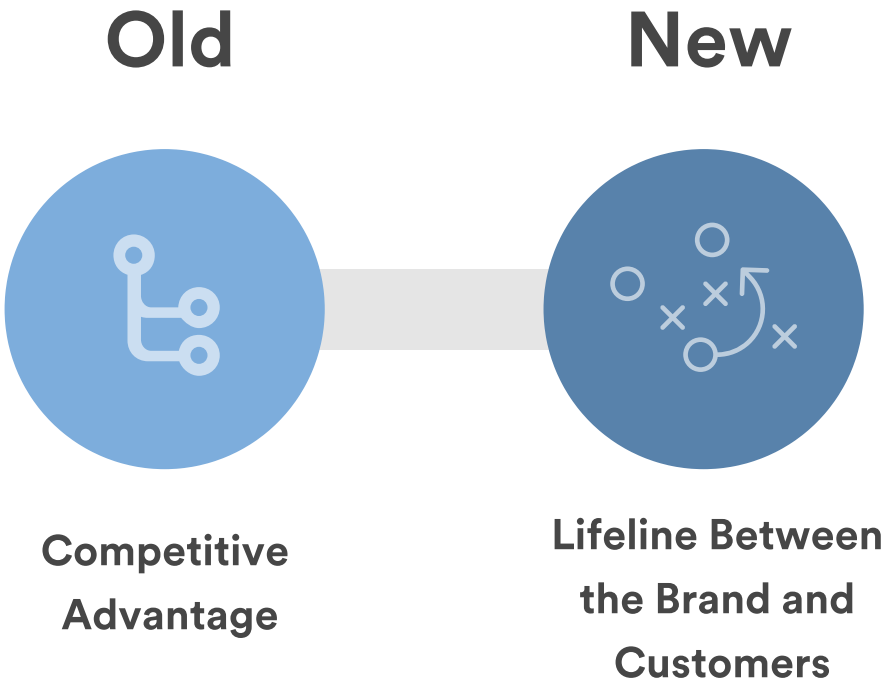
Today, digital transformation is not just a competitive advantage—it's a lifeline between the brand and customers. Brands who have not made enough progress on their digital channels are missing out on significant revenue opportunities. Marketers and customer service teams must work closely with IT and technology vendors to innovate new ways to move customer transactions to digital. This is true across every industry, from retail to healthcare to consumer financial services.

Sport Café, an online sports platform was exploring different ways to upgrade their digital strategy. Just by adding an extra channel of web push, they observed 120% increase in time-spent on their web from 'web push visitors' compared to regular visitors.

IV. Personalisation

Old

Engaging one-to-many

New

Insights-led Personalisation for Unique Experience
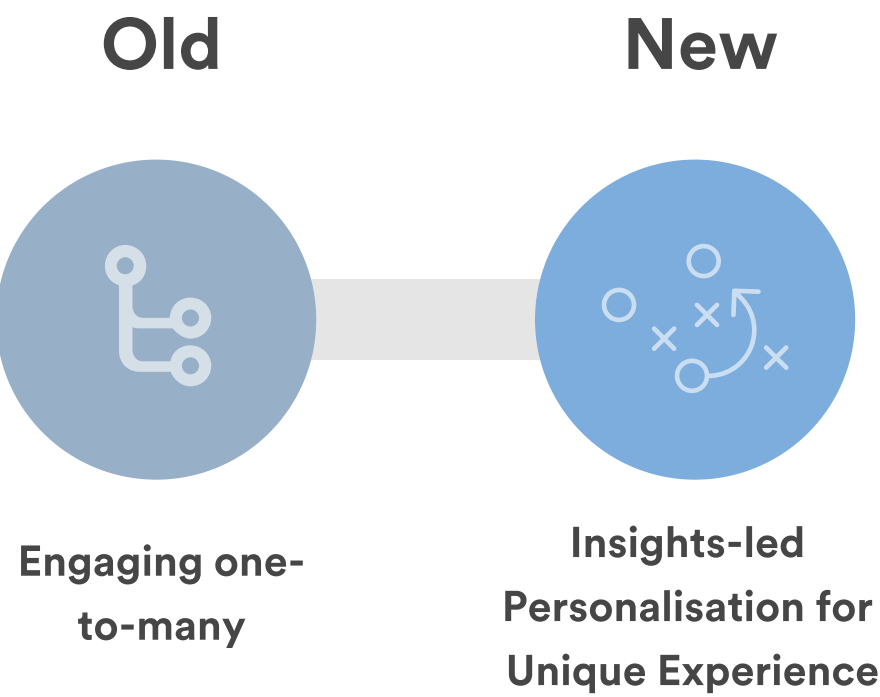
The pandemic has escalated the urgency for personalisation in marketing, as customers' expectations of brands have increased exponentially. Consumers expect brands to go the extra mile and anticipate their needs based on their last interaction.

"91% of consumers say they are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations. -Accenture

Additionally, we have seen in 2020 the impact on consumer confidence, driven by ongoing economic uncertainty and multiple waves of lockdown restrictions around the world. Customers are trying new digital habits and intensifying usage of digital behaviours such as grocery delivery and restaurant delivery. As a result, personalisation is becoming a vital investment as the economy recovers and consumers feel safe to start spending again. We are observing a shift from one-to-many engagement model to 1:1 interactions with brands. Thanks to insights-led communications that has enabled brands to create unique experiences for each customer.

1Weather Scales Mobile User Engagement by 3X

About 1Weather

1Weather provides real-time weather information and forecasts for locations worldwide, as well as severe weather alerts and reports for specific locations in the U.S.

Business Requirements

Increase app opens and engagement

Improve click-through rates (CTRs) using relevant push notifications

Boost the depth of each session using content engagement score (CES)
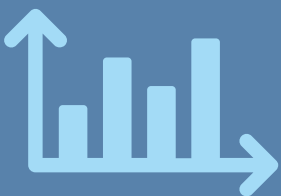
Solution

- Analyse users' behaviours, mobile app activity and segmented users based on MoEngage's Behaviour Trends Analytics.
- Personalised user communication campaigns using Periodically Scheduled Push Notifications and Dynamic Product Messaging.
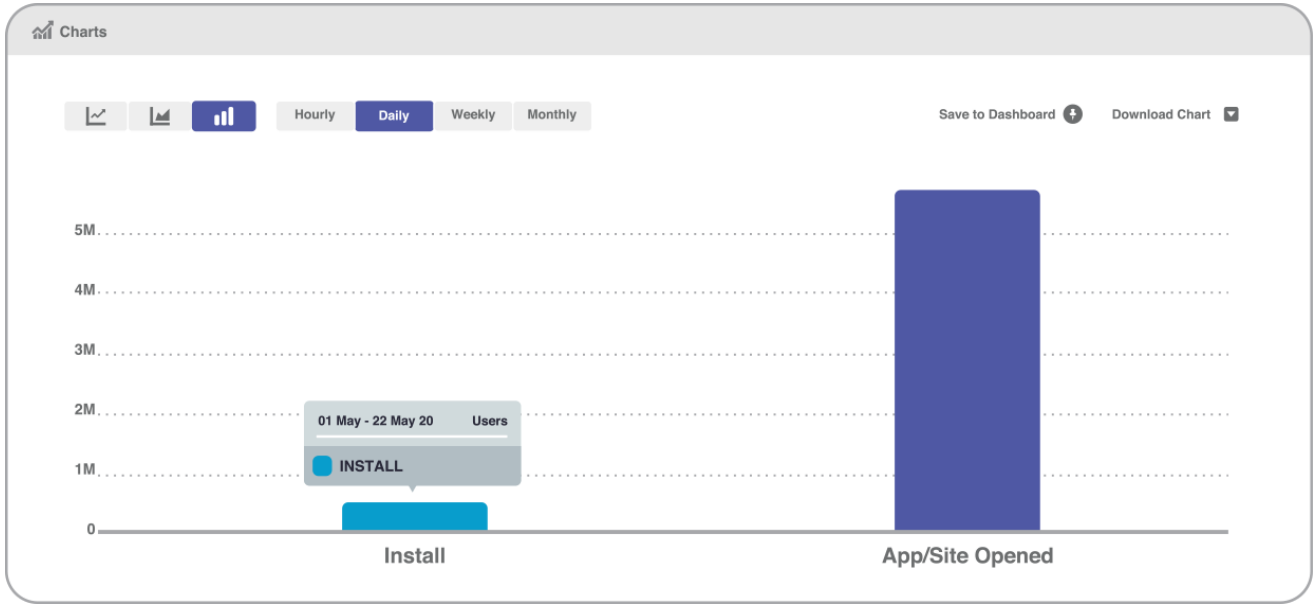
Impact

- 25 million incremental app opens
- Increase in CTRs on push notifications with personalization
- 20% boost in depth of session calculated using CES
- 10% Higher session duration

V. Omnichannel Strategy

With the in-store/in-person experience still uncertain in many global regions, for the first half of 2021, marketers will continue to lean on digital channels to reach consumers where they are. However, executing a successful multichannel strategy doesn't mean distributing a campaign via every medium possible. Instead, think of your multi-channel strategy as 'moments-based.'

Old

New

Multi Medium

Moments-based
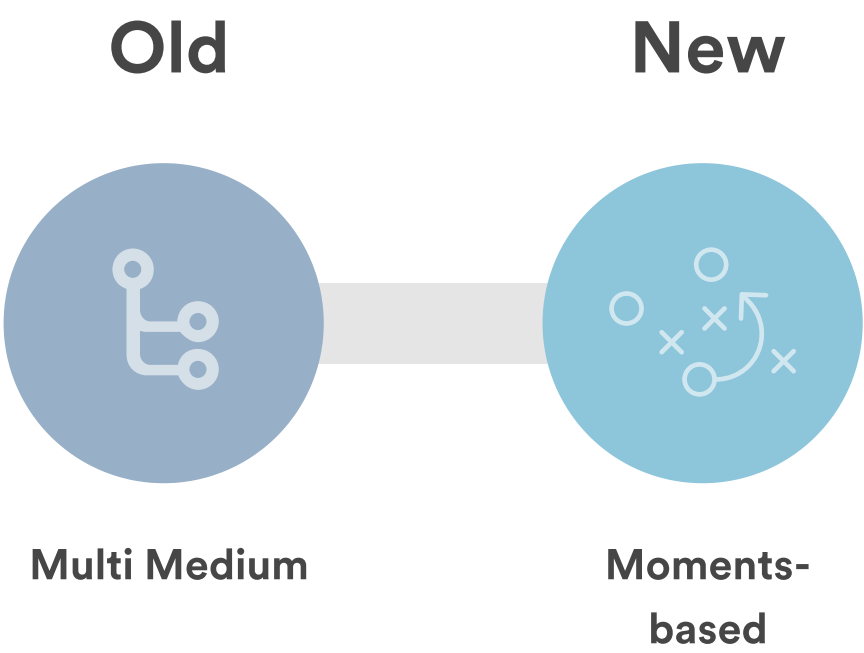
This style of customer engagement is the future of marketing. Today's consumers demand a consistent, personalised experience across channels, with content presented in context.

"69% of U.S. consumers shop more with brands that offer consistent experiences in store and online."
- Forrester

To meet these expectations, brands need to understand the series of moments that make up each individual's journey and create a frictionless and personalised experience just for them. It is critical to identify the moments so that you can best plan the right engagement strategy for them.

Cocomelody Observes 30% More Sales

About COCOMELODY

Cocomelody is a bridal brand offering haute couture for bridal and wedding parties at affordable rates. It caters to more than 6,000 brides and 18,000 bridesmaids across the U.S. and China.

Business Problem

- Cocomelody observed steep user drop-offs at various stages of the purchasing journey.
- Their ads' conversion rates were not growing, which impacted their return on online ad spend.

Solution

- Segmented users based on the purchase funnel, and looked at different stages such as 'App Open', 'Product View', 'Checkout' and more.
- Engaged customers across email, SMS and Web Push, while using MoEngage Dynamic Product Messaging under Try at Home campaign.
- Re-engaged inactive users using look-books and on-going trends to bring them back on the app.

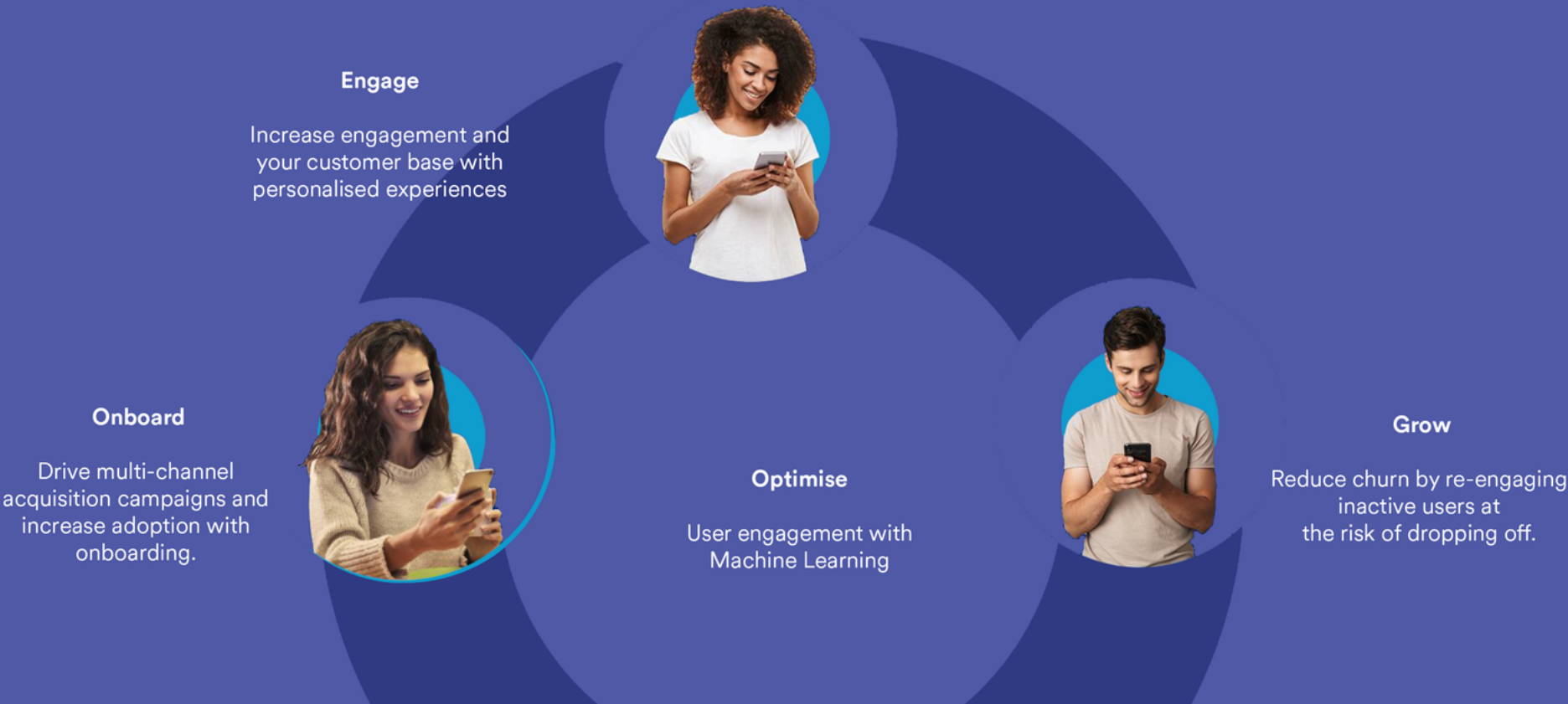## Impact

27% increase in repurchase rate

69% boost in return on online ad spend

30% more sales under the Try at Home category

5% higher cost value reconciliation
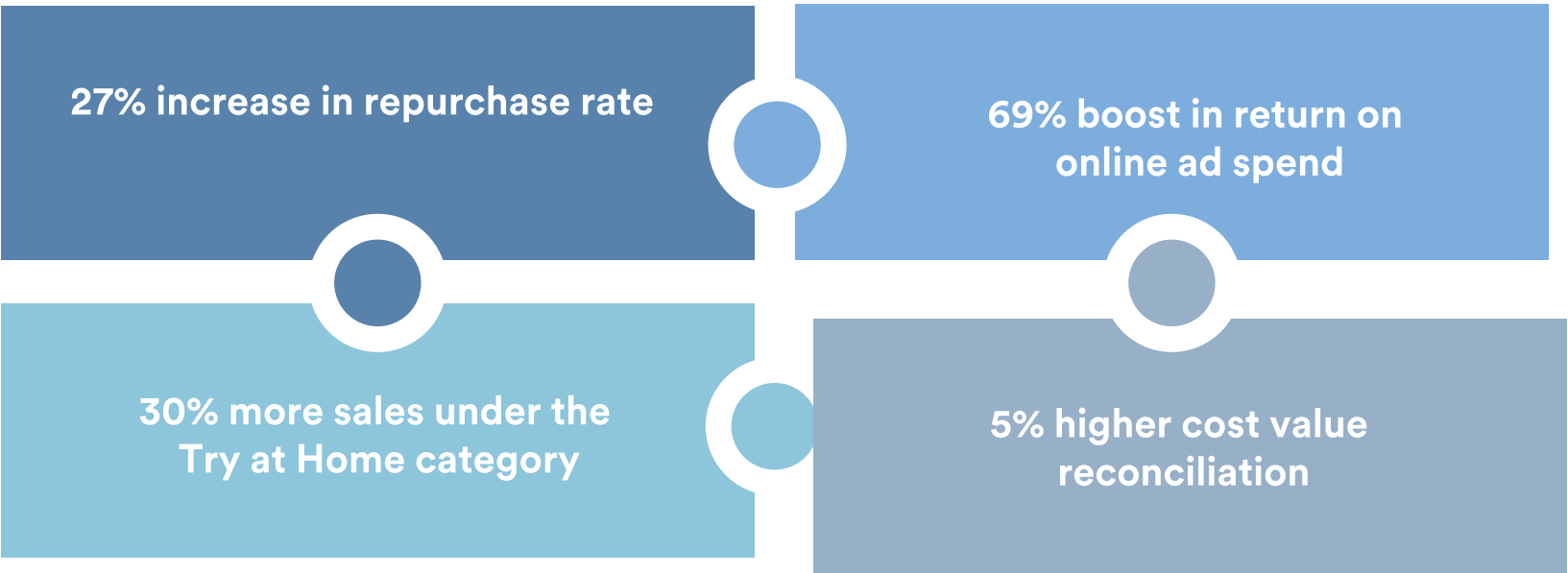
Delivering Personalised Experiences Using MoEngage

MoEngage is an insights-led customer engagement platform. We help marketers and product owners scale their mobile and customer engagement strategies by leveraging AI to surface deep consumer insights so brands can take the right action as part of their campaigns based on intelligence.

Create seamless experiences at every stage of the Customer Lifecycle with MoEngage

Engage
Increase engagement and your customer base with personalised experiences

Onboard
Drive multi-channel acquisition campaigns and increase adoption with onboarding.

Optimise
User engagement with Machine Learning

Grow
Reduce churn by re-engaging inactive users at the risk of dropping off.

Understanding Customer Behaviour at Every Stage

MoEngage lets you analyse, segment, personalise, engage and optimise all your campaigns with our omnichannel customer engagement solution. It combines powerful customer analytics, cross-channel engagement, and AI-driven personalisation capabilities that allow you to automate, scale, and improve your omnichannel strategy to reach your goals faster.

Analyse
customer behavior to identify opportunities

Segment
customers based on their behaviour & attributes

Engage
customers at the right moment on the right channel

Personalise
every customer interaction to drive loyalty

Optimise
campaigns for optimum conversions using machine learning & AI

Onboard   Engage   Grow

Analyse — Segment — Engage — Personalise

Optimise
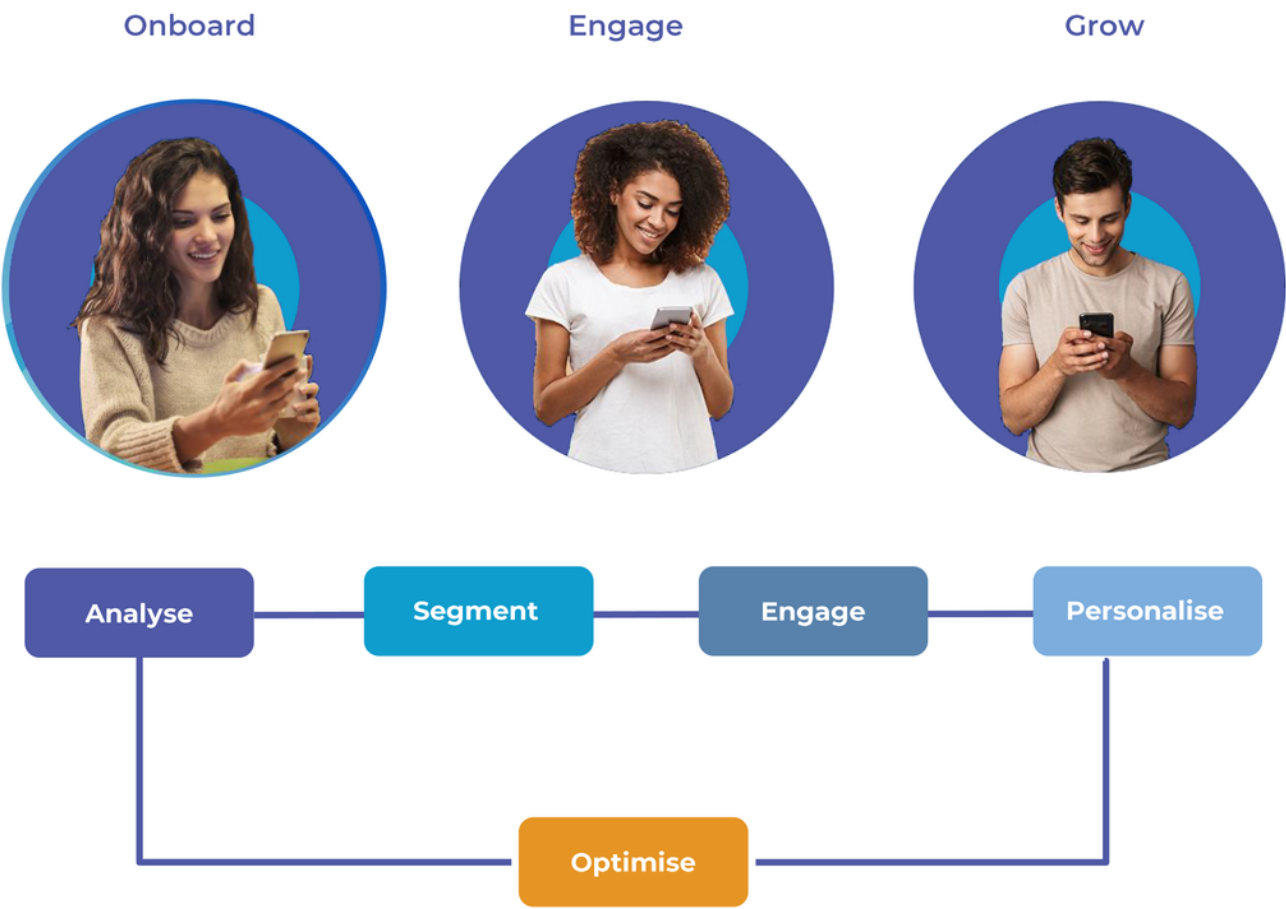
Having a Holistic View of Your Customers

MoEngage allows you to orchestrate customer journey across channels (app, website, CRM, data warehouses, etc) with a single, unified view of your customers with one platform for marketing, insights, and engagement. Open Analytics lets you access all this data in a clean schema. You can even pull in transactional data and offline CSV files from physical stores or branches.
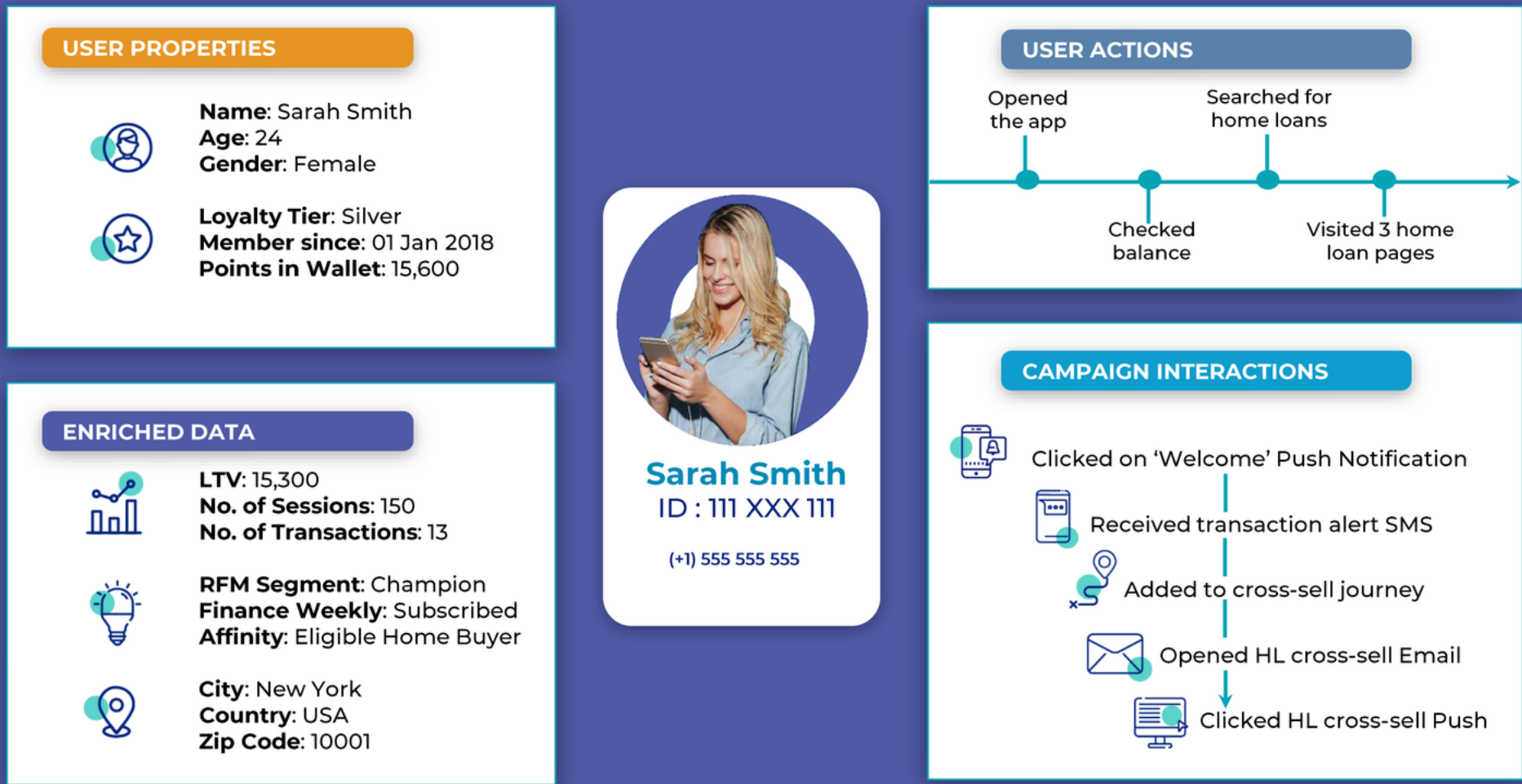

Decoding Customer Journey with User Path Analysis

MoEngage's User Path Analysis helps you visualise the paths your customers take while navigating your app or website. You can find out the best paths to improve user experience, increase conversion, and reduce churn.

It can help you answer open-ended questions such as:

- What are my users doing right after installing? Or right after opening the app?
- What do users do right before making a purchase? Or, more importantly, right before uninstalling the app?
- What paths do users follow between receiving a notification and completing a purchase?
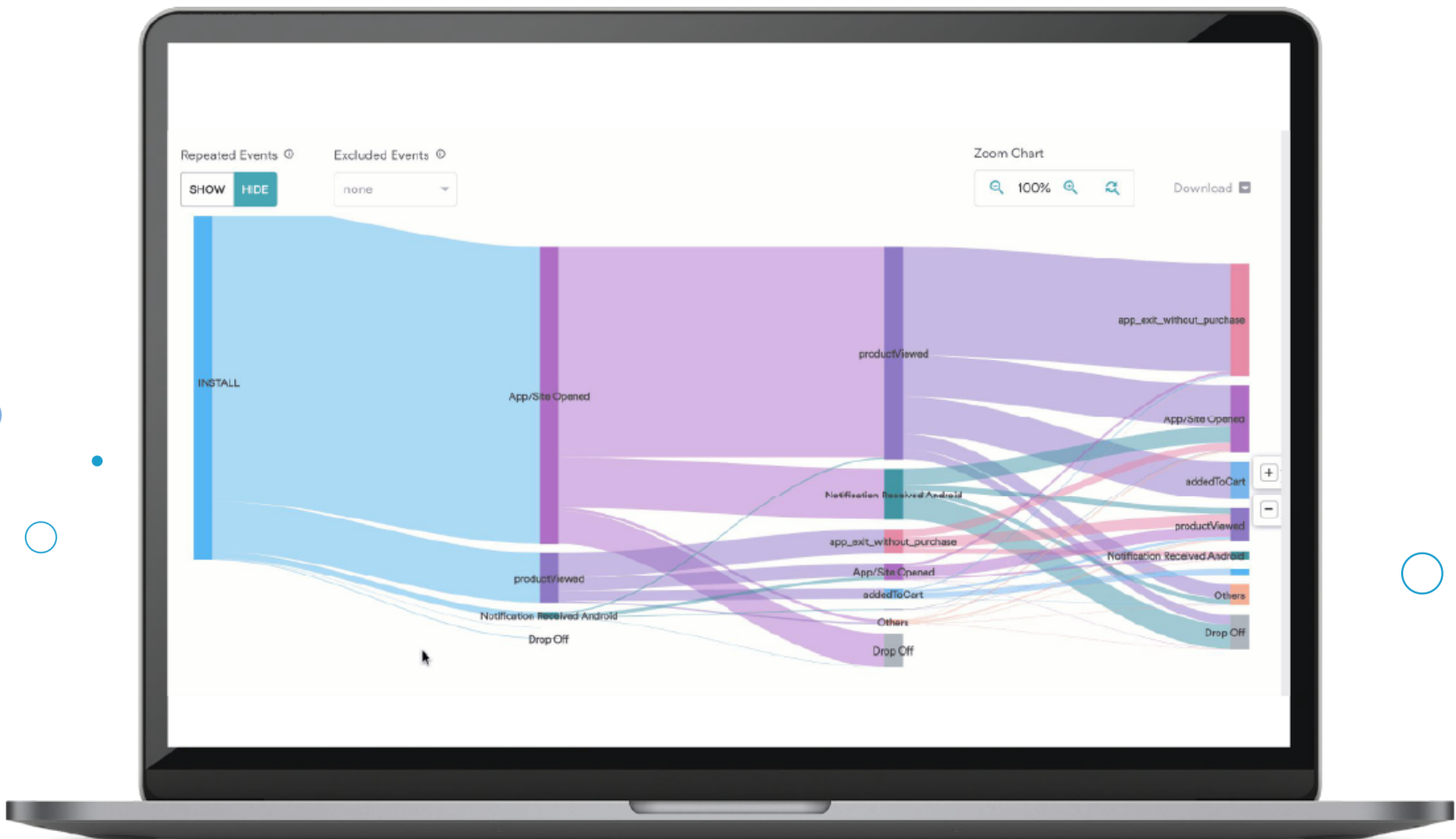
Understanding and Segmenting Customers

Segmenting based on engagement levels is a great tactic do drive more engagement and reduce unsubscribes. MoEngage's RFM (Recency, Frequency, and Monetary) Model provides auto-segmentation and bucket users into categories such as Loyal, Promising, At Risk, etc. based on their behaviour. These auto segments can be used in multiple different ways such as user analysis, churn analysis, and campaign effectiveness. You also get distribution charts for RFM individually.

RFM Analysis can be used to answer questions like -
- Who are your loyal customers?
- Which are the customers who are most likely to churn?
- Which customers are purchasing the most on your platform?
- Which are the customers who can be turned into the best customers with little effort?
- Which customers are most likely to engage with your campaigns?
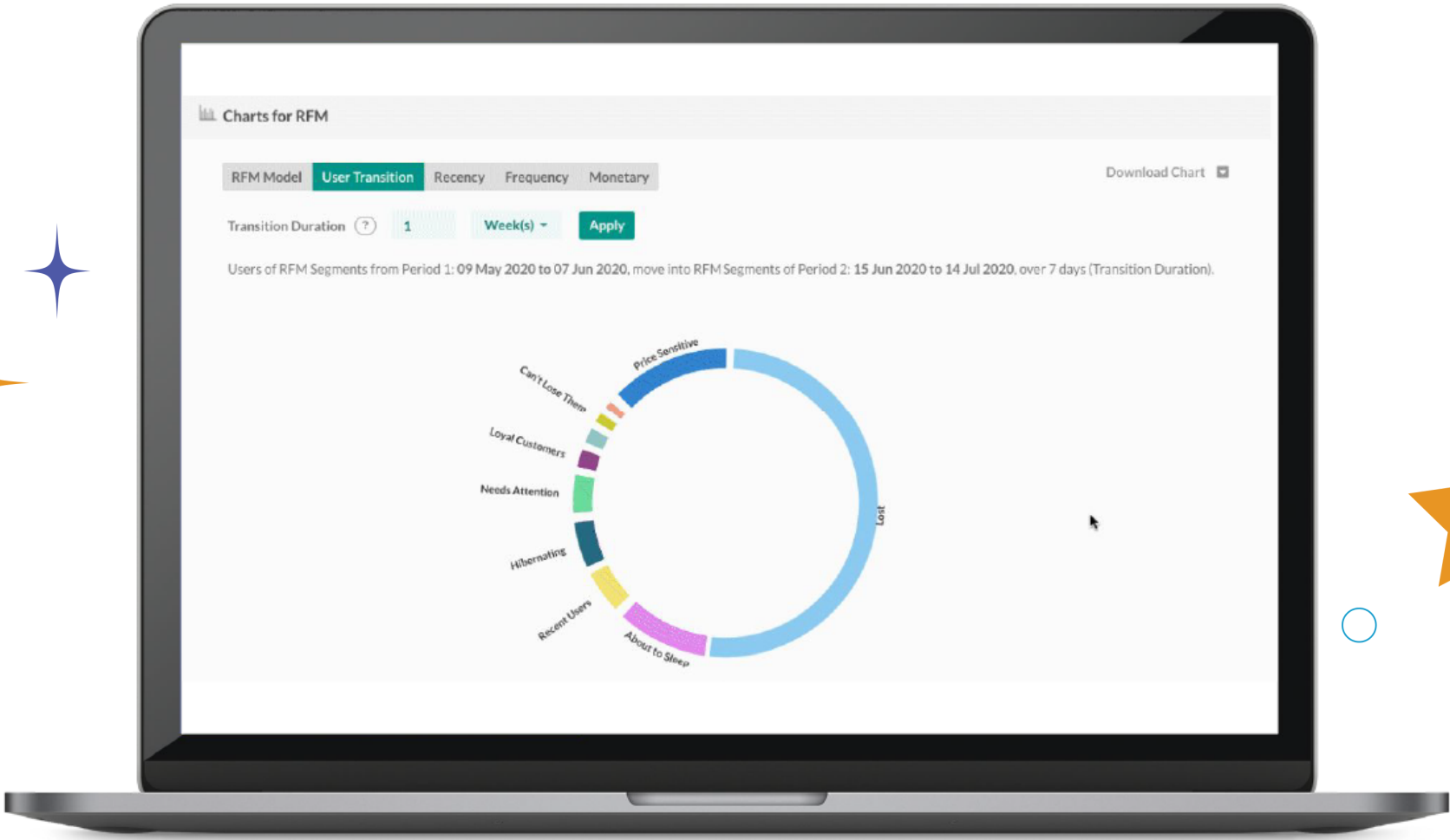
Personalising Messages with Dynamic Content

Using dynamically personalised content in your campaigns helps each email feel like a personalised 1:1 engagement with your end user. There are multiple ways to leverage dynamic content such as recommended content based on previously consumed material or personalised offers. Tailoring content for each customer segment will ensure every user receives communication they might be interested in. This will lead to higher positive engagement like opens, clicks, reply, forward, mark as important and course higher conversion.

- Program recommendations
- Content suggestions
- Personalized offers
- New content alerts
- Transaction reminders
- Price drop alerts

User A

User B

Engaging Customers with Multi-channel Strategy

MoEnage supports engagement throughout the customer journey across multiple touch points such as email, in-app, web, sms, push, social and more. Multichannel marketing uses the customers' perspectives and interests to optimise the consistency of the company's marketing messages. By combining the strengths of each communication channel, marketing teams can use omnichannel marketing to deliver a more consistent and effective brand message.
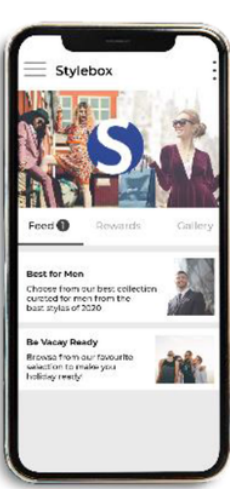
Email
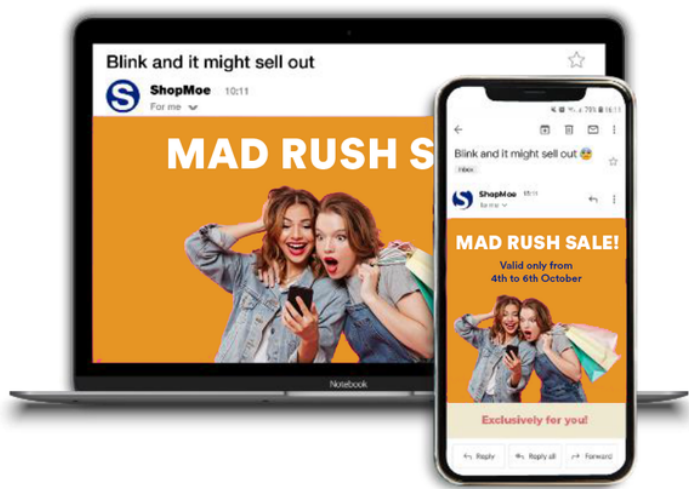
In-App messages
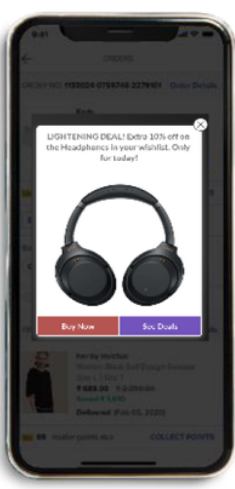
App Inbox & Cards

SMS / Text
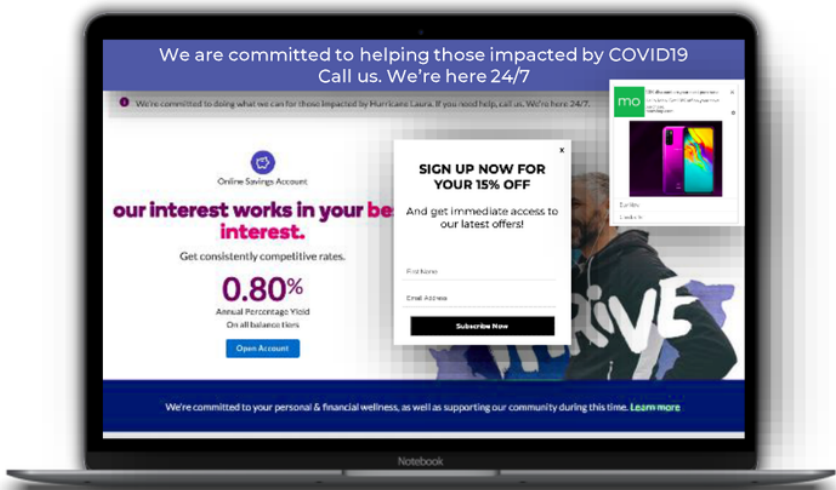
Push Notifications

Ad Networks

Social (Whatsapp)

IVR / Call Center

Web

- Sticky Banners
- Lead Capture/Survey Forms
- Web push
- Web personalisation

About moengage

MoEngage is an insights-led customer engagement platform, trusted by more than 1000 global consumer brands such as Ally Financial, McAfee, Flipkart, Nestle, T-Mobile, Travelodge 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 900 million users every month. With offices in nine countries, MoEngage is backed by Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast and Helion Ventures.

Fortune 500 brands across 35+ countries such as Deutsche Telekom, Samsung, Vodafone, Nestle, McAfee, and internet-first brands such as Ola, OYO, Bigbasket, and Tokopedia use MoEngage to orchestrate their cross-channel campaigns and engage efficiently with their customers.

MoEngage was recognized as a Leader in the 2020 **Gartner Magic Quadrant** for Mobile Marketing Platforms, a Strong Performer in the Forrester Wave™: Cross-Channel Campaign Management (Independent Platforms), Q3 2021, a Leader in **G2 for Fall 2020 Grid® Reports**, and the #1 Mobile Marketing Platform in **G2's Spring 2021 Momentum Report** for our solutions. To learn more, visit **www.moengage.com.**

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