

Poshmark Observes a 30% Lift in Conversions due to Flow Versioning with MoEngage

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Here at Poshmark, one of our biggest initial challenges revolved around our complex relationships with our diverse set of consumers. We have a complicated business of buyers and sellers, alongside a social component where our Poshers could be creating their own small business storefronts for their personal livelihood, and we needed a platform that would help us speak to each of those users individually. MoEngage helped us personalize these unique messaging needs, while also creating a customer journey for each of our consumers, to bring our customer engagement strategies together in one place.

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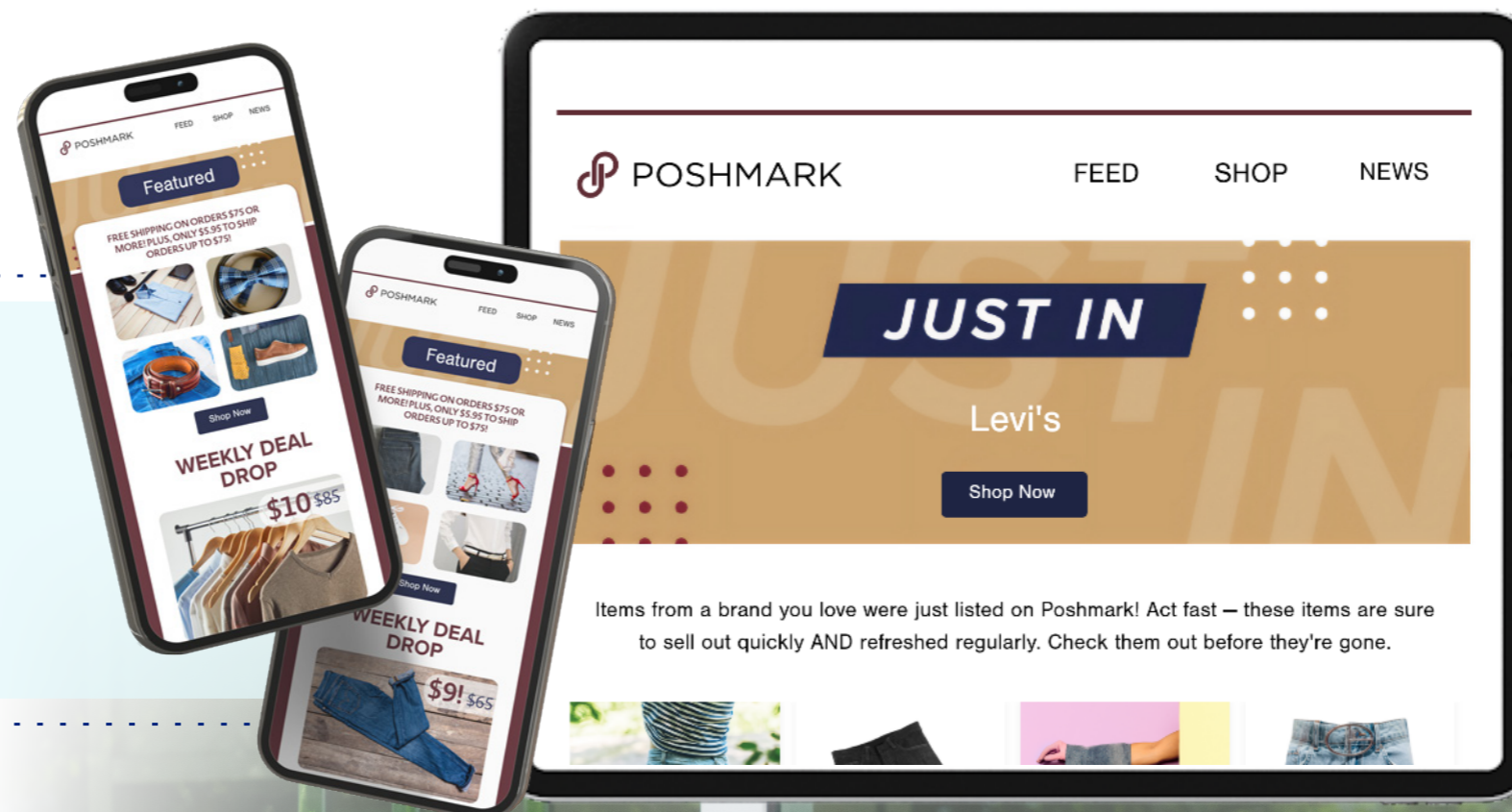


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About Poshmark, Inc.

Poshmark is a leading fashion resale marketplace powered by a vibrant, highly engaged community of buyers and sellers and real-time social experiences. Designed to make online selling fun, more social and easier than ever, Poshmark empowers its sellers to turn their closet into a thriving business and share their style with the world. Since its founding in 2011, Poshmark has grown its community to over 100 million users and generated over \$8 billion in GMV, helping sellers realize billions in earnings, delighting buyers with deals and one-of-a-kind items, and building a more sustainable future for fashion. For more information, please visit www.poshmark.com, and for company news, visit newsroom.poshmark.com.



moengage + POSHMARK

About MoEngage

MoEngage empowers brands to understand and engage their customers in a more meaningful way, thanks to AI-driven insights. We help marketers, and product owners easily create cross-channel, uniquely personalized experiences that consumers love. We are a trusted technology partner for over 1000 global brands such as Ally Financial, McAfee, Flipkart, Nestle, T-Mobile, Travelodge, and more.

To Learn More, visit:
moengage.com
Or contact us at
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Challenges

As Poshmark's popularity in online resale continued to skyrocket, their desire for an all inclusive customer engagement platform that could keep up with consumer demands emerged. Poshmark needed a solution that would seamlessly migrate their already mature email marketing campaigns, while also providing them with additional resources to hit their major KPIs such as email engagement, converting "Listers" to "Sellers", and then further activating those converted sellers.

Solutions

Poshmark was able to migrate and activate a number of their email campaigns to MoEngage including their Just Picked For You, Just In Listings, Posh Show - Seller Journey, Posh Show - Buyer Journey & Lister to Seller Journey. After a successful migration, they are now sending 1.5B emails monthly with MoEngage.

Poshmark also deployed MoEngage's Dynamic Product Messaging alongside Product Catalogs to deliver personalized messages powered by AI, and user behavior data to help provide next best recommendations to their consumers.

Lastly, Poshmark enabled Flow Versioning to increase conversions from a "Lister" to a "Seller". At each stage in the listing flow, Poshmark provided helpful hints to listers who'd not yet made a sale, nudging listers to take steps that would improve their rate of selling success. Poshmark created multiple iterations of the flow based on completeness of the listing, whether they'd participated in Poshmark's tools that increase listing awareness, and helped first-time listers successfully respond to offers from potential buyers. Poshmark used MoEngage tools to align the hints and suggestions with the point in the customer journey where the lister would most need this information.



Results

1.5B

Emails Sent Monthly

Up to
60%

Email Open Rates due to
Flow Versioning

Over
30%

Lift in Converting Listings to
Sales Due to Flow Versioning