

Get seamlessly personalized omnichannel experiences in the bag



Here is Ahmed

- + A customer of the retail chain, MoShop
- + He has a cute cat
- + Loves to party with friends
- + Regularly buys branded shirts

Meet Nadia

- + Marketing Manager at MoShop
- + Responsible for driving website and app engagement
- + Uses separate push notification and email point solutions to engage customers



Let's look at Ahmed's journey with MoShop



1 Product Added

Floral Printed T-shirt
\$10
Size: L | Color: ●
Quantity: 1

Checkout

Ahmed has plans for an evening party and is looking to buy linen blend tropical shirts.

He browses MoShop's website, finds a few designs he likes, and adds them to his cart.



Unsure of the fit, Ahmed decides to visit MoShop's offline store, tries the shirts in his cart and buys them.

After Ahmed had no online activity, Nadia wondered why he had not bought the shirts.

She keeps sending emails with discounts on tropical and animal designs, unaware Ahmed has already purchased the shirts offline.

- ❌ The **disconnect between online and offline** data sources (and behavior) left Nadia unaware of Ahmed's offline purchase.
- ❌ Moreover, after receiving all the irrelevant emails, Ahmed is annoyed and considers unsubscribing.



Inbox 102

Starred

Sent

Draft

Spam

Trash

MOSHOP

Hi Ahmed!

Two hours left to get 50% off on your tropical and animal design shirts

Get my discount

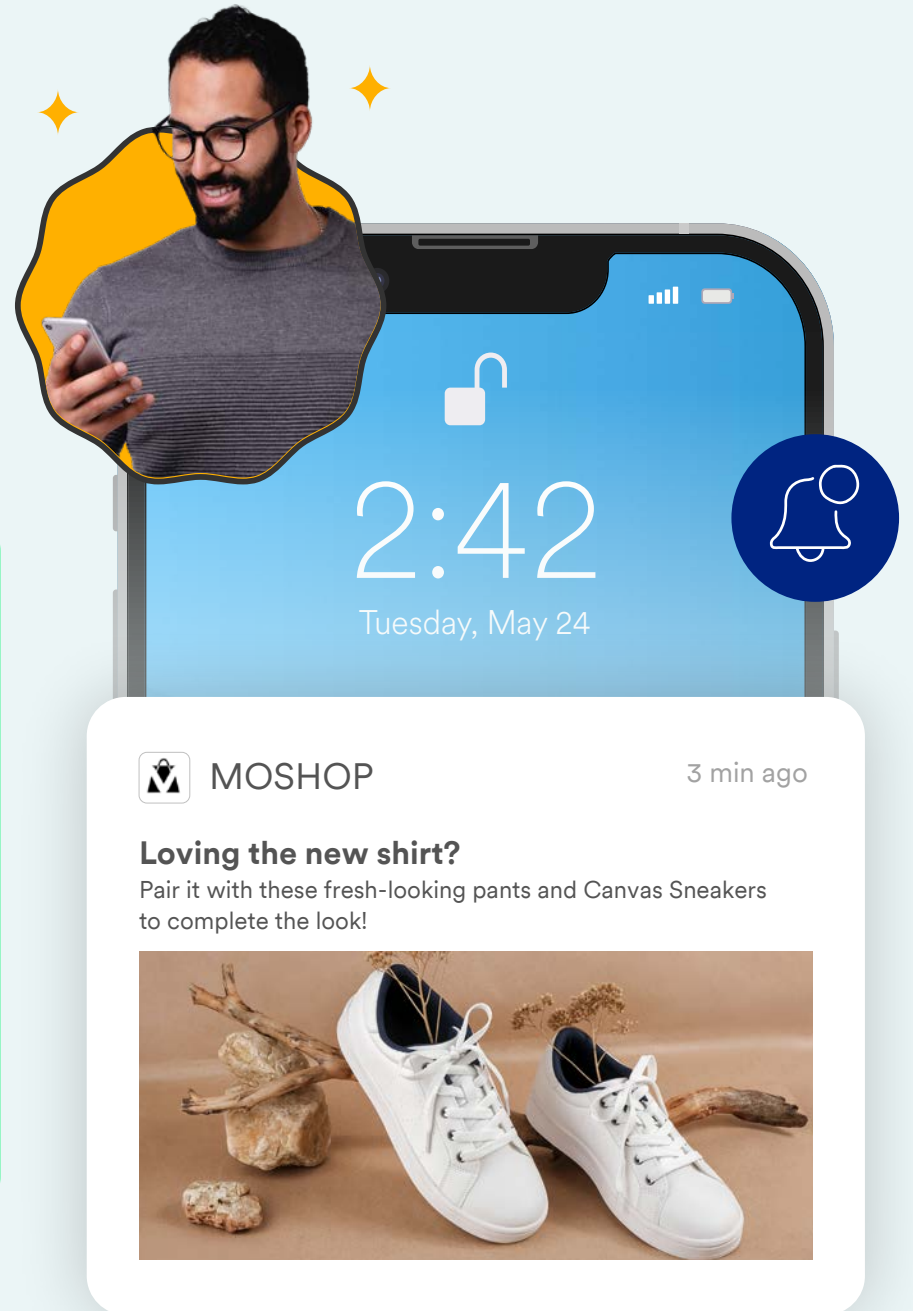
Unsubscribe



What happens if Nadia integrates MoShop's online and offline data?

Everybody at the party loved Ahmed's outfit!
All except his sneakers!

Ahmed hasn't bought new shoes in years. He really needed to ditch his unfashionable shoes!




- ✓ Due to a **seamlessly integrated** offline-online profile, Nadia knows Ahmed has recently purchased tropical shirts.
- ✓ Knowing he hasn't purchased shoes recently, Nadia now sends Ahmed a **'Complete the Look'** push recommendation with canvas sneakers and solid-colored pants.

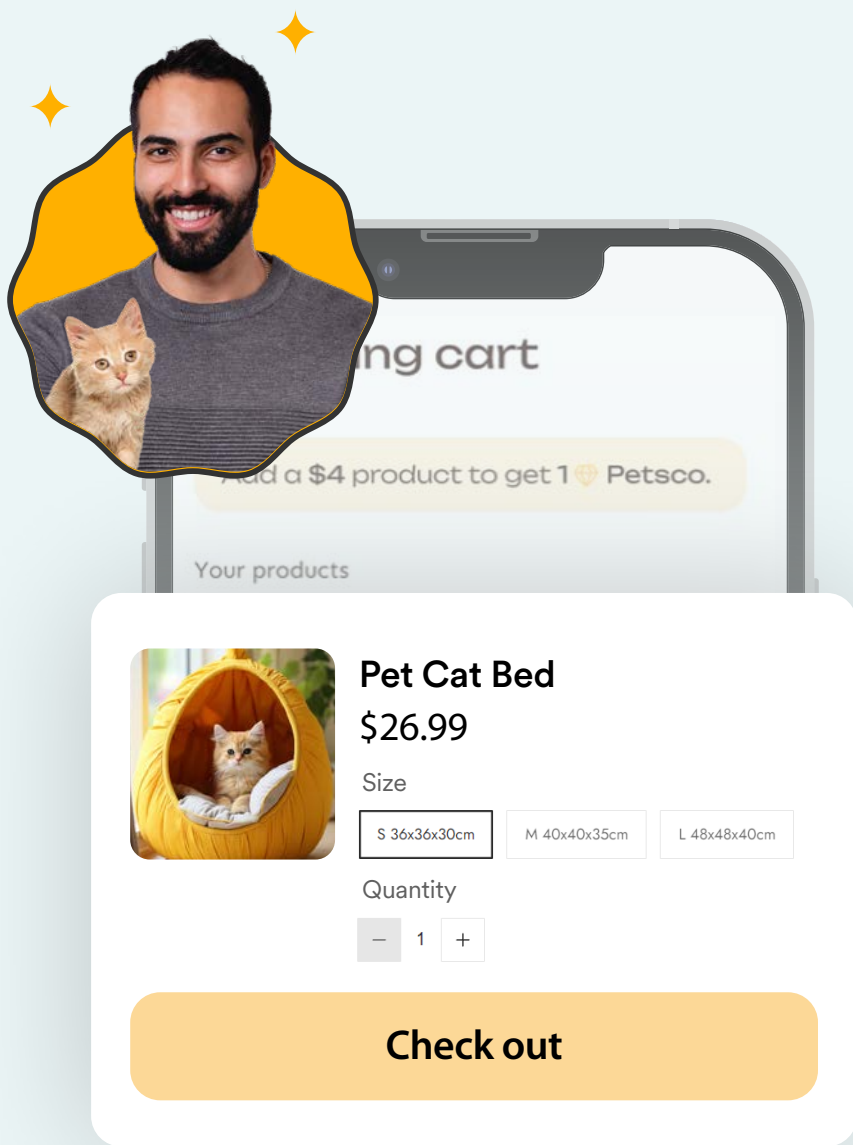
Talk about timing!
 Ahmed needed sneakers badly and loved the recommendation.

He bought a new pair of shoes without wasting a second!



- ✓ AI-enabled recommendation engine
- ✓ Truly connected offline-online customer view and
- ✓ An integrated platform with powerful analytics

 **These helped Nadia boost Ahmed's Average Order Value, build trust in the brand's recommendations, and increase the chance of referral!**



Being a devoted cat parent, Ahmed prefers to only buy the **'Mewy'** brand of pet food for his cat.

Online or in-store, Ahmed regularly orders a month's worth of cat food.

Of late, Ahmed has also been checking out cat beds.

He has a few added to his cart but is hesitant to purchase.

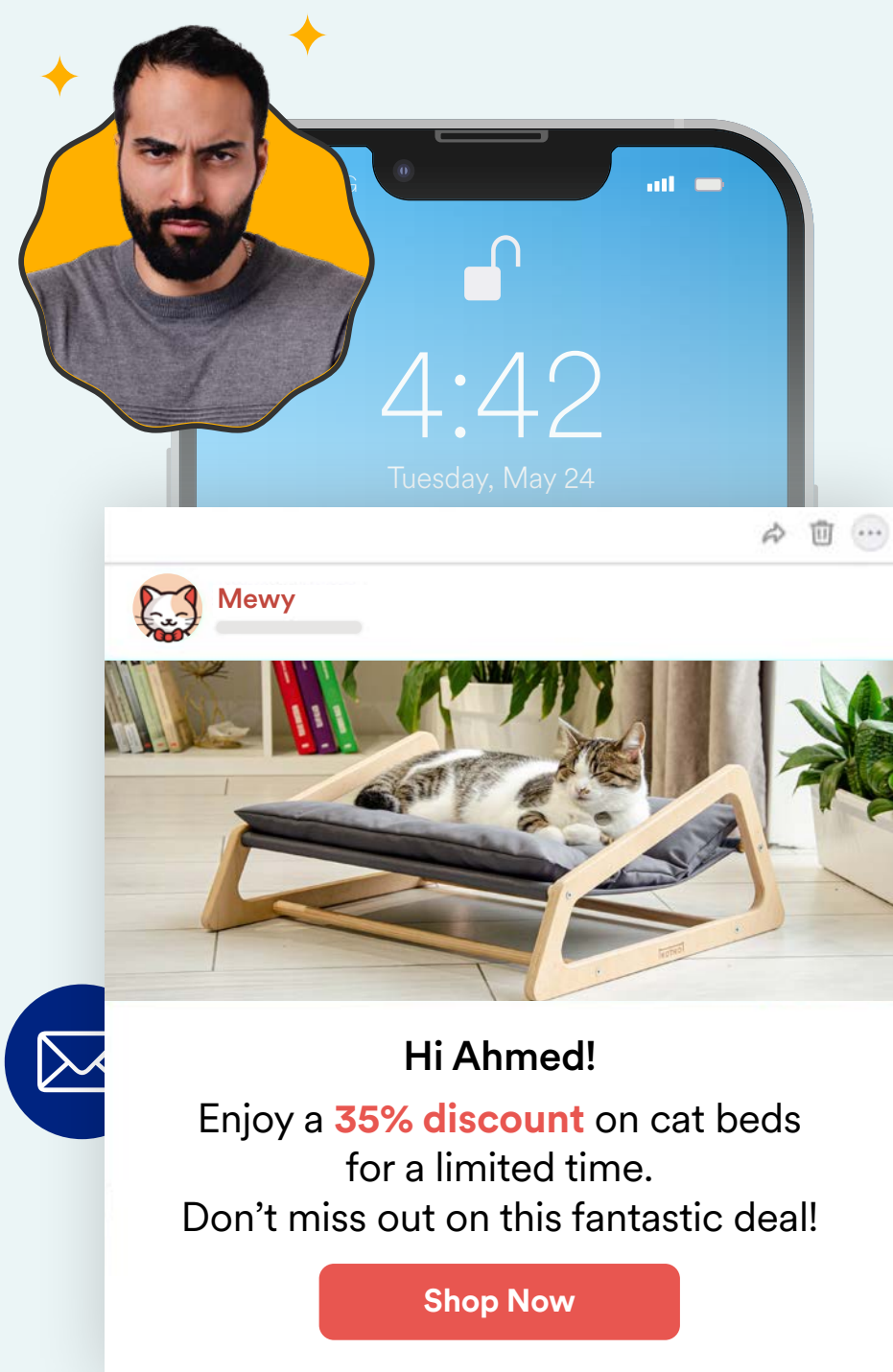


Noticing Ahmed's abandoned cart, Nadia sends an email offering Ahmed a **35%** discount on cat beds, trying to nudge him to buy.

Ahmed sees the email and clicks on it.

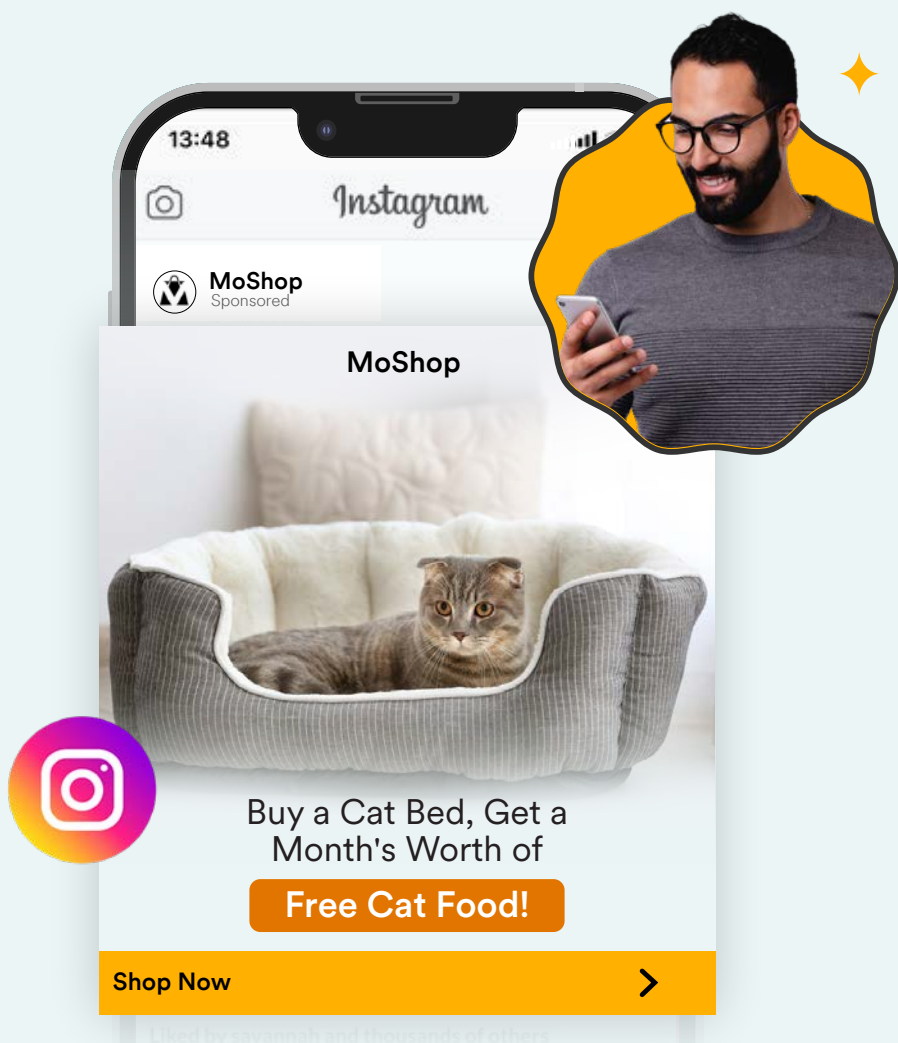
However, after visiting the page, he realizes that the discount doesn't apply to the type of cat bed he wants.

 **Disappointed, Ahmed starts looking to buy the cat bed from MoCart's competitors.**



- ✘ Without personalized experiences on MoShop's website and app, Nadia can't provide Ahmed with tailored recommendations and offers that suit his needs.
- ✘ Nadia misses out on **potential upsell** and **cross-sell** opportunities and loses Ahmed's trust and loyalty.

What if Nadia could personalize Ahmed's experience across multiple channels?



Ahmed stumbles upon an ad from MoShop promoting an offer for cat beds.

Noticing Ahmed has been browsing for cat beds on MoShop's website, Nadia decides to serve cat bed offers to Ahmed.

- ✓ Nadia notices online inactivity from Ahmed.
- ✓ She then decides to personalize Ahmed's website experience.

! Ahmed clicks on the link but still doesn't buy.

He's greeted with a personalized banner showing new varieties of cat beds at even better prices!

Also, there is now a **'Recommended for You'** section, complete with tailored suggestions for litter boxes, scratchers, collars, bowls, and medication.

🏆 Nadia has finally made Ahmed an offer he couldn't refuse - and his cat finally has a new bed!



✓ Ahmed is back on the MoShop website's cat treats and food section

Capture Customers' Hearts and Carts with a Customer Engagement Platform



Alsaif Gallery Embraces a Personalized Approach to Achieve:

- ✓ **303%** Increase in New App Customers
- ✓ **78%** boost in MAUs
- ✓ **20%** increase in stickiness

Download Case Study



AZADEA Group Adopts an Omnichannel Approach to Achieve:

- ✓ **300%** growth in weekly database acquisition
- ✓ **45%** increase in sales contribution
- ✓ **50%** CVR uplift from abandoned cart flow

Download Case Study

1/7th

of the world's population engaged every month

3.2Bn

messages sent every day around the globe

2.2Bn

customer journeys orchestrated every month

Here's how you can turn your window shoppers into loyal customers

To learn more, visit www.moengage.com.

