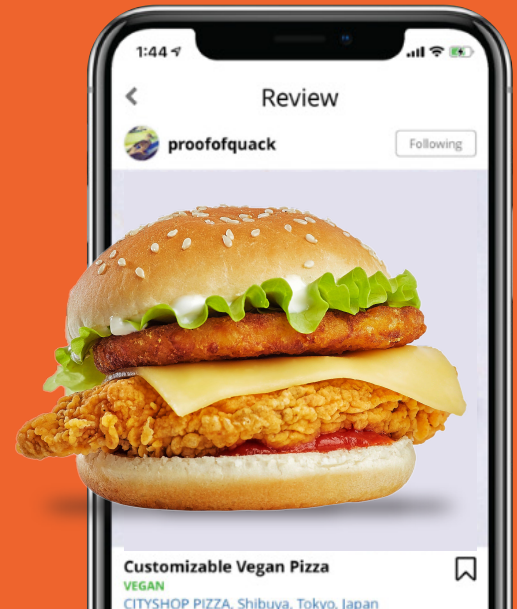


# Transforming Conversions: abillion's Success Story with MoEngage's AI-powered Optimization



## About abillion

Created in Singapore by Founder and CEO, Vikas Garg, abillion has customers from over 180 countries, with a mission to mobilize a billion consumers to save the world by making better choices for the planet. Since 2017 abillion has helped to connect vegan brands and environmentally conscious individuals in a social platform that has blossomed into a well-knit community, helping them make more sustainable choices every day.

In 2022, abillion launched a Marketplace to empower all its members to make better lifestyle choices by providing them with a platform to buy, sell and find all things sustainable while giving back to non-profit organizations.

The company's mission is to make a true impact on animals and the planet - by rewarding each review made by a member with up to **\$1** to non-profit organizations. In fact, through this program, they have donated more than **\$2 million** to over **60** different non-profits worldwide, including Mercy for Animals or One Tree Planted!

**41%**

uplift in conversions

**13%**

increase in new customers

**13.6%**

boost in stickiness

**35%**

uplift in behavior-based Push CTR compared to the industry

**33%**

increase in email open rates

**1Mn+**

Installs

**420k+**

Monthly Active Users

**180+**

Countries

**\$2Mn+**

Donations to NPO

## Understanding abillion's Scaling Challenges

As abillion garnered more and more customers and vegan brands in their community and ecosystem, they faced a few hurdles in the race to scale. Here are the key strategies they implemented to overcome these challenges:

- Moved from disjointed point solutions to a cohesive, integrated solution.
- Improved campaign performance to meet growth objectives.
- Boosted daily and monthly engagement.
- Adopted an insights-led approach to engagement.
- Replaced unsophisticated tools with an end-to-end solution.
- Focused more on retention and engagement metrics rather than just acquisition.

abillion realized that their existing solutions with limited insights couldn't help them scale any further. To navigate this dead end, they decided to partner with a platform that exclusively catered to their customer engagement needs.

## Why Did abillion Choose MoEngage as Their Customer Engagement Platform?

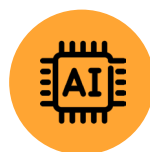
abillion previously used proprietary and third-party point solutions to undertake their engagement and retention processes. However, they realized that they needed a robust customer engagement platform adopting an insights-led approach to engagement to sustain positive growth in the long run and operate at scale. After acknowledging this, abillion researched and evaluated various CRMs, CDPs, and CEPs. After a detailed

comparison of the plethora of available solutions, abillion decided to forge a partnership with MoEngage because:

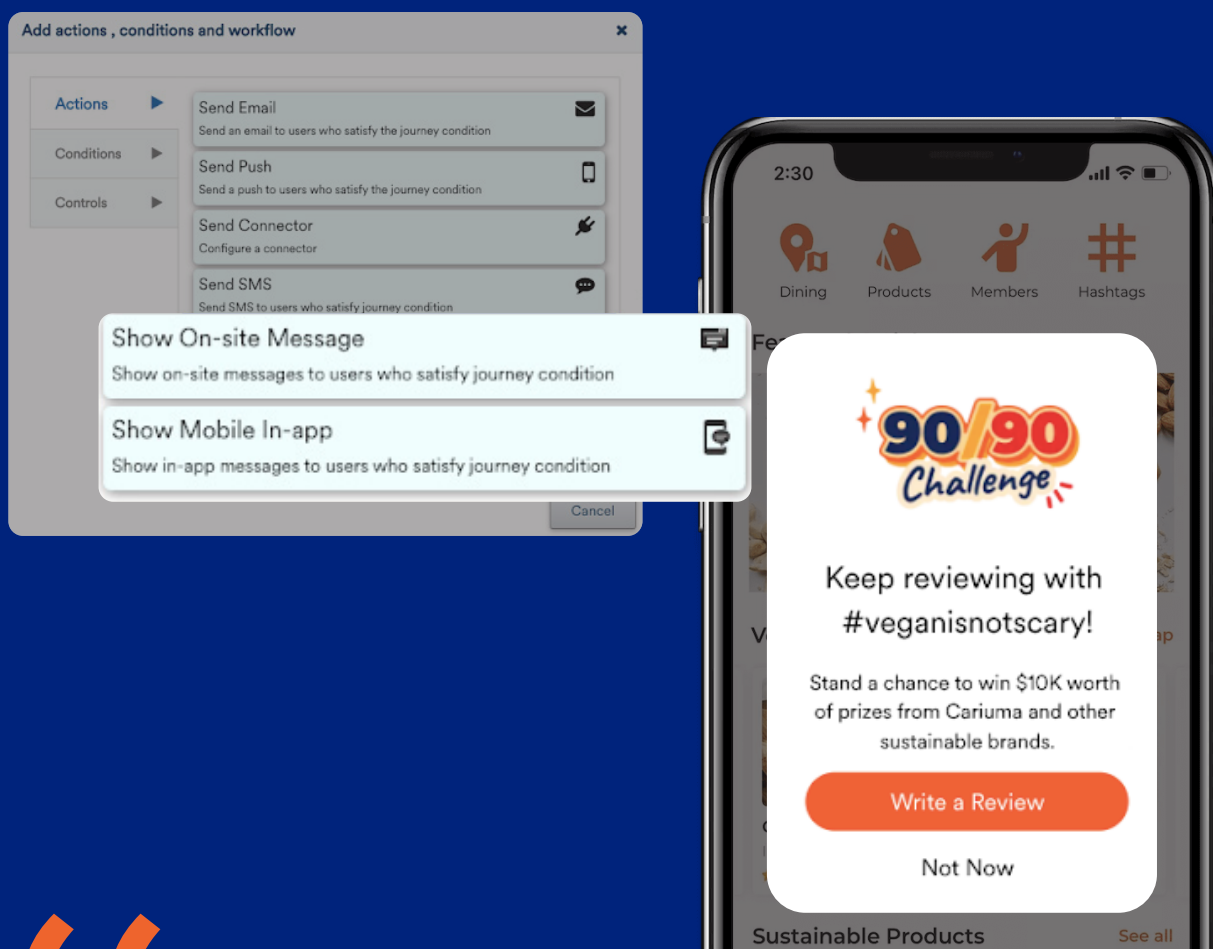
- ✓ MoEngage has a proven track record for boosting brand engagement
- ✓ abillion required a comprehensive, integrated solution for their customer engagement needs
- ✓ Their goal was to provide unique experiences that would delight each customer segment
- ✓ They aimed to integrate AI and automate processes for increased efficiency and resource optimization
- ✓ abillion needed a Mixpanel-compatible partner, and MoEngage's ecosystem provided extensive integrations
- ✓ Seamless implementation and easy-to-reach local support

## SHERPA, the AI Tool That Helped abillion Achieve a 41% Conversion Increase

To drive a more sustainable lifestyle and a socially-positive ecosystem to their users, abillion needed to decrease the 'starting from scratch' approach for each campaign and prioritize building feasible strategies to grow and spread their message. By automating its processes, abillion was able to experiment with new channels and frameworks to minimize the effort, time, and resources in spreading its message to the world. A dynamic AI with robust automation processes significantly optimized their various engagement and retention activities, resulting in a substantial uptick in overall performance.



Track link  
Total clicks: **3,45,459**  
[www.mobank.me/christmas](http://www.mobank.me/christmas)



Our favorite tool is SHERPA, MoEngage's predictive AI, which helps to optimize campaign engagement. We're delighted with this feature as it removes the need to hire an additional resource to implement an algorithm to send communications in the best channel or time. MoEngage also allows us to send time-sensitive and critical campaigns at specific times or even promotional content at recommended times tailored for each person, which resulted in a 41% increase in conversions.



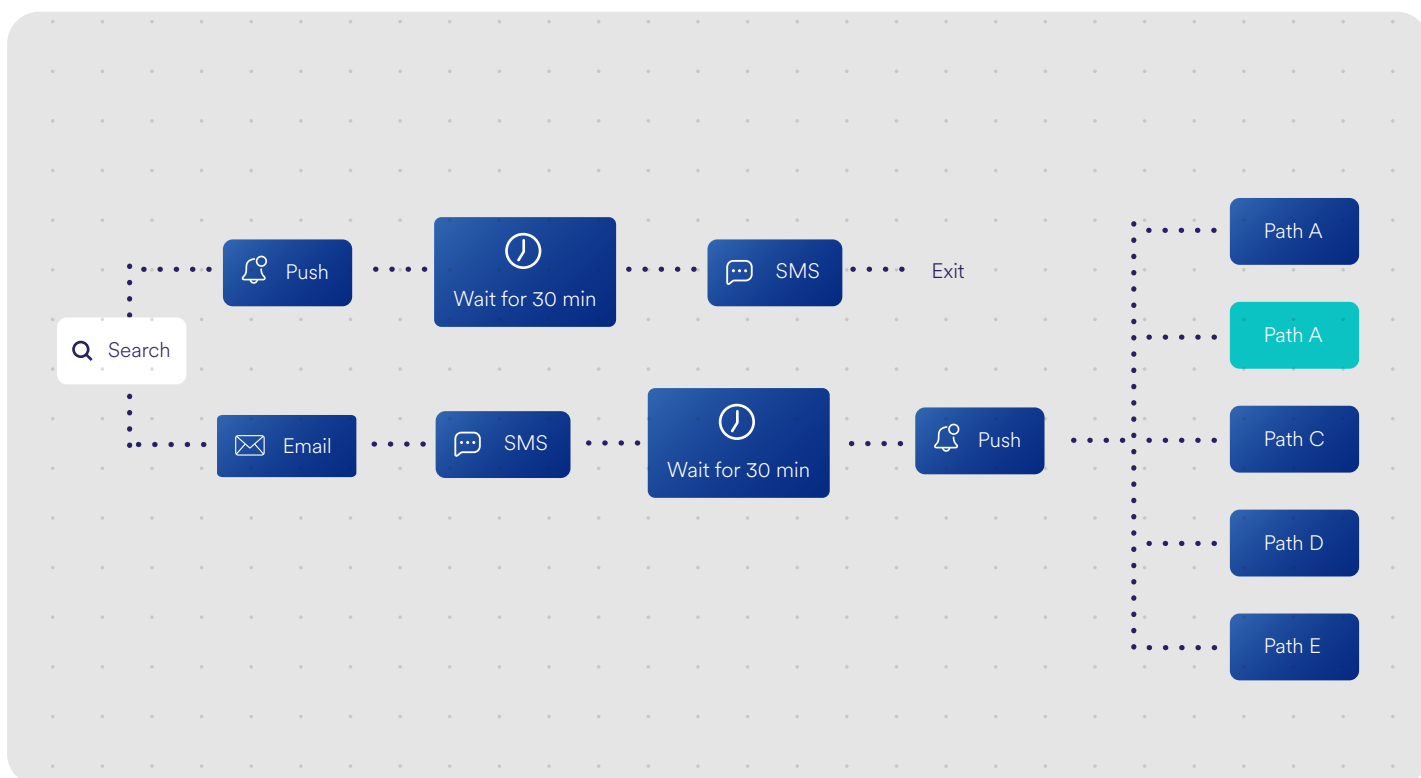
**Jashvini Jothieswaran**  
Senior Growth Manager

## abillion's Winning Strategy: AI-Based Optimization

Using MoEngage's AI-based optimization and real-time analytics, abillion was able to understand the following:

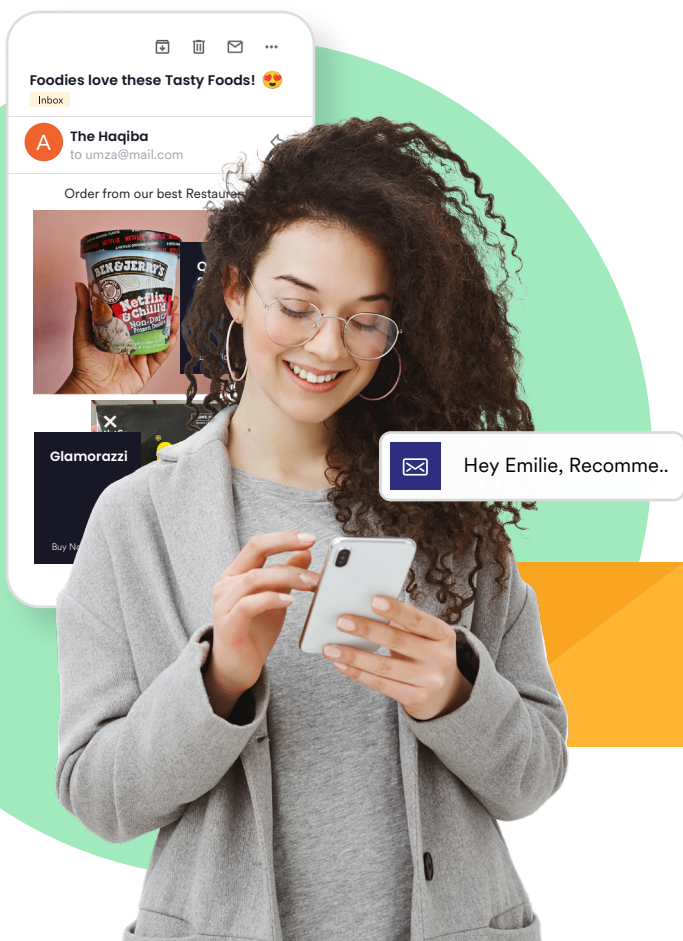
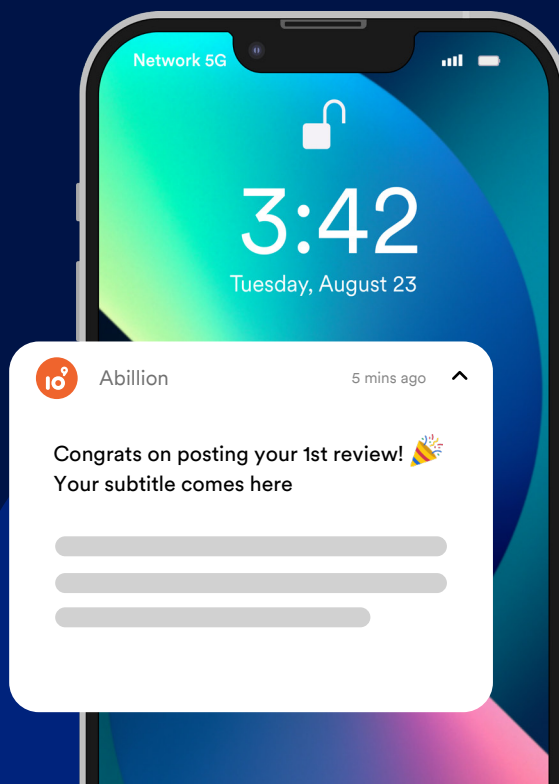
- ✓ What type of content to send
- ✓ When to send it
- ✓ The best channels to send it to
- ✓ Analyze and optimize their campaigns in real-time
- ✓ Position themselves as a digital-first bank in the minds of the public

They were even able to set up detailed customer journey and segmented campaigns according to user behavior. Doing this was crucial in launching new campaigns for different audiences, such as abillion's ambassador program and marketplace feature in new markets, resulting in **9.07% of users converting after entering a journey-based campaign.**



## Push Campaigns: How to Outperform the Industry Average by 35%?

abillion was using push campaigns to relay essential communications, such as welcome messages for new members and article or recipe recommendations to existing ones. These were for members who clicked on a specific restaurant, reminding the impact of donations from members, etc. Furthermore, upon the recommendation of MoEngage's customer success team, abillion utilized AI-enabled behavior-based triggers to deploy their push notification campaigns. As a result, their members engaged more, with a 35% uplift in Push CTR compared to the industry average.



## Personalization is Key: Boosting Email Engagement with Smart Recommendations

To improve their email open rates, abillion utilized attribute-based recommendations with the 'Best Time to Send' feature. These email campaigns used personalized recommendations based on members' locations. abillion then deployed and delivered the right campaign content to the right segment of users. Leveraging this, they hit an overall 50% open rate for their emails, a 33% uplift from before!

## The Power of Optimization: abillion's Progress

Here's how abillion's insights-led approach boosted its engagement metrics:

- ✔ Increased daily active users (DAUs) by 25% and monthly active users (MAUs) by 10%
- ✔ Achieved a 41% uplift in conversions
- ✔ Attracted 13% more new customers and boosted stickiness by 13.6%
- ✔ Saw a 35% uplift in behavior-based Push CTR compared to the industry average
- ✔ Boosted email open rates by 33%

## MoEngage Features Used by abillion

AI-powered Campaign Optimization | Customer Journey Orchestration | Smart Triggers

Smart Recommendations

## About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1200 global brands such as Standard Chartered, Citi Bank, MPT Mobility, Happy Fresh, Kredivo, Alfamart, BliBli, Chope, Atome, VieON, POPS Worldwide, CIMB Bank, Doctor Anywhere, 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 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiple Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

MoEngage was named in the 2022 Gartner® Magic Quadrant for Multichannel Marketing Hubs and a Strong Performer in The Forrester Wave 2023 reports. To learn more, visit [www.moengage.com](http://www.moengage.com).

[Get a demo of MoEngage today!](#)