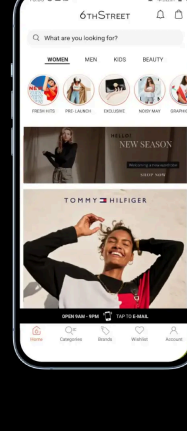


## 6thStreet.com Uses Smart Recommendations and AI to Drive 2.5X Higher Conversions



### 3X

Higher CTRs for Automated Campaigns

### 2.5X

Higher Conversions Using AI and Smart Recommendations

About 6thStreet.com

6THSTREET

6thStreet is the E-commerce fashion destination from Apparel Group. With over 1000+

international brands, the platform offers a large selection of shoes, bags, clothing, and accessories from brands such as Tommy Hilfiger, Dune London, Charles and Keith, ALDO, Naturalizer, Nine West, New Balance, Crocs, Birkenstock, Skechers, Levi's, Aeropostale, Garage, Nike, Adidas, Adidas Originals, Rituals, and many more, the Dubai based brand is an omnichannel fashion and lifestyle retailer.



# “

With MoEngage features we could do A/B testing - for different timing, different content, and different approach like code and no code. Using the engagement platform, we could build an entire funnel from no activity to browse to add to cart/wishlist and to finally purchase.



**Prateek Agarwal,**

Head of Retention Marketing (CRM), 6thStreet.com, 6thStreet.com

### How 6thStreet.com's Partnership with MoEngage Evolved

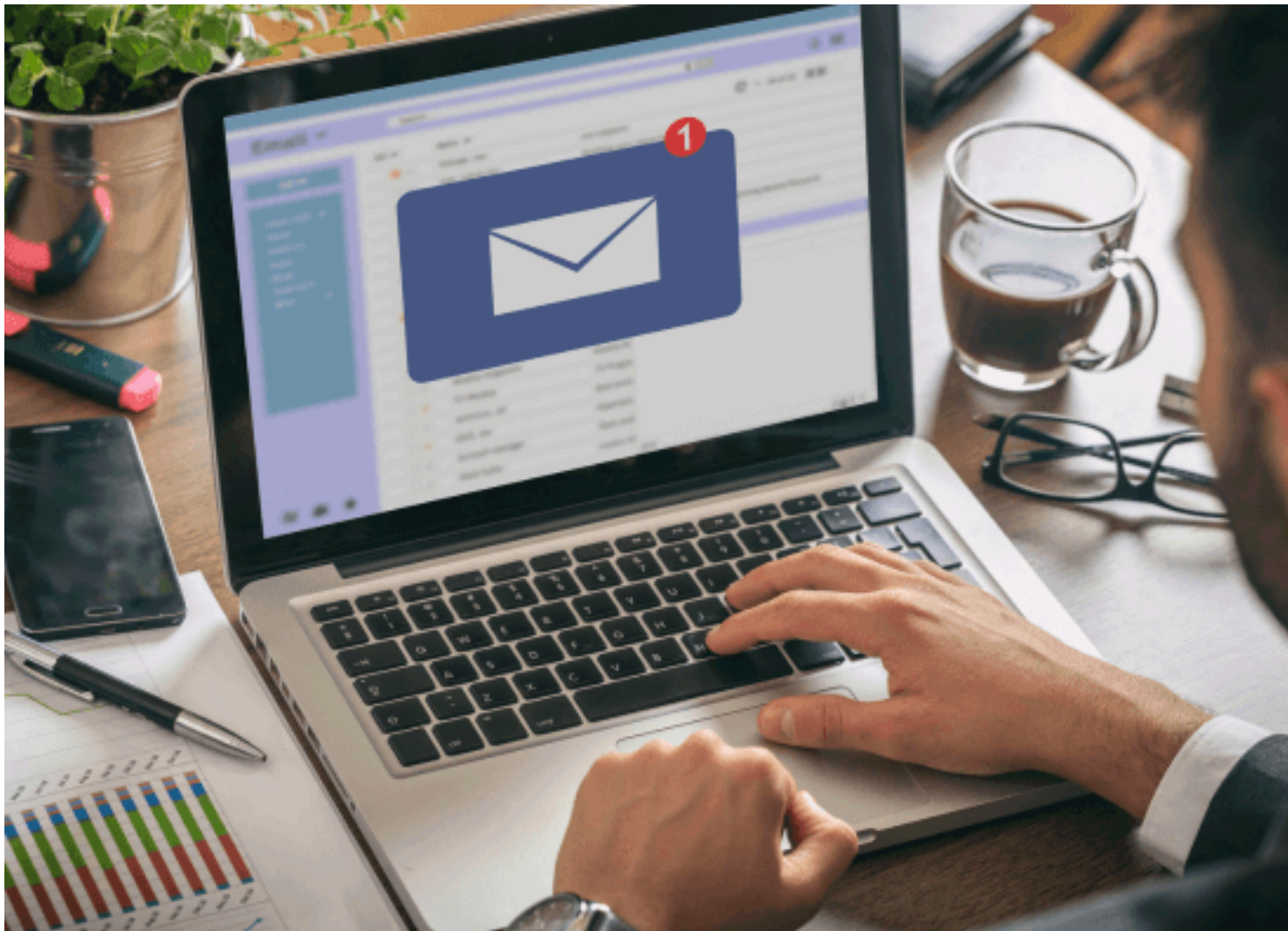
Here's a glimpse at how 6thStreet.com and MoEngage worked together to drive customer retention:

1. 6thStreet.com built an entire funnel - from no activity to browse to add to cart/wishlist to purchase.
2. In terms of channel usage, 6thStreet.com has evolved from using emails, and SMS to push notification, in-app messaging, and whatsapp.
3. 6thStreet.com leverages the analytics capabilities of MoEngage to understand how customer's are behaving, and monitor their campaign health by assessing CTRs, CVRs and Open Rates.
4. The leading E-commerce brand also used Intelligent Time Delay to ensure that they sent a communication at the right time.

### Using A/B testing and Intelligent Time Delay to drive meaningful engagement

6thStreet.com used **Sherpa optimization to do A/B testing**, which enabled them to drive curated communication for different segment of customers.

Being one of the leading E-commerce brand, 6thStreet.com was able to create a funnel from no booking to purchase. At the same time, to provide the ultimate customer experience, the brand also leveraged **Intelligent Time Delay** to understand what is the best time to send a communication to each customer.








### Leveraging analytics and new gen channels like WhatsApp

6thStreet.com also leveraged WhatsApp as a channel of communication instead of SMSs and moved towards conversational messaging rather than transactional messaging.

They also leveraged the analytics capabilities of MoEngage to understand how customer's are behaving, and monitor their campaign health by assessing CTRs, CVRs and Open Rates.



### Products Used

-  **WhatsApp**  
Trigger interactive conversations with quick replies and contextual CTAs on [WhatsApp](#)
-  **In-app Messaging**  
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
-  **Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
-  **AI-based Recommendation Sherpa**  
Optimize campaigns and drive high ROI with [AI-powered, Sherpa](#).
-  **MoEngage Analytics**  
Create omnichannel, personalized experiences using [AI-powered analytics](#).

### The Result

1. 6thStreet.com used journeys to create automated campaigns and witnessed **3X higher CTRs** for them vs. manual campaigns. 2. Using Sherpa Optimization and Intelligent Time Delay, the E-commerce brand was able to witness **2.5X higher conversions**. 3. For WhatsApp campaigns, 6thStreet.com witnessed a **CTR of 50%**.

### About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, 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, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was recognized as a **Customers' Choice Vendor** in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation. See how MoEngage's customer engagement platform can power your growth

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

To learn more, visit [www.moengage.com](http://www.moengage.com).

