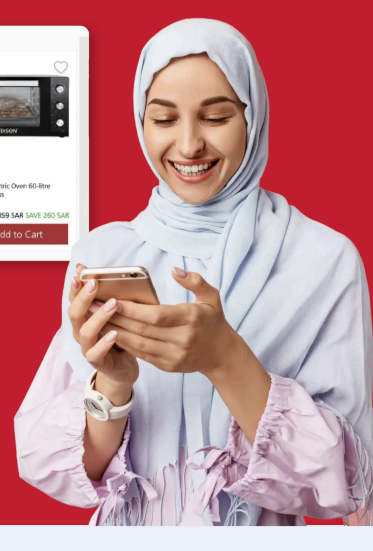
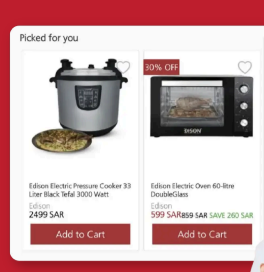


Alsaif Gallery Witnesses 15% Increase in Revenue with Flows and Smart Recommendations



15%

Increase in revenue

5.46%

Dynamic Product Messaging Campaigns

About Alsaif Gallery



Alsaif Gallery is the leading retailer for kitchen appliances in Saudi Arabia. The brand is among the 100 most popular Saudi brands due to its high-quality specifications and modern designs.



In the past, we have also used CRM/CEP. However, scalability and support have always been an issue. While we did witness some growth, we wanted to breach the highest point and grow even further. This is where we think MoEngage has helped us.



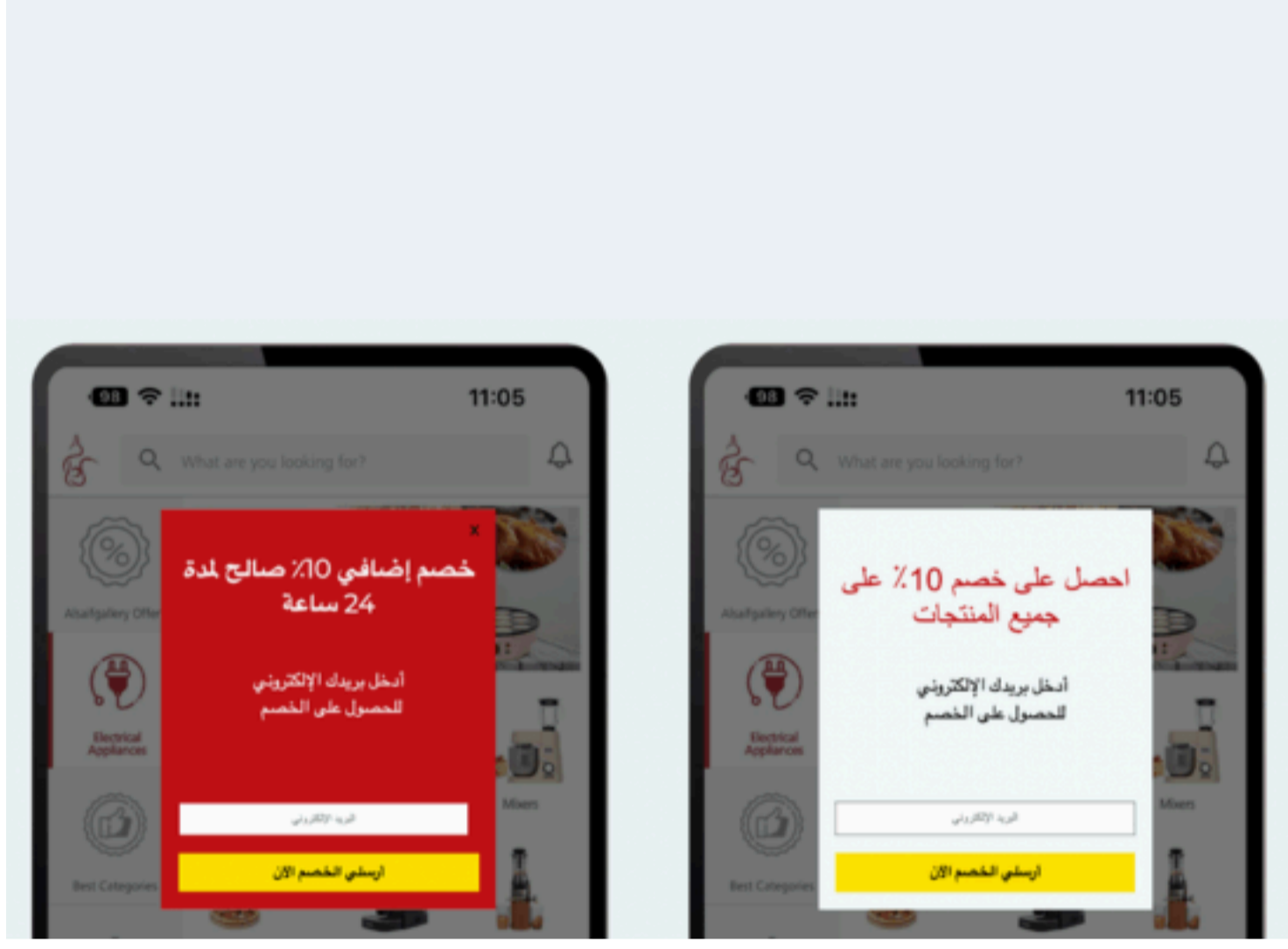
Moalla Alfadil,
Director Of E-commerce, Alsaif Gallery

Business Challenge

To support its E-commerce business initially, the brand did deploy specific CRM platforms for its communication channels. However, the tools did not provide the desired results, leading to many gaps in customer engagement. Moreover, the lack of local support from other CRM tools also created a roadblock/hindrance. MoEngage bridged that gap and countered those challenges with ease!

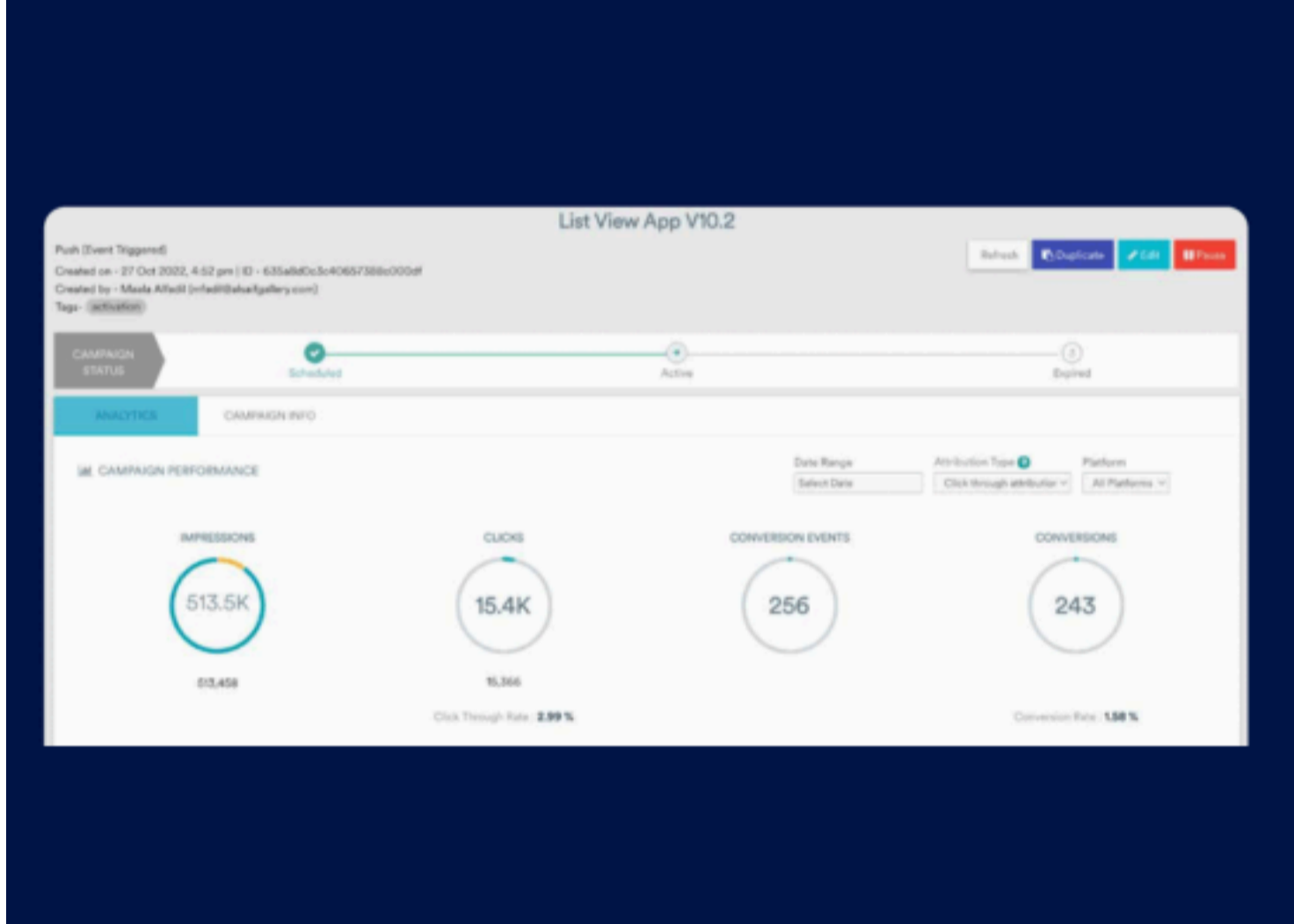
Utilizing supreme segmentation capabilities

Alsaif Gallery started utilizing the segmentation feature to draw retention campaigns. Some of the campaigns they focused on were related to products, such as - the most browsed or highest-selling products. [Event triggers](#) and user attributes drove all segments that Alsaif Gallery created, and the communication was mainly through push and emails.



Leveraging the power of Push Amplification

The home and kitchen appliance brand also leveraged features like Flows, Dynamic Product Messaging, and Segmentation with delayed optimization using Sherpa. They also leveraged the power of Push Amplification™ to increase its [deliverability](#), especially amongst those customers who had Xiaomi or Huawei phones. The local customer support helped in creating multiple Sherpa-based variations.



Products Used

- Segmentation**
Personalize experiences by creating nuanced [segments](#) based on behavior and action.
- AI-based Recommendation Sherpa**
Optimize campaigns and drive high ROI with [AI-powered, Sherpa](#).
- Smart Recommendations**
Build personalized experiences by driving [most relevant product recommendations](#).
- Push Amplification +**
Deliver push notifications to more customers with proprietary [Push Amplification™ Plus technology](#).

The Result

Using MoEngage, Alsaif Gallery was able to:

- ✓ Generate a CTR of 2.13% and conversion rate of 57.19% for “**10 days no visit**” campaign
- ✓ **49.3%** open rate and a **5.46%** click-to-open rate, for DPM-powered campaigns
- ✓ Increase campaign impressions by **51K** with PushAmplification
- ✓ **58%** increase in DAUs and a **39%** increase in MAUs, During the Black Friday Sale period
- ✓ During the same period, the brand saw a revenue uplift of **~2X (196%)**

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.

