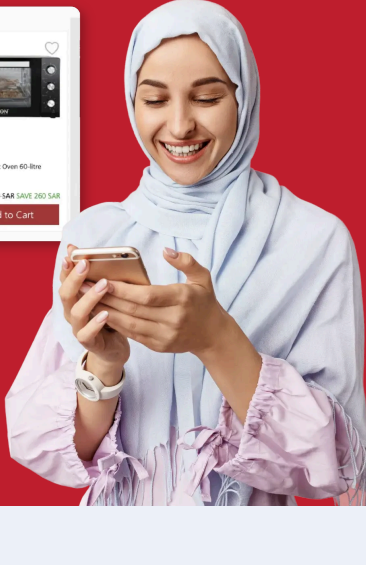
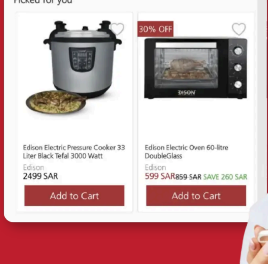


Alsaif Gallery Witnesses 15% Increase in Revenue with Flows and Smart Recommendations



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



MoEngage's customer success support team is an invaluable resource for keeping campaigns on track and ensuring that our clients are informed of key performance indicators. They provide thorough training on new features and are dedicated to monitoring campaign performance. Additionally, they are proactive in identifying issues and modifications and provide guidance on how to address them. Their overall evaluation and guidance has been instrumental in our success.



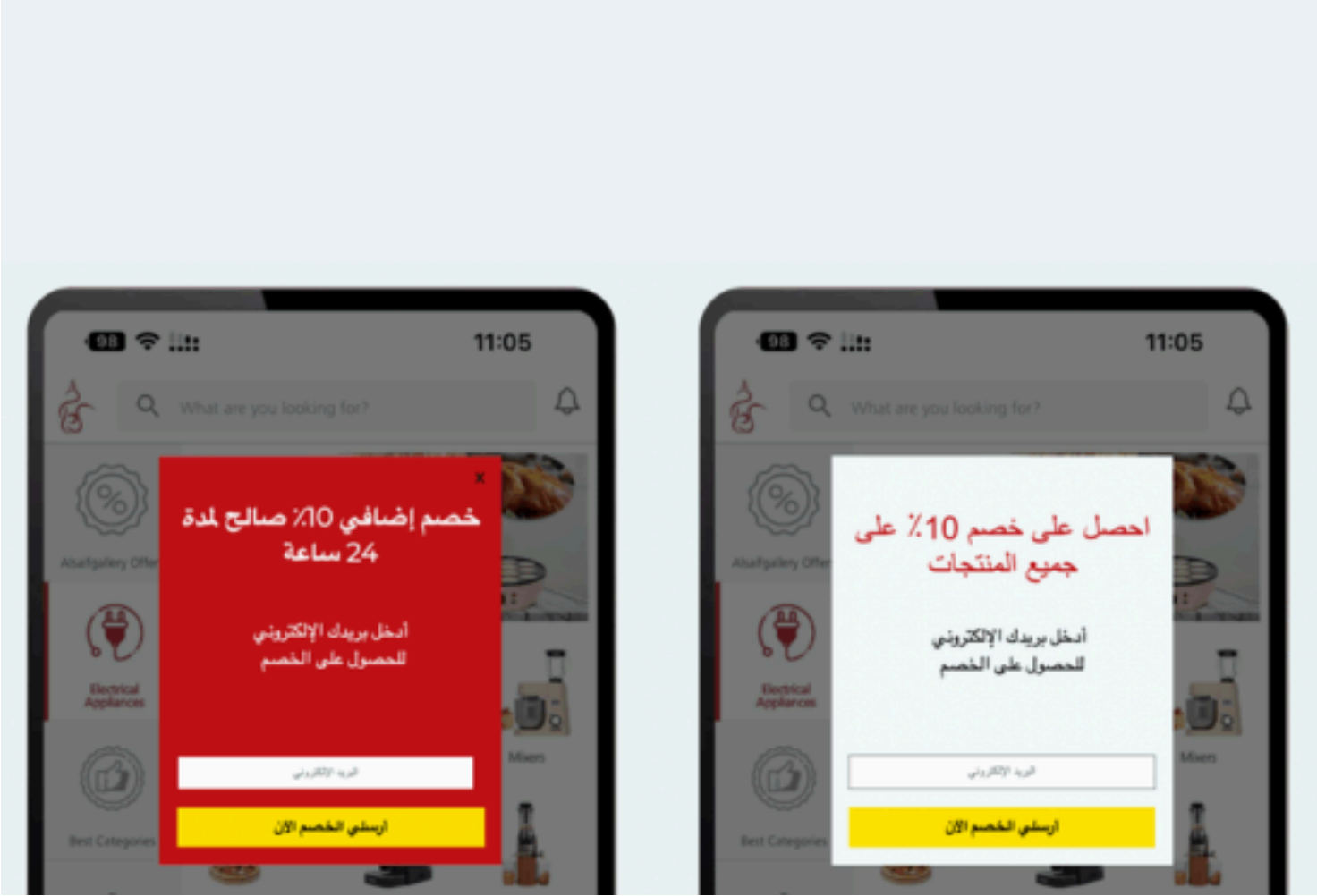
Moalla Alfadil,
Director Of E-commerce, Alsaif Gallery

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!

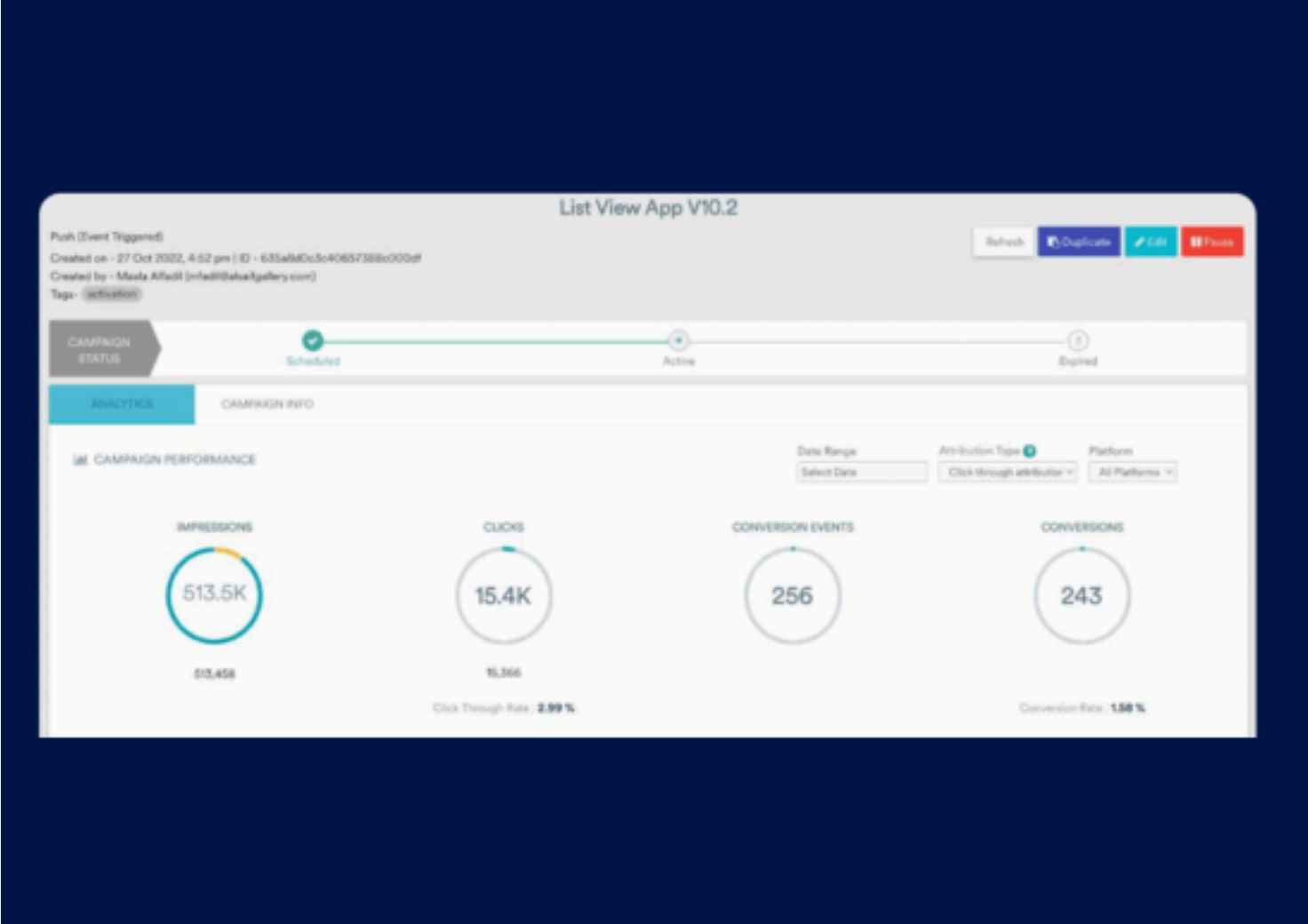
Utilizing supreme segmentation capabilities

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 the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Homzsmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 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 the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

To learn more, visit www.moengage.com.