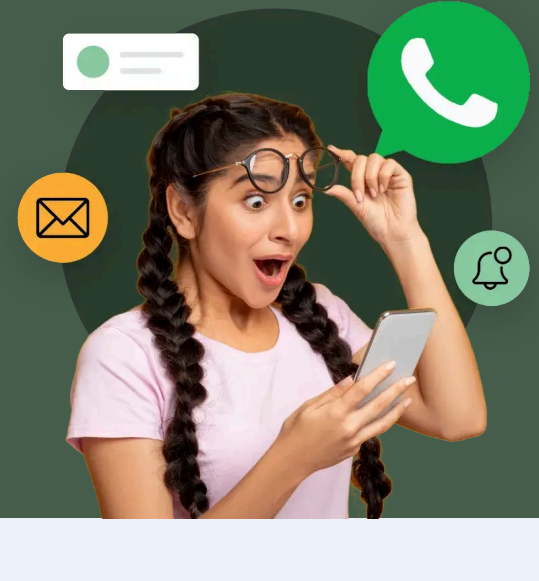


# Bella Vita Organic Uplifts Retention Rates by 57% Using MoEngage's RFM Segmentation



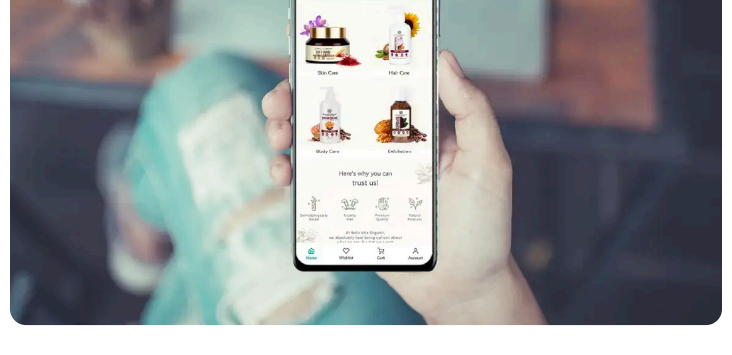
**57%**  
Uplift in Retention Rates

**12X**  
Increase in Dormant Users Conversion

## About Bella Vita Organic



Founded in 2012, Bella Vita Organic, or 'The Good Life,' is a natural beauty and skincare brand committed to building handcrafted, natural solutions invigorated by the natural elements of the earth and ancient skin and hair care practices.



“The ease of use that comes with MoEngage as an engagement platform is truly commendable. From onboarding to integration and then finally implementation, it has been the smoothest ride any marketer could ask for. Using MoEngage, we have been able to conduct a multitude of experiments, explore various channels, and been able to cater to our customers with tailored and personalized experiences.



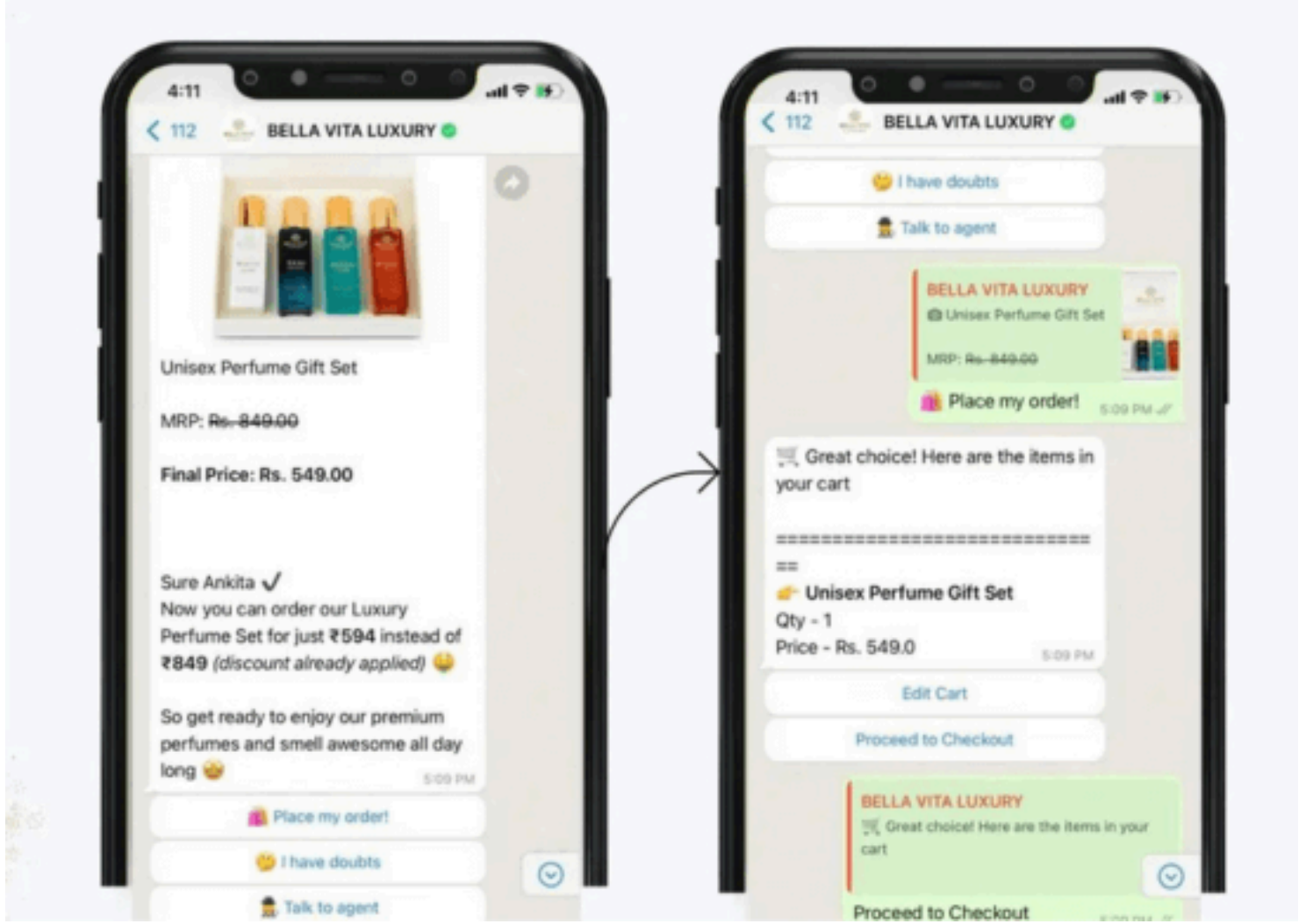
**Vineet Khare,**  
Senior Manager-CRM, Bella Vita Organic, Bella Vita Organic

## Business Challenge

With their previous engagement partner, Bella Vita Organic faced significant challenges when it came to the onboarding, integration, and implementation phases. The E-commerce brand was looking for a platform with zero dependencies on its internal tech teams and something that marketers with no coding experience could use seamlessly. The goal was to use the platform to boost customer engagement and revive dormant users as well. MoEngage bridged that gap and countered those challenges with ease!

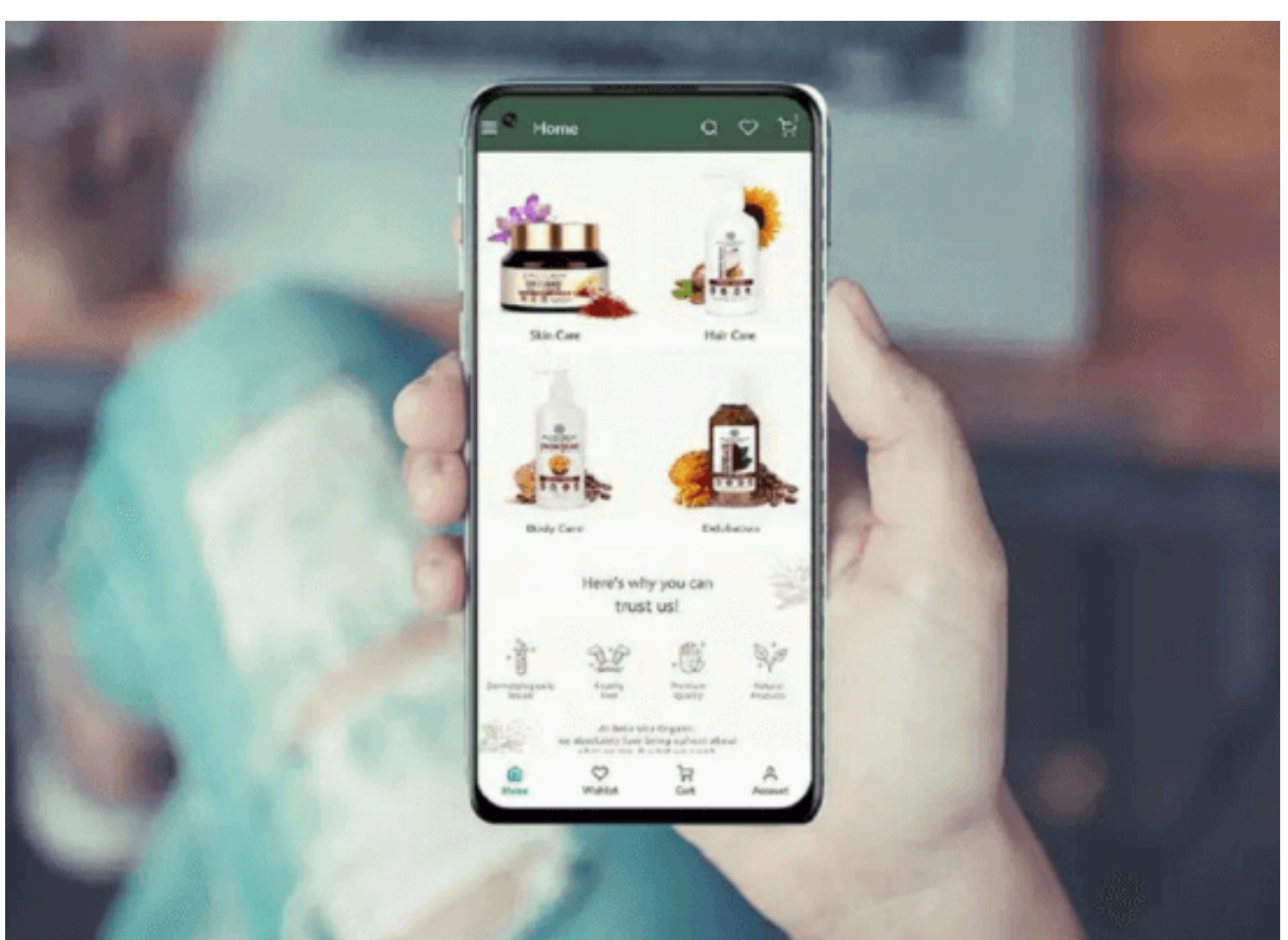
## Re-engaging dormant buyers using WhatsApp

With the assistance of MoEngage's platform, Bella Vita Organic started re-engaging its dormant users by disseminating nudges through the WhatsApp channel. This initiative led to a 12X jump in Dormant Users Conversion! Additionally, a comprehensive customer segmentation strategy was put in place using RFM by MoEngage to boost customer loyalty and retention. Lo and behold, consequently, Bella Vita Organic clocked a 57% uplift in the retention rates!



## Boosting loyalty and retention with RFM Segments

Additionally, a comprehensive customer segmentation strategy was put in place using RFM by MoEngage to boost customer loyalty and retention. Lo and behold, consequently, Bella Vita Organic clocked a 57% uplift in retention rates!



## Products Used



**Segmentation**  
Personalize experiences by creating nuanced segments based on behavior and action.



**RFM Segmentation**  
Create nuanced segments based on recency, frequency, and monetary value of customer transactions.

## The Result

Using MoEngage, Bella Vita Organic was able to:

- ✓ Clock an uplift of 57% Uplift in Retention Rates
- ✓ Observe a 12X increase in *Dormant Users Conversion*
- ✓ Uplift Revenue by 94% using *Diwali pre-buzz* campaigns

## 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).

