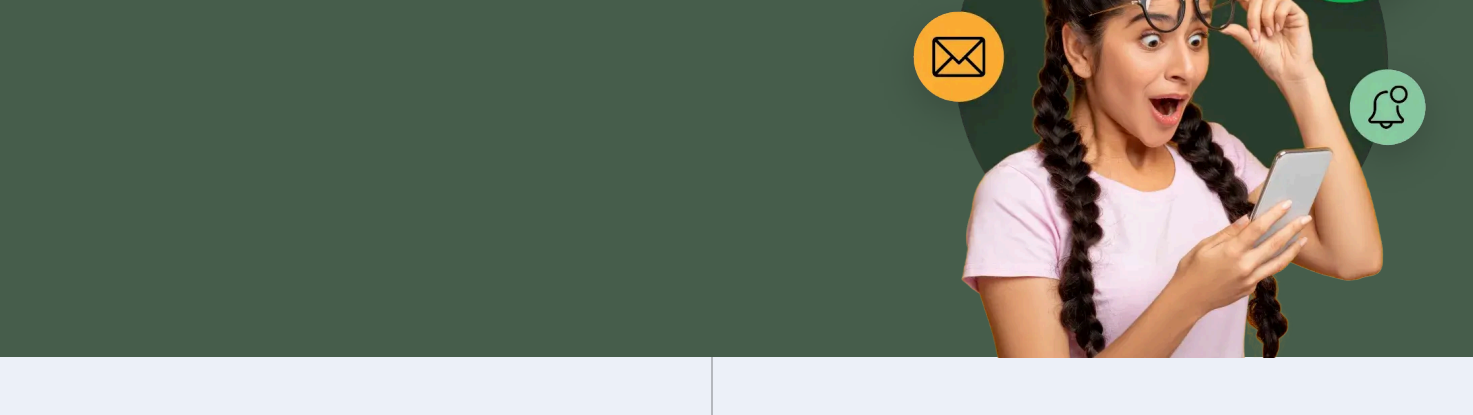


Bella Vita Organic Uplifts Retention Rates by 57% Using MoEngage’s RFM Segmentation

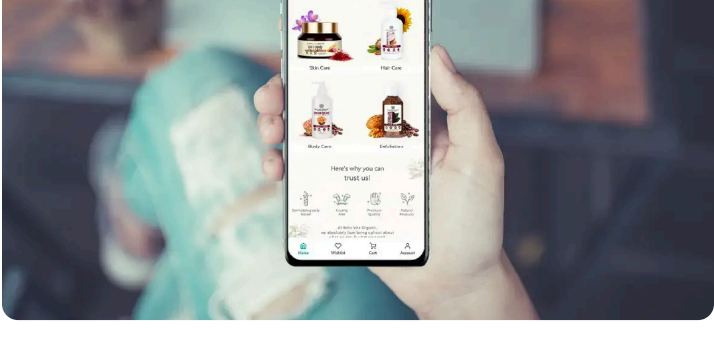


57%
Uplift in Retention Rates

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

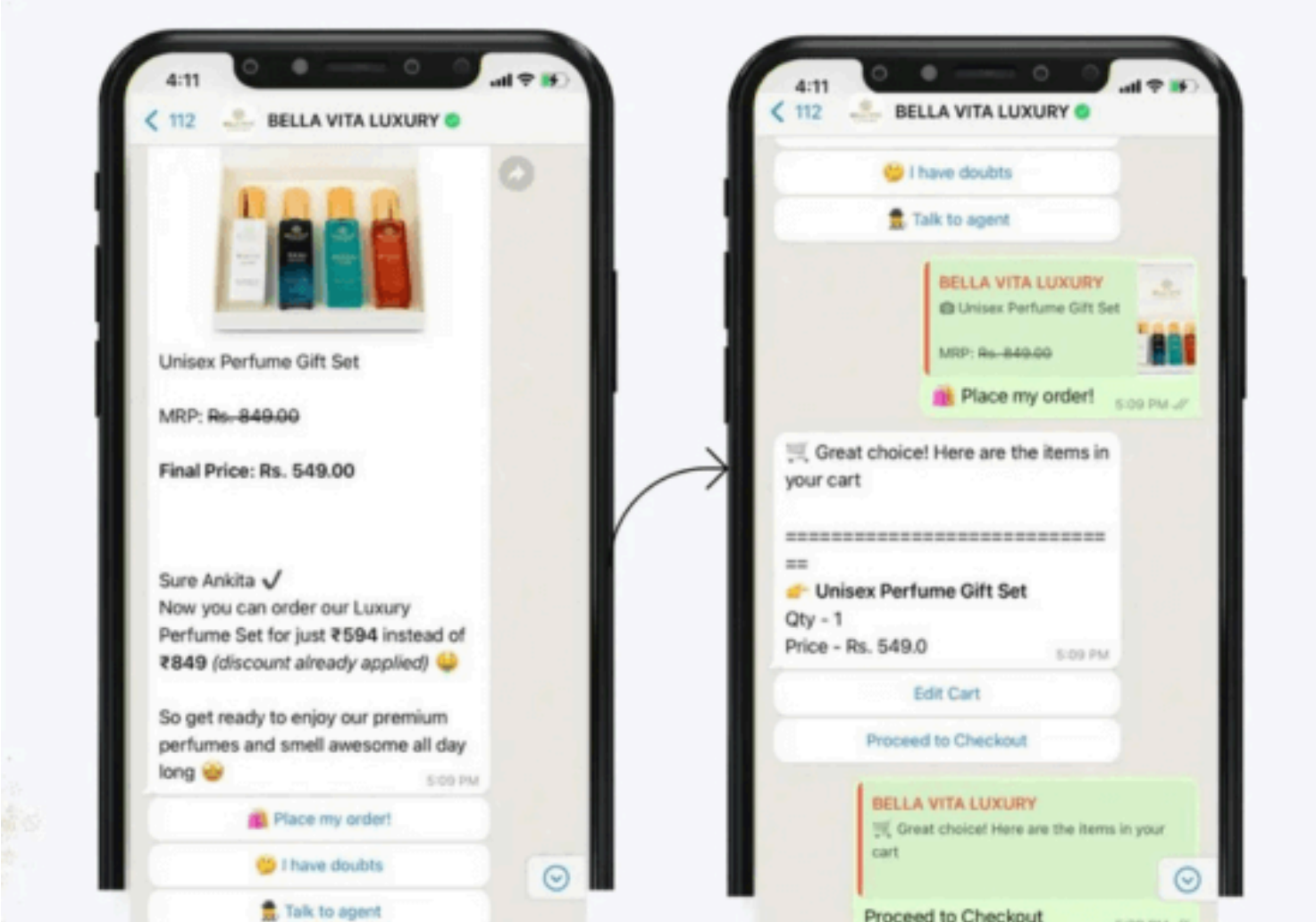
“ ,
 , Bella Vita Organic

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 Domant 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 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, Homzmart, 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.