

Bigbasket Improves Push Notification Delivery by 10% with MoEngage Push Amplification



10%
Aggregate Increase in Push Notification Delivery

16%
More conversions

About Bigbasket



Bigbasket is India’s largest online food and grocery store. With over 4 million app downloads, the store carries an array of 18000+ products and 1000+ brands across fresh fruits, vegetables, spices, packaged products, and meats.



“ With MoEngage Push Amplification, we have witnessed an improvement of 10%+ in push delivery. This gives Bigbasket the ability to reach, engage and convert those additional users who would otherwise be a missed opportunity.

Anand Bhaskaran ,
Manager - Digital Marketing, Bigbasket

The Problem

Bigbasket was faced with a challenge of low push notification delivery. This was mainly due to the OS-level, device-level restrictions in certain Chinese OEM devices. So, push notifications sent by Bigbasket were not being delivered to these devices, thereby affecting the overall engagement rate of the app. With 51% of the Indian smartphone market comprising of Chinese OEM devices, the drop in push notification delivery and engagement negatively impacted Bigbasket’s business.

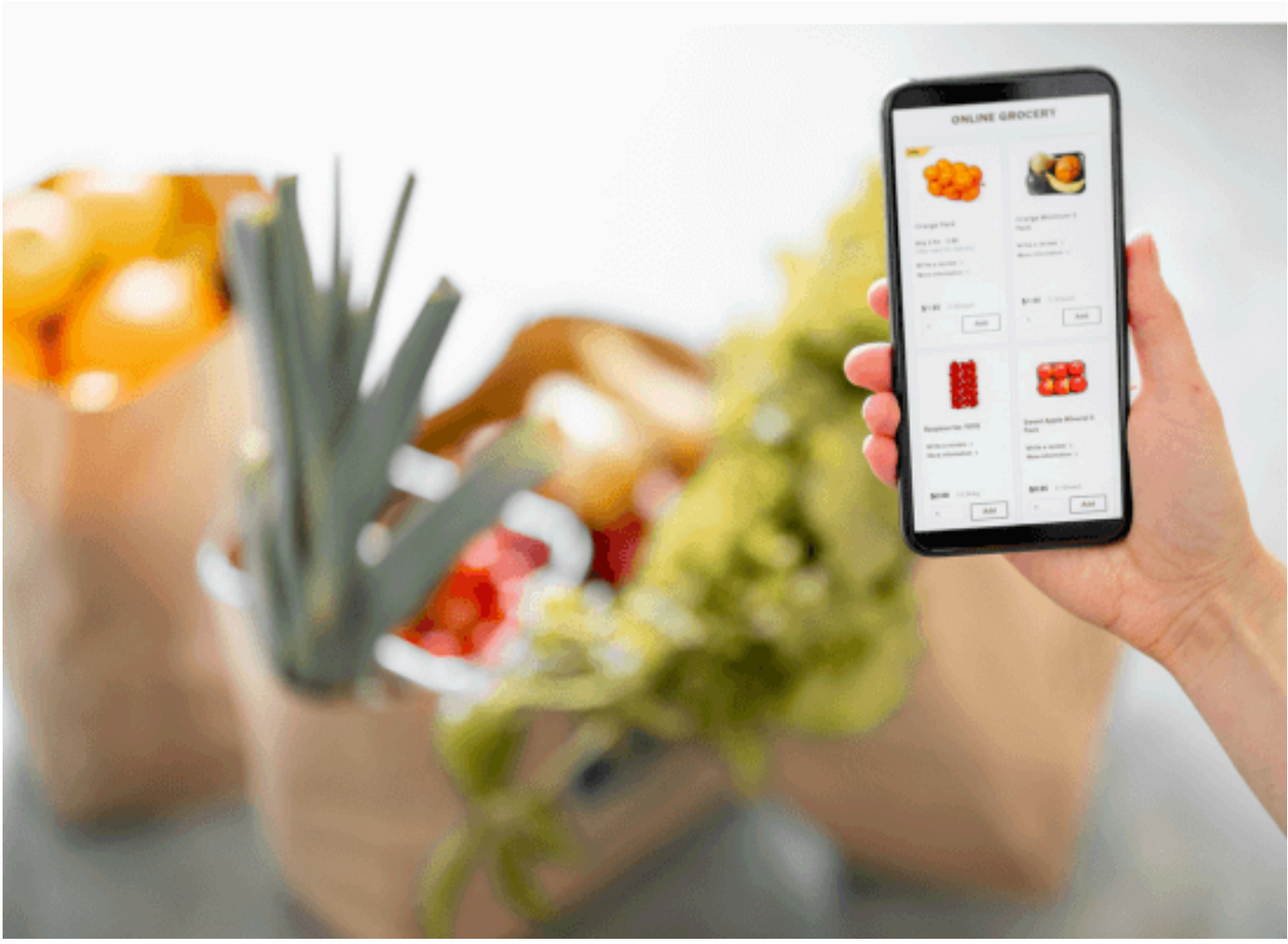
MoEngage Push Amplification for better delivery

To overcome this restriction and engage users, Bigbasket implemented the ‘MoEngage Push Amplification SDK’ designed to act as a fall back to GCM and reach Chinese OEM devices directly. With this implementation, Bigbasket was able to reach, engage & convert the potential audience into shoppers.



Increased LTV and retention from successful push on-boarding

With MoEngage, Bigbasket was able to increase their push delivery by 17% for on-boarding campaigns aimed towards better retention - an opportunity which, otherwise would have been a missed.



Products Used

- Push Amplification +
Deliver push notifications to more customers with proprietary Push Amplification™ Plus technology

The Result

Due to device-level restrictions in some Chinese OEM devices, Bigbasket’s push notifications were not getting delivered resulting in low app engagement. With 51% of the Indian smartphone market comprising Chinese OEM devices, this negatively impacted business. • 10% aggregate increase in push notification delivery • 3.5X increase in delivery for certain OEMs • 17% increase their push delivery for onboarding campaigns • 16% increase in sale conversions attributed to increased reach To overcome this restriction, improve push notification delivery, and engage customers, Bigbasket implemented the ‘MoEngage™ Push Amplification® SDK’, which acted as a fallback to GCM and helped reach Chinese OEM devices directly. With this, Bigbasket was able to reach, engage & convert customers. MoEngage SDK was built with the capability to handle varied types of OEM devices, along with a huge volume of push delivery. Using this the team was able to reach out to potential audience and turn them into transacting customers, leading to an increase in transactions and customer retention.

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.

