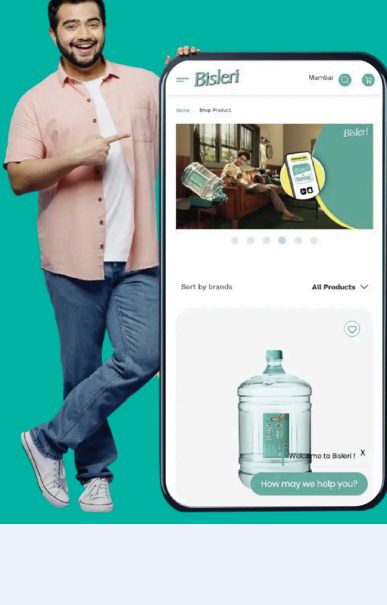


Bisleri Leverages Phygital Engagement to Drive App Adoption



1.2%
Conversion rates via OSM campaigns

98%
Email Delivery Rates

About Bisleri

Bisleri International is an Indian multinational company that is best known for its eponymous brand of bottled water. The brand conducts most of its business in India, with **150** operational plants and a network of **6,000** distributors, and **7,500** distribution trucks.



“ We wanted a platform that could provide the infrastructure to support our engagement endeavors at scale. With MoEngage, we’re able to automate campaigns using journey orchestration across multiple channels to achieve our objectives with ease and also see great results.



Ronak Sharma,
Head - D2C & Digital Marketing, Bisleri , Bisleri

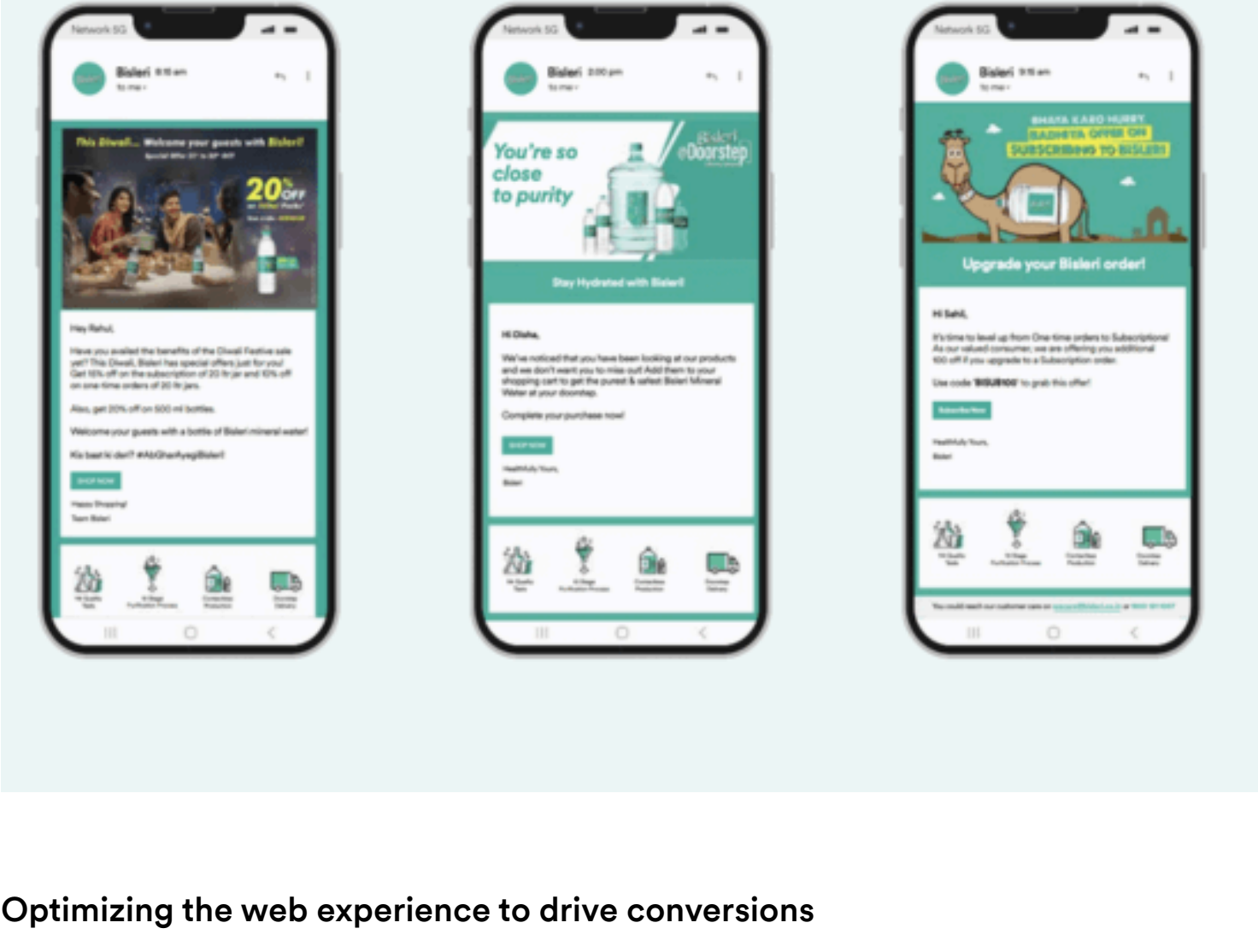
Business Challenge

With changing customer expectations and purchase behavior, Bisleri wanted to shift to a “phygital” (i.e., physical distribution network + digital channels) approach to reach its customers through the right channels. So the brand was on the lookout for a platform that could help them facilitate this to drive subscriptions and nudge customers to repurchase. This is where MoEngage stepped into the picture and helped streamline Bisleri’s engagement initiatives and touch base with its customers across multiple touchpoints consistently.

MoEngage Solution

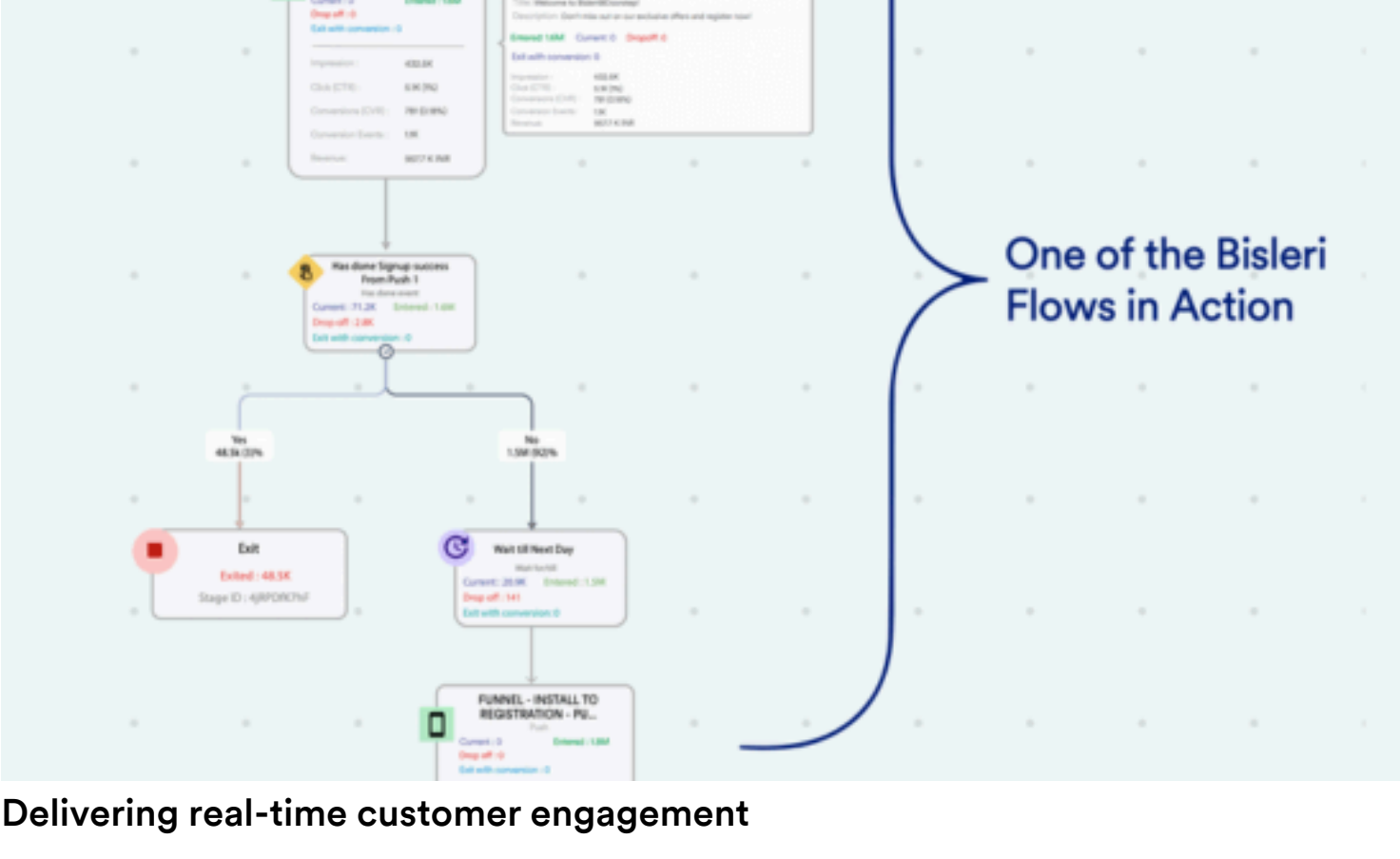
Bisleri opted for a “phygital” approach by first optimizing the web experience for its customers. They utilized MoEngage’s On-Site Messaging capabilities to set up campaigns to entice users to redirect them to the Bisleri app. The idea was to induce FOMO with the help of discounts and offers that awaited them when they downloaded the app and signed up on the platform.

Additionally, MoEngage’s Flows feature was used to send out as many as 3 million emails every month and disseminate relevant push campaigns, nudging customers to complete their purchases and sharing offers on subscriptions.



Optimizing the web experience to drive conversions

Bisleri began with optimizing the web experience for its customers by setting up On-Site Messaging campaigns using MoEngage. The purpose of these campaigns was to entice users by inducing FOMO with the help of discounts and offers that awaited them when they downloaded the app and signed up on the platform. These campaigns saw a positive response from the Bisleri customers, a direct result of which was 1.2% conversion rates, signifying customers that converted within a day.



Delivering real-time customer engagement

MoEngage is built on AWS and uses key services like EC2, Kafka, Athena, SQS, Lambda and Personalize to deliver real time customer engagement for our customers. AWS helps MoEngage deliver personalized marketing communications within seconds, while scaling easily for business of every type – startups with 1000s of customers to large unicorns and enterprises with 100s of millions of customers.

AWS allows MoEngage to deliver on its 99.99% SLAs to its customers in 40+ countries across the globe. MoEngage serves over 1200 customers, profiling over 1.5 Billion users and sends over 4 Billion messages a day by leveraging AWS services.



Products Used

- On-site Messaging**
Engage your visitors with personalised [on-site messages](#) tailored to their preferences and behavior.
- Push Amplification +**
Deliver push notifications to more customers with proprietary [Push Amplification™ Plus technology](#).
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer’s journey](#).

The Result

Using MoEngage, Bisleri was able to:

- ✓ Clock **1.2%** Conversion rates via the OSM campaigns
- ✓ Set up Email campaigns to observe: - **98%** Delivery rates - **25-30%** Open rates
- ✓ Set up automated Flows to achieve great retention rates: - **16%** for iOS - **10%** for Android - **3%** for Web

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, Alsaf 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.

