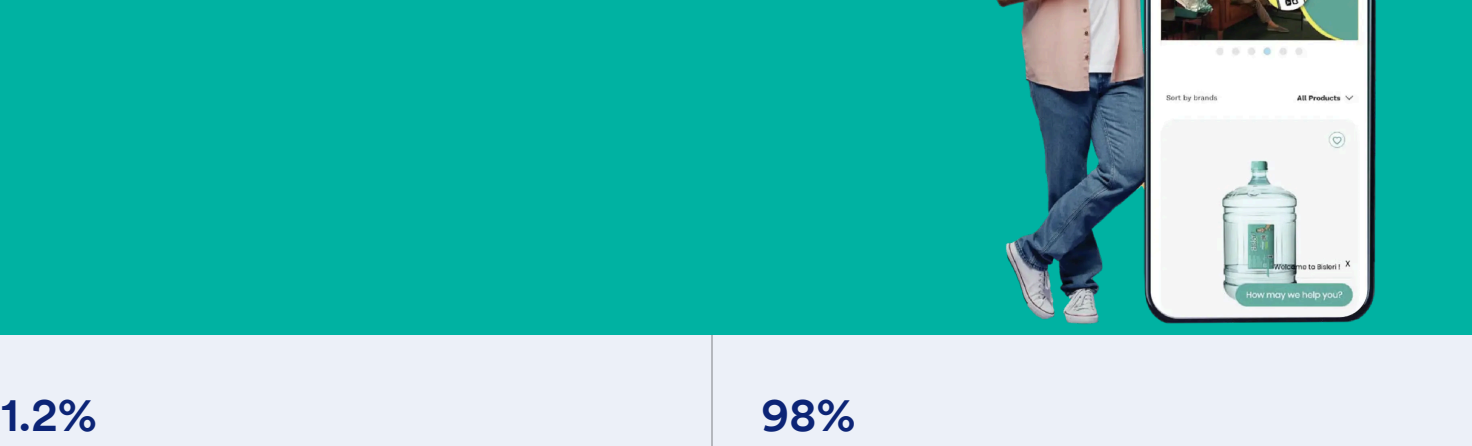


Bisleri Leverages Phygital Engagement to Drive App Adoption



1.2% Conversion rates via OSM campaigns	98% Email Delivery Rates
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About Bisleri

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.

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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.

Products Used

- Onsite Messaging**
Convert visitors into buyers with personalized web content
- 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 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.