

# A Deep-dive into Blibli’s Seamless Omnichannel Commerce Journey



About Blibli

Founded in 2011, Blibli is the pioneer and leading omnichannel commerce brand and lifestyle ecosystem in Indonesia, focusing on serving digitally connected retail and institution consumers nationwide.



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We wanted to innovate the way we engage with our customers. And MoEngage was more than able to be on-par with our pace of innovation. We are very confident in our long partnership with the Insights-led customer engagement platform

**Fanky Mulia,**  
VP of CLM Marketing, Blibli, Blibli

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We use MoEngage to analyze our customer behavior and create segments to engage based on it. We also A/B test our communication for each of these segments and are able to find out which version works best for our customer. This enables us to engage our customers better and move them along the Lifecycle journey, ultimately driving customer loyalty.

**Santa Mooy,**  
CRM Lead, Blibli, Blibli

## Business Challenge

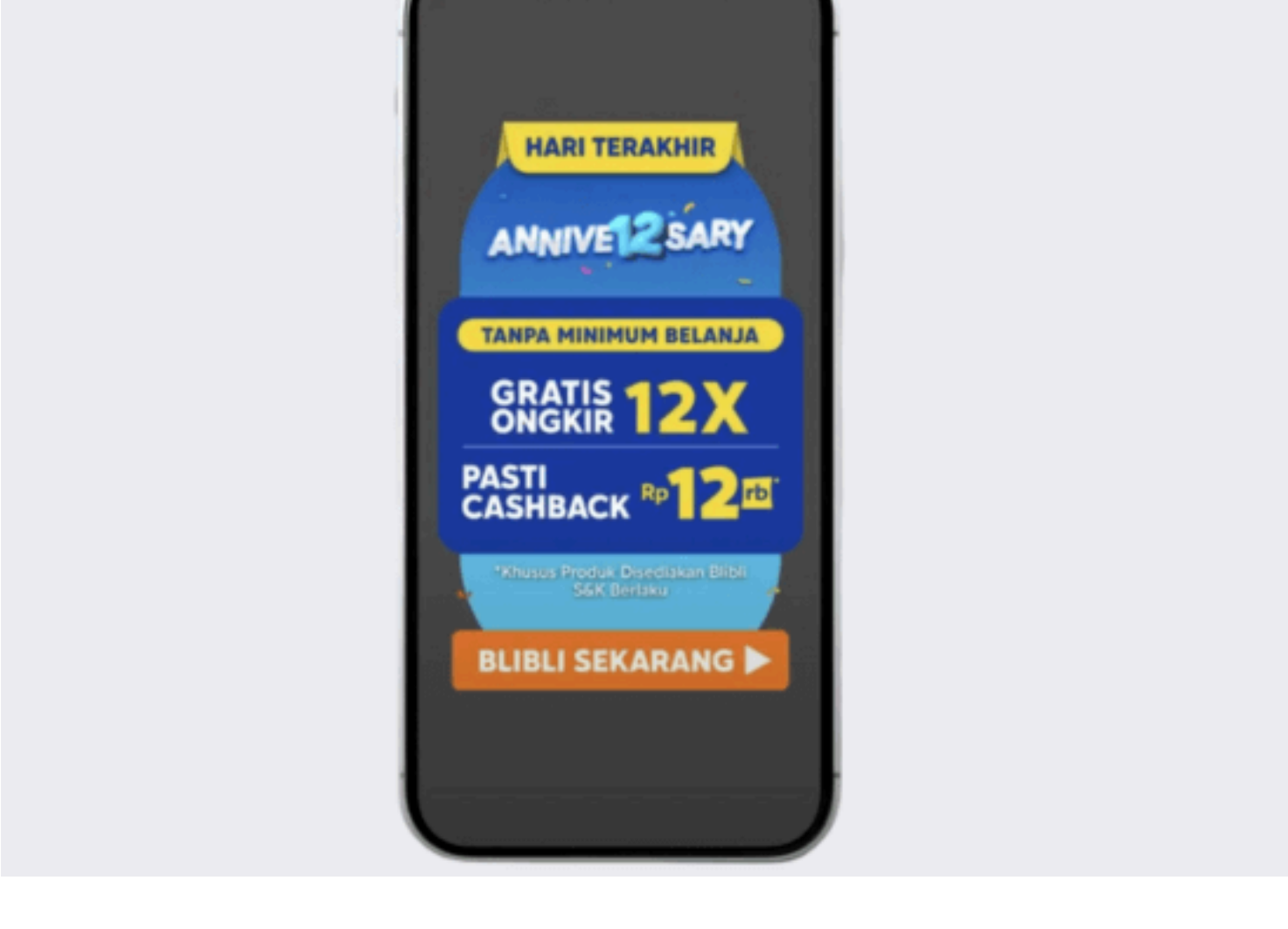
Blibli’s biggest challenges was to create a seamless shopping ecosystem, whether it’s offline or online (Omnichannel) to ensure customers find convenience in shopping with Blibli.

A lot of their customers shop and transact online. Sometimes it so happens that the items purchased don't match their expectation. With the slogan 'Dunia Tanpa Tipu-Tipu' which translates to 'The world without scams', it was important to provide a seamless, contextual, and trust-worthy experience. The strategy was to build trust, in Blibli’s platform and original products.

## Optimizing anniversary sale to move customers down the funnel

For the Blibli Anniversary Sale, the team used MoEngage to analyze customer behavior, and based on that created segments to engage better.

They A/B tested their communication going out to each of these segments and found the best version, which enabled them to meaningfully engage and move customers along the lifecycle journey, ultimately driving loyalty.



## Blibli deepens customer understanding and personalizes better, leading to improved loyalty

Blibli strives to invest in human resources and technology, instead of spending money on massive promotions. The purpose is to better understand customers to serve them better in the future and drive utmost customer satisfaction.

This is where MoEngage became a part of the Blibli Martech stack, helping the team reduce a lot of manual intervention and access deeper analysis and actionable insights. With all of resources, including MoEngage, the team was able to increase customer loyalty and aims to continue doing so, much more than before!



## Products Used

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- Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
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- Custom Segments**  
[Create easy-to-use cohorts](#) based on behavioral, funnel, and RFM analysis.
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- Omnichannel Flows**  
Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
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- MoEngage Analytics**  
Create omnichannel, personalized experiences using [AI-powered analytics](#).
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- Customer Journey Orchestration**  
Create unique, seamless experiences at every stage of your [customer's journey](#).
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- Customer Insights & Analytics**  
Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

## The Solution

Blibli focused on becoming the leading omnichannel commerce and lifestyle platform in Indonesia. To achieve their customer engagement goals, they leveraged MoEngage's dynamic result-oriented features and capabilities. Here's how Blibli solved their customer engagement bottlenecks and drove results:

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- Customer Drop offs:** Used MoEngage's Customer Journey Orchestration, Smart recommendations via [cart abandonment campaigns](#), etc.
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- Campaigns and Communication:** Used A/B testing to understand customers' communication preferences and buyer affinities.
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- Customer Cohorts:** Used MoEngage's advanced segmentation capabilities and sent personalized messages to each group.
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- Retention and Repeat Purchases:** Leveraged Push Notifications and Email to [drive customers to engage and repurchase](#).

## 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](http://www.moengage.com).