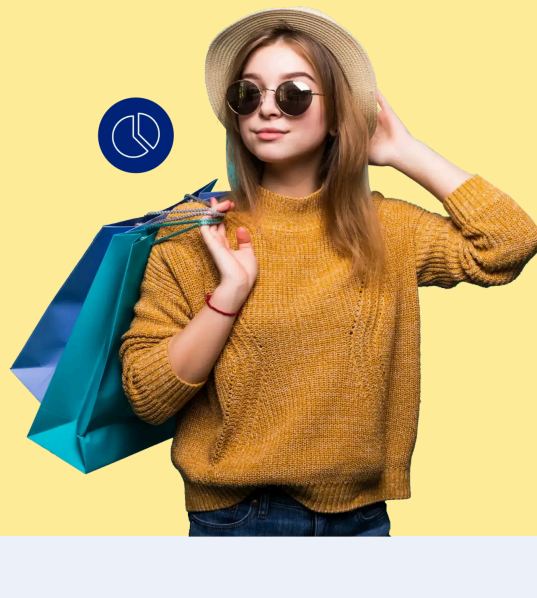


## Brands For Less (BFL) Uses Segmentation & Personalized Campaigns to Drive 2x MAU



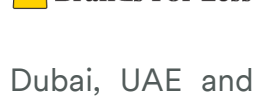
**~80%**

Increase in e-mail open rates

**65%**

Increase in brand's average daily active users

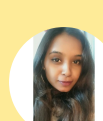
### About Brands For Less



Headquartered in Dubai, UAE and with over 1 million+ downloads, Brands For Less group is a leading off-price retailer of fashion and homeware. BFL offers men's and women's high-quality designer brands at up to 80% less than the recommended retail price. Apart from the BFL brand, the group also comprises of Tchibo franchise for the MENA region, selling the German brand's homeware and basic apparel at very competitive prices, Toys for Less, for kid's apparel and costumes at outlet prices, and Muy Mucho, a Spanish homeware brand with its first store in Malta.



Customer engagement for us is critical. As a retailer, you always want to engage with the traffic that is coming in. It does not stop at a one-time transaction but rather spreads over the customer lifecycle stage through repeat purchases. Our main KPIs were Engaging, Converting, and Retaining. This is where MoEngage helped us by providing rich insights on our customers, enabling us to drive personalized campaigns



**Madhlina Thomas,**

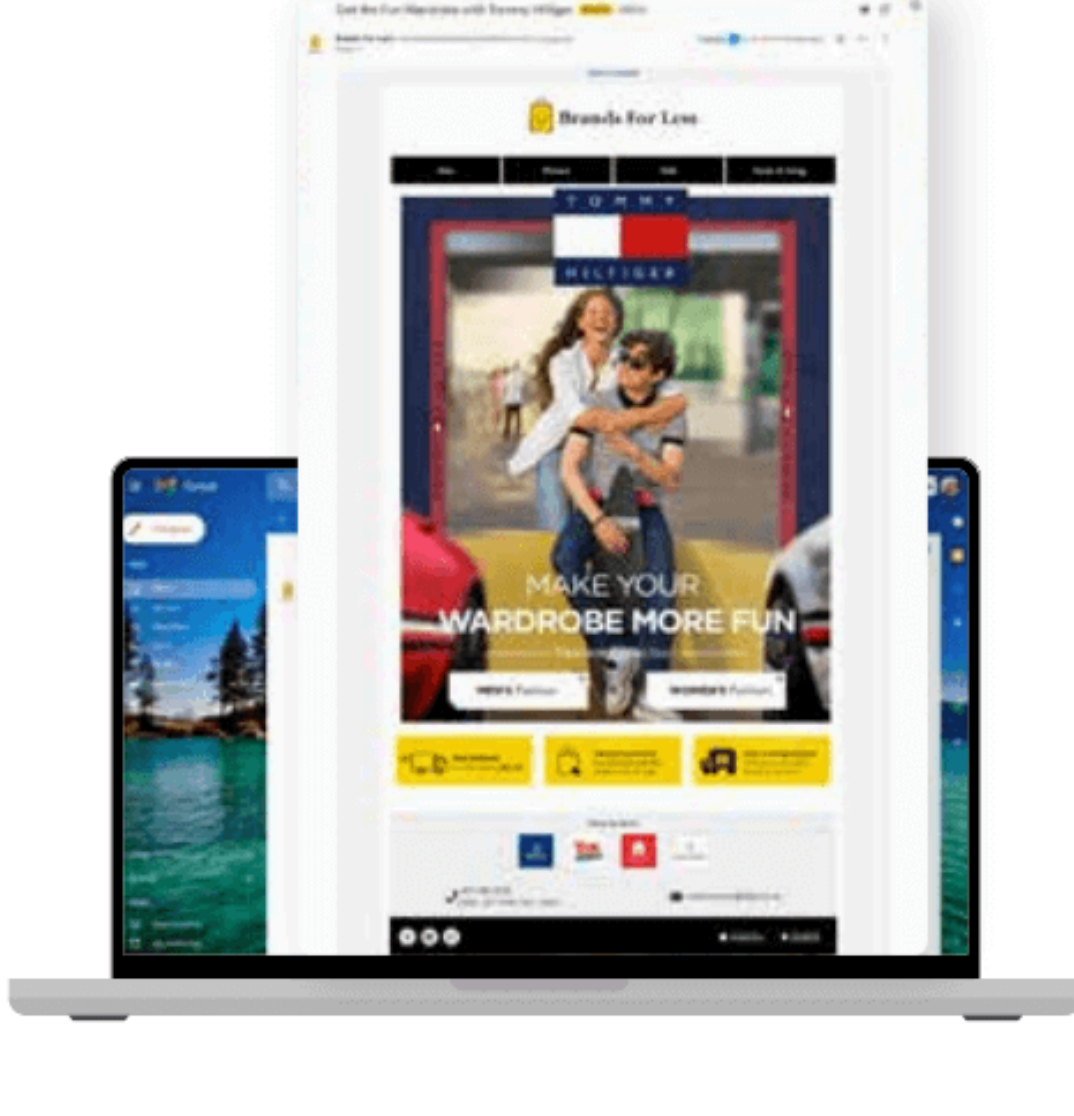
Senior Executive Customer Retention Marketing, Brands For Less

## Improvement in Insights, Analytics and Limited Engagement Due to Generalized Campaigns

Winning customers' trust by engaging with them at every touchpoint was essential to BFL. Before partnering with MoEngage, the brand was majorly running generalized campaigns with only a few personalized campaigns. Moreover, the brand ran disparate point solutions instead of an integrated platform. This led to lower conversion rates than expected. In a nutshell, BFL identified its challenges across single customer views, improvement in insights and analytics, and generalized campaigns. To overcome these challenges and build upon behavioral analysis to target different cohorts, BFL decided to drive insights-led engagement using MoEngage.

## Engaging Customers Through Segmentation and Predictions

With the assistance of MoEngage's platform, BFL has developed a single customer view, allowing them to understand the channel preference of each customer. Using segmentation, the brand was able to analyze and experiment with customer activities. Additionally, with the help of MoEngage's insights-led platform, BFL could optimize elements like curiosity, urgency & wordplay to draft engaging content. This was finally coupled with the insights on a preferred time to engage. As a result, open and click rates performed much better than the industry average. The brand ran various promotional campaigns and event-triggered campaigns, resulting in higher conversions and an increase in the average order value.



## Local Support From MoEngage Creates a Difference

The customer success team at MoEngage also assisted BFL in creating a meaningful engagement strategy by focusing on segments and cohorts. This way, BFL could connect with customers at every touchpoint of their lifecycle by analyzing their entire trail of activities since onboarding. Additionally with the local support from MoEngage, not only was the team able to assist Brands For Less in their engagement efforts, but also shared key relevant pointers, guiding the brand in driving personalization with communication.



## Products Used

- Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
- Custom Segments**  
[Create easy-to-use cohorts](#) based on behavioral, funnel, and RFM analysis.
- MoEngage Analytics**  
Create omnichannel, personalized experiences using [AI-powered analytics](#).
- Customer Insights & Analytics**  
Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

## The Result

Using MoEngage, Brands For Less were able to:

- ✓ Increase their average DAU and MAU in the last 9 months by 65% and 106% respectively
- ✓ Between April and June 2022, the open rate for e-mails was 45%, against the industry benchmark of ~25%
- ✓ For push notifications, the overall delivery rate was 90.02%, and the click rate was ~2%
- ✓ For promotional campaigns around the brand Tommy Hilfiger, the delivery rate was 99.77%, the open rate was 68.13%, and the conversion rate was 0.62%
- ✓ Similarly, for promotional campaigns around Puma, the delivery rate was 99.79%, the open rate was ~70%, and the conversion rate was close to 0.5%
- ✓ For event-triggered campaigns such as new arrivals, the click-through rate was 2.24%, with a conversion rate of 1%
- ✓ For Festive campaigns like Eid, the click to open rate was 1.17%, and the conversion rate was 0.49%

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