

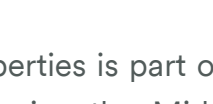
# DAMAC Boosts Lead Generation by 18.3% With Segmentation and Hyper-Personalized Communication



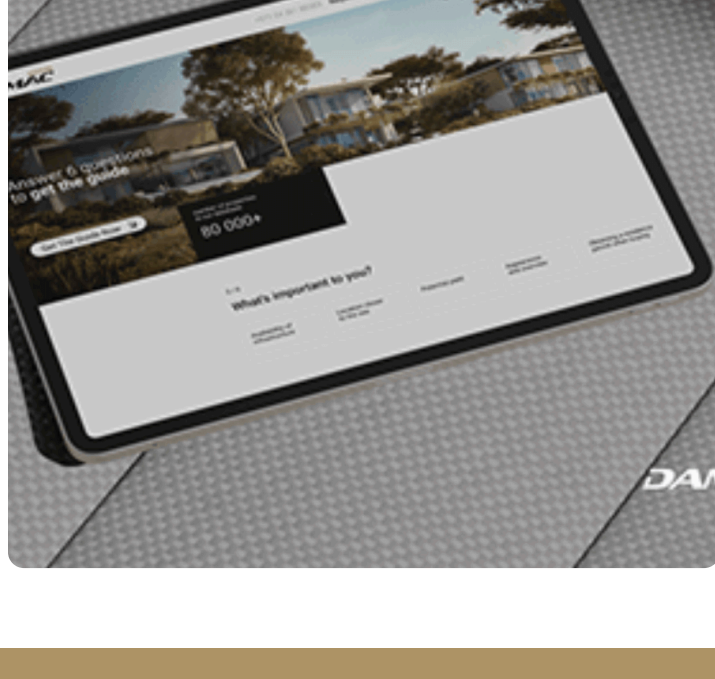
**59%**  
uplift achieved in CTOR

**18.3%**  
increase in lead generation

## About DAMAC



DAMAC Properties is part of DAMAC Group that has been shaping the Middle East's luxury real estate market since 1982, delivering iconic residential, commercial and leisure properties across the region and beyond. To date DAMAC has delivered c. 47,000 quality homes, with c. 33,000 more under way. DAMAC Properties has grown to become one of the world's foremost luxury developers, with projects spanning the GCC, Levant, Middle East, United States and United Kingdom.



Our key focus was always to onboard a customer engagement partner that helped us seamlessly unify customer data from various sources, segment accurately, and personalize effectively. MoEngage's analytics and personalization capabilities enabled us to centralize customer interaction data, personalize our communications, and drive meaningful interactions with ease. The Customer Success team has been a true partner in this journey, providing us with strategic inputs on opportunities or market trends we could capitalize on and achieve sustained growth.



**Madhlina Thomas,**  
Assistant Manager, DAMAC

## Manual Segmentation and Siloed Systems Affected Personalization at Scale

DAMAC is known to be a pioneer in customer-centricity and uncompromising quality. To carry this legacy forward, the luxury real estate brand wanted to ensure they built highly personalized journeys and experiences for their customers.

DAMAC realized that running omnichannel campaigns through Email, Push Notifications and WhatsApp on platforms that required manual intervention would prove to be a challenge, especially when they are scaling up so rapidly.

The DAMAC team also proactively recognized that using multiple channels, like Email, Push Notifications, and Telesales representatives, to engage with customers resulted in a siloed view of each customer, making segmentation a high-effort activity and campaign launches tedious.

With a customer base spread across multiple countries, DAMAC aimed to onboard a Customer Data and Engagement Platform (CDEP) that helped them **build real-time 360-degree customer profiles, segment and personalize at scale, and roll out campaigns faster.**

## How MoEngage Helped DAMAC Build Complex Automated Customer Journeys (Flows)

The DAMAC team onboarded MoEngage to automate customer journeys based on demographics, events, and other user properties. With MoEngage Flows, the brand was able to seamlessly **build complex customer journeys** with multiple touchpoints across Email, Push Notifications, and WhatsApp. They also created extensive Flows based on customer attributes like locations, property preferences, demographics, and more to **send personalized campaigns to a global customer base.**



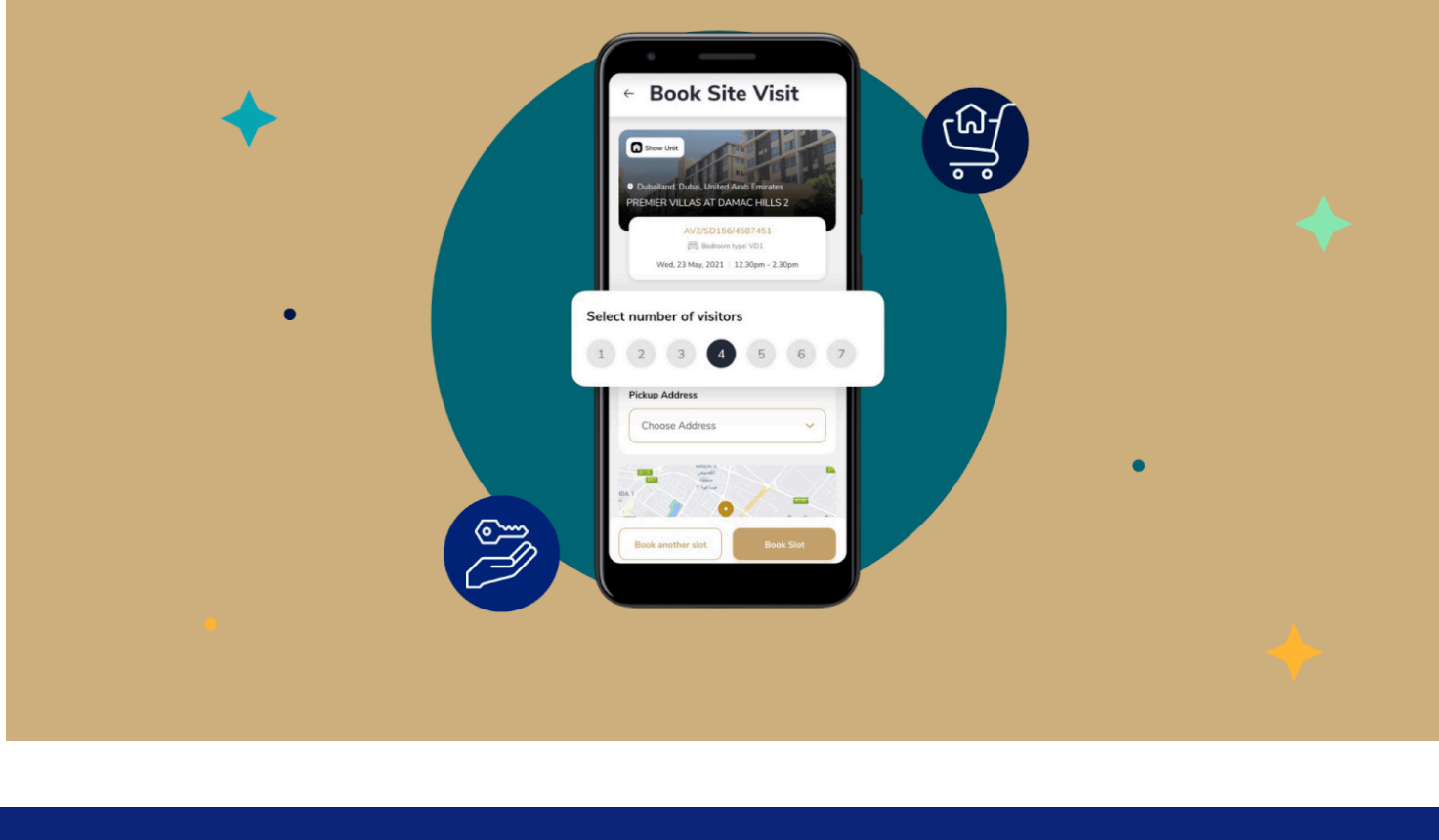
## Driving Success Through Deeper Segmentation and Personalization

With a unified customer profile full of rich insights, the luxury real estate developer was able to:

1. **Leverage insights like Recency and Frequency of their engagement, the type of property they prefer, their activity outcome** (interested in a show, considering buying within the next 6 months, etc.), **location**, and more to segment their customer base in real-time.

2. The brand also launched omnichannel promotional and reminder campaigns, personalized to the customers' recent behavior and property interest. They divided these campaigns into three major categories:

- **Generic campaigns:** For audiences who haven't decided what kind of property they're looking for, it became crucial for the brand to reach out with multiple property options. This was the primary goal for these campaigns.
- **Project-based:** These campaigns are ones where DAMAC shares information about the latest launches.
- **Offer-based:** Being the global brand it is, DAMAC has offer-based campaigns for international audiences with a "Golden Visa" when they buy a property over \$2 million.



## Products Used

- **Email Builder**  
Create out-of-the-box, personalized emails that convert, with fastest and easiest [email builder](#).
- **Connectors**  
[Connect with customers](#) and drive rich experiences across all channels.
- **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.
- **RFM Segmentation**  
Create nuanced segments based on [recency, frequency, and monetary value of customer transactions](#).
- **Customer Journey Orchestration**  
Create unique, seamless experiences at every stage of your [customer's journey](#).

## The Result

DAMAC's transformative approach to engagement via different channels such as Emails, Push Notifications, and WhatsApp helped them reach millions of customers who were otherwise less responsive to Telesales calls. Owing to MoEngage's behavior-based segmentation, customer journeys, and personalization capabilities, DAMAC was able to achieve exceptional results such as:

- ✓ 59% uplift in CTOR
- ✓ 18.3% increase in lead generation
- ✓ Decrease in campaign rollout times from a day to just 15 minutes

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

