

# Edamama Achieves a 213% Uplift in Conversions with MoEngage’s AI-Driven Recommendations

213%

Uplift in conversions

260%

Increase in CTRs

## About Edamama



Edamama is a leading shopping platform for new parents in the Philippines, helping them simplify their decision-making process. Since their inception in 2020, they have grown over 100x in the last three years while securing 20 million USD in Series A funding.



“We trust MoEngage to create a unified shopping experience where we leverage MoEngage’s smart recommendations to automatically curate the right set of product recommendations based on customer actions. This feature helps us towards our mission to simplify decision-making.”

Sriharsha Vavilala,  
Director-Revenue & Strategy, Edamama, Edamama



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, Edamama

## Business Objectives

Edamama wanted to simplify decision-making for their core audience and communicate to them in a personalized and proactive manner.

## Solution

Edamama sought to be the most trusted platform that simplifies decision-making for parents, and hence, they chose MoEngage because of the platform's trustworthiness, reliability, and scalability. Using MoEngage's AI-driven Smart Recommendations, they guide and support mothers with the right products.

## Smart Recommendations to guide and support mothers with the right products

Using MoEngage’s Smart Recommendations, Edamama sent two types of email campaigns:

**Cart Abandonment:** These campaigns were focused on customers who had items in their cart and were yet to checkout. The email would highlight the abandoned item and three more recommended items based on the item in the cart.

**Weekly Newsletters:** These campaigns provide customers with information about the latest promotional campaigns and provide AI-curated personalized product recommendations. By leveraging MoEngage’s Smart Recommendations, Edamama observed a remarkable **260% uplift in CTR** and a **213% increase in conversions**.

## Products Used



AI-based Recommendation Sherpa  
Optimize campaigns and drive high ROI with [AI-powered, Sherpa](#).

## The Results

Using MoEngage, Edamama was able to automate and personalize their campaigns at scale and observed:

- ✓ **213%** uplift in conversion with AI Recommendations
- ✓ **260%** uplift in CTR (click-on-open)
- ✓ **100K+** increase in Monthly Active Users
- ✓ **27%** increase in Average Product Stickiness
- ✓ **70%** increase in New Customer Growth

## 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).