#### Flipkart Shopsy Observes 4X **Uplift in Conversions Using MoEngage**





# About Flipkart Shopsy



Flipkart's Shopsy is a hyper-value platform that currently has over 11 lakh sellers (including Flipkart) registered and hosts 150 million products ranging across 800+ categories for customers in India.



MoEngage's RFM Segmentation capabilities have helped us advance our customer retention and communication flows. Our campaign managers get to see a unified view of our customers and require little to no downtime to create customizations for specific use cases and cohorts! MoEngage has proven very beneficial for us as they help us automatically manage the complexity of use cases at scale.

Kapil Thirani, Head of Shopsy, Flipkart Shopsy



, Flipkart Shopsy

### **Business Challenge**

Nudging customers down the funnel effectively, hyper-personalizing communications and implementing deep level of segmentation to drive customer engagement were some of the things that Flipkart Shopsy was looking to enhance!

## **Nudging Customers Using Persuasive Push Notifications**

With the assistance of MoEngage's platform, Flipkart Shopsy set up Flows, to send persuasive push notifications, notifying customers about personalized offers. Using MoEngage, the company's primary strategy was to incentivize the purchase and prime the customers for conversion. The E-commerce brand nudged its customers to complete their purchases by displaying custom offers at the top of the Shopsy App.

### The E-commerce brand used deep-level of segmentation to run action-oriented campaigns using

Granular Segmentation to Optimize Customer Engagement

MoEngage's RFM capabilities contributed significantly to Shopsy's bottom line. The algorithm automatically splits the number and percentage of users under each segment, therefore making it exceptionally easy for the campaign manager to launch a campaign targeting the exact required customer segment. The E-commerce brand observed healthy and stable growth in its overall engagement and marked a 200X increase in purchases from January 2022 to September 2022. The number of monthly active users (i.e., MAUs) also effectively tripled in those six months, as well as marking substantially higher retention rates for every customer cohort!

## **Push Notification**

**Products Used** 



Reach customers at the right time using Al-powered, targeted, push notifications.

### Using MoEngage, Flipkart Shopsy was able to:

The Result

✓ Disseminate 5X more Push and 100X more In-App campaigns than their monthly quota during the Big

✓ Clock an uplift of 3X in the stickiness value

- Billion Days sale
- ✓ Achieve over 4X uplift in conversions during the Big Billion Days sale ✓ Observed a 200X increase in purchases during the same period

**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 <u>www.moengage.com.</u>