

Flipkart Shopsy Observes 4X Uplift in Conversions Using MoEngage



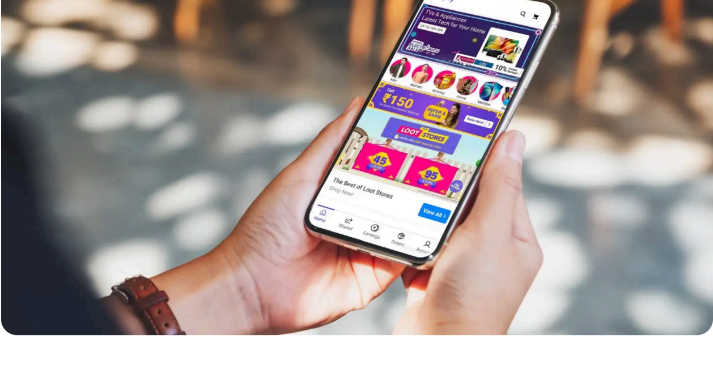
4X
Uplift in Conversions

2X
Uplift in Retention

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.



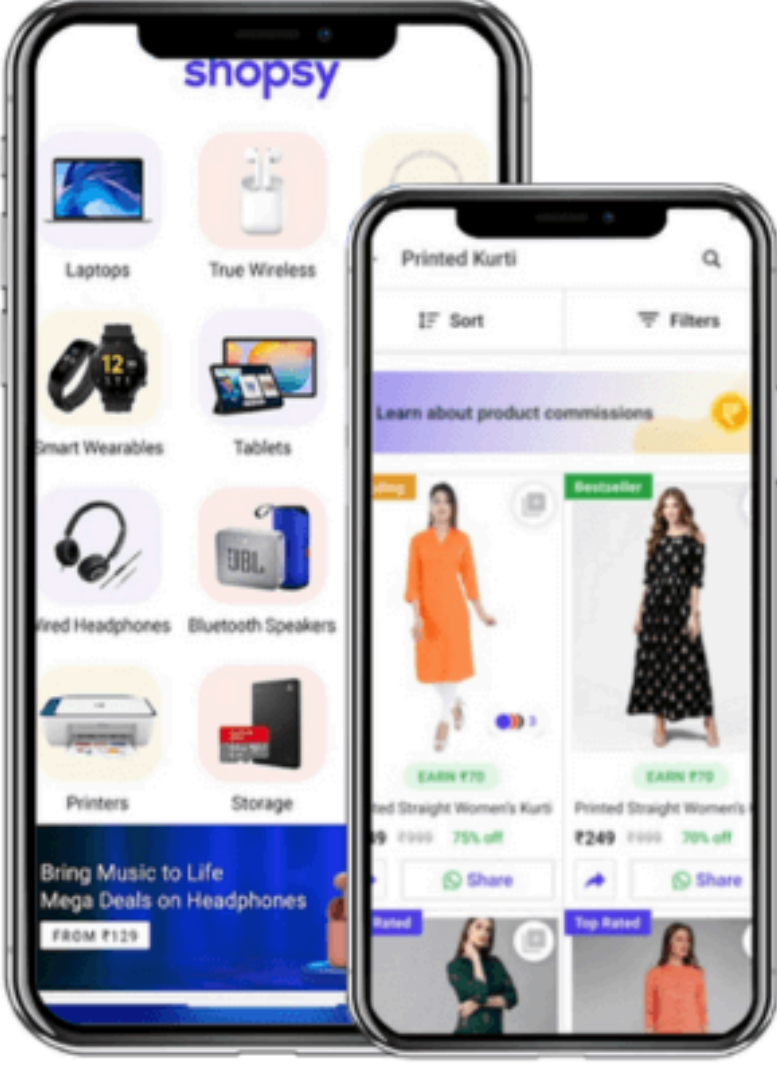
Kapil Thirani,
Head of Shopsy, Flipkart Shopsy

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.



Granular Segmentation to Optimize Customer Engagement

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



Products Used

-
- Push Notification

Reach customers at the right time using AI-powered, targeted, [push notifications](#).

The Result

Using MoEngage, Flipkart Shopsy was able to:

- ✓ Clock an uplift of 3X in the stickiness value
- ✓ Disseminate 5X more Push and 100X more In-App campaigns than their monthly quota during the Big 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 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!

