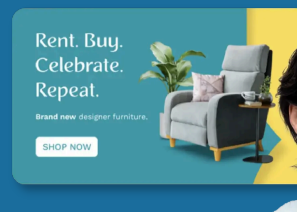


Furlenco Grew App-Driven Subscriptions From 30% to 75% in Three Years Using Contextual Engagement



75%

Subscriptions from their mobile app

About Furlenco



Furlenco is India's largest furniture subscription-commerce company. This Bangalore-based firm founded in 2012 has catered to 200,000 satisfied customers across 13 cities so far, with its furniture and home decor rental services.

moengage + FURLENCO

The App Engagement and Subscription Collaboration



MoEngage has been an integral part of our strategies. Whenever we plan our quarterly or yearly strategies, we do take into consideration how we are going to leverage MoEngage as a platform to further drive our customer engagement and acquisition on apps.



Rohin Hans,

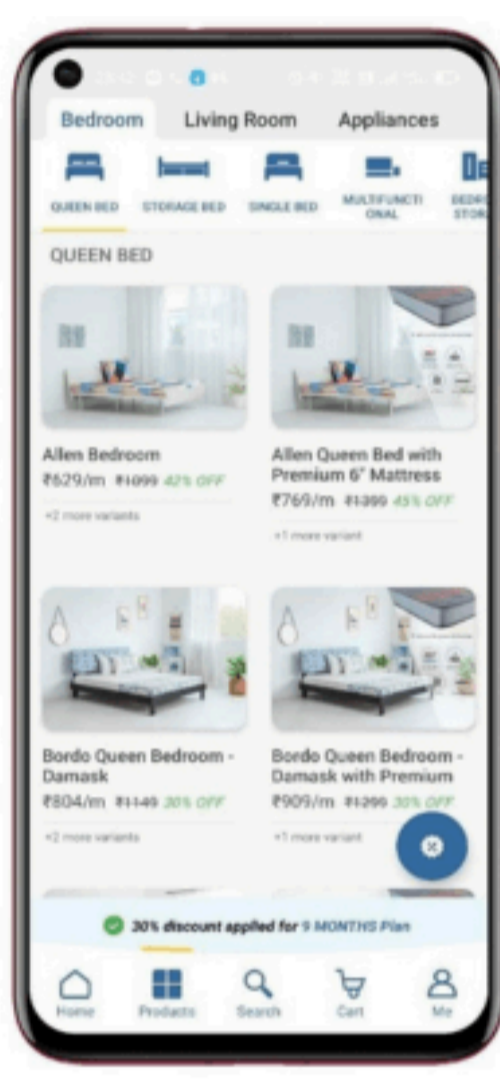
Sr. Director - Digital Marketing, Category and Growth, Furlenco

Business Need

The Furlenco team noticed drop-offs across the customer journey. For successful growth in subscriptions, they had to address these gaps and improve the overall customer engagement. The Furlenco team identified customer drop-off points and had to address these gaps: - How to reach out to prospective clients? - How to formulate messages for better subscription rates? - What should be the frequency of messaging? - How to improve the acquisition and onboarding experience to retain customers? - How to make the post-onboarding process more meaningful and engaging?

Contextual Engagement Across the Customer's Journey to Subscriptions

The Furlenco team identified drop-offs using Funnel and Behavior Analytics. The team followed up with contextual messages to retain customers on the app and grow subscriptions. Using MoEngage's Flows, Furlenco's team connected with customers across the subscription cycle. They sent carousel push notifications during the onboarding stage educated new customers about Furlenco's catalog offerings.



Increasing conversion rates with a personalized approach

The brand sent out personalized messaging using A/B testing that helped them optimize communication across channels like push notifications, SMS, and email. Furlenco witnessed drastic improvements to the conversion rate on their app.



Products Used

- Push Notification**
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
- Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
- MoEngage Analytics**
Create omnichannel, personalized experiences using [AI-powered analytics](#).

The Result

As a subscription firm, it was important for Furlenco to add value to their customer journeys to ensure that they stay with them long-term. Hence, engaging them in a meaningful way was critical and required understanding the customer pulse through messaging. • Personalized messaging during the onboarding stage educated new customers about Furlenco's catalog offerings. • Personalized messaging using A/B testing helped optimize communication across push notifications, SMS, and email. • App-driven subscriptions increased from 30% to 75% MoEngage helped the team streamline their overall onboarding process and drive acquisition from the app at a very high scale. They helped understand customer behavior at each and every step of the funnel, identify what kind of messaging works, the right frequency, and how to make it meaningful. The team leveraged MoEngage Flows, using push notifications and SMS as the core channels. MoEngage's real-time dashboards have also been key in helping the team double down on their engagement strategy & conversions. With MoEngage's assistance, the app has increased its conversions from 30% to 75%.

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!](#)

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