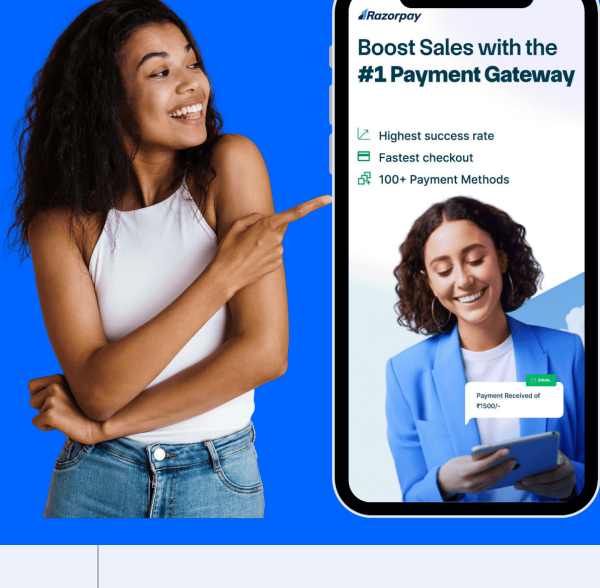


# How Razorpay Leveraged MoEngage Flows to Drive Merchant Engagement and Retention



25% uplift

in merchant retention

19% increase

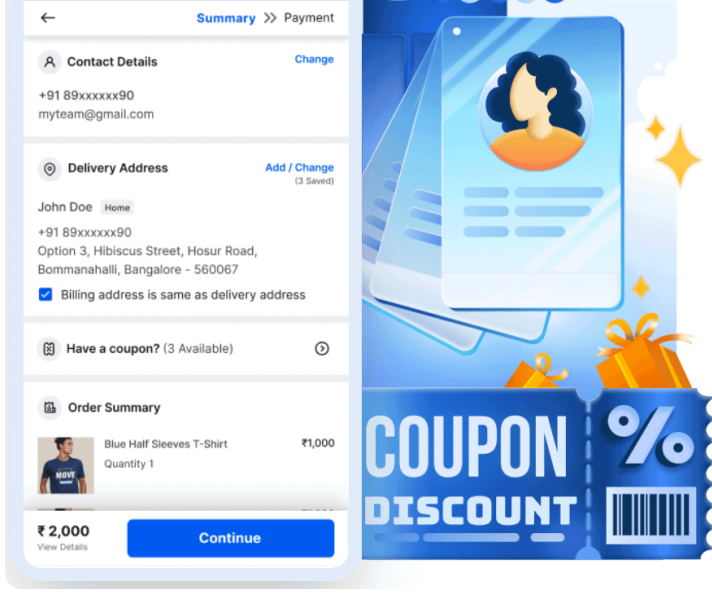
in re-engagement metrics

29% boost

in merchant onboarding rate

About

Founded in 2014, Razorpay is India's largest payment gateway, and it aims to revolutionize money management for online businesses by providing clean, developer-friendly APIs and hassle-free integration. They offer a fast, affordable, and secure way for merchants, schools, E-commerce, and other companies to accept and disburse payments online, own a fully-functional current account, and avail working capital loans.



Before MoEngage, our onboarding was fragmented with separate communications and drop-off points. Using MoEngage Flows, we streamlined everything into a single, trackable flow, making modifications easy. This change drove a significant 29% uplift in our onboarding journey.

Raktim Talukdar,

Associate Director - Growth, Razorpay,

## Razorpay's Automation & Deliverability Hurdles

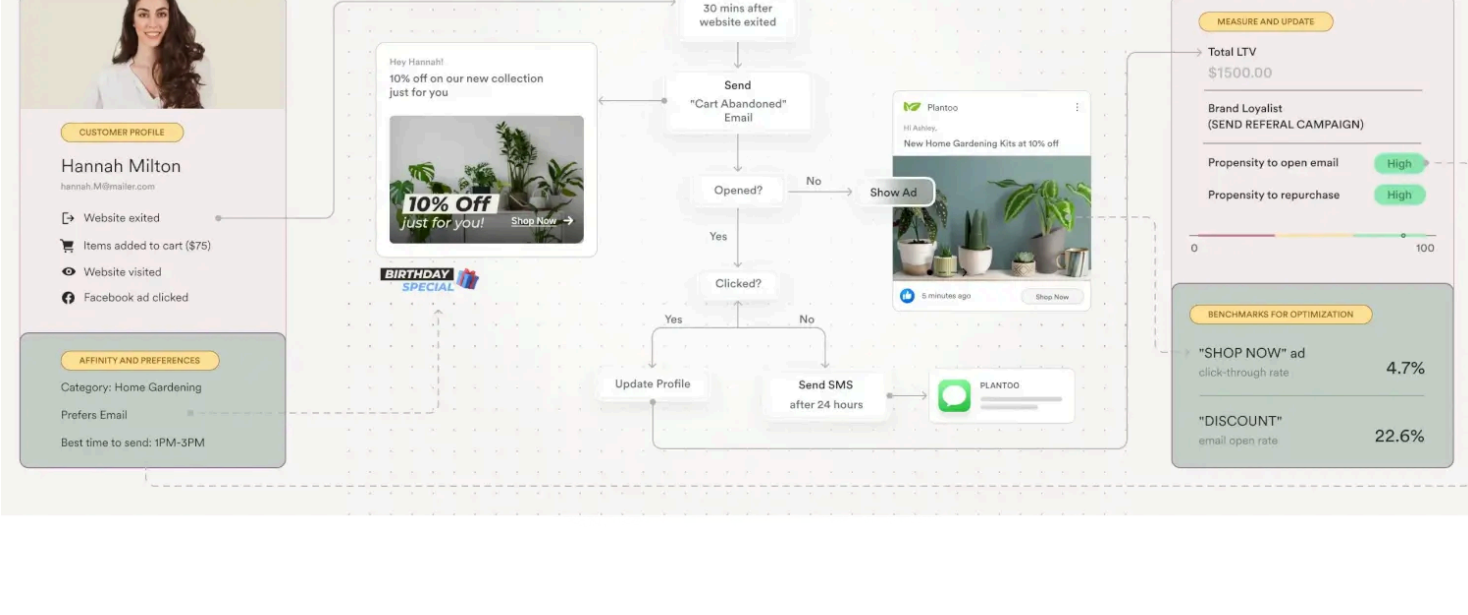
Razorpay ran into multiple issues with its old customer engagement platform. The cost to benefit derived wasn't strong, and poor delivery rates made it hard to reliably reach merchants. On top of that, significant automation challenges limited their ability to scale their merchant engagement efficiently.

## Razorpay's Seamless Transition to MoEngage

Razorpay executed a seamless migration to MoEngage, transitioning from its previous platform without disruption. Both MoEngage's Customer Success and Engineering teams utilized a war room setup to ensure there were zero hiccups during the process.

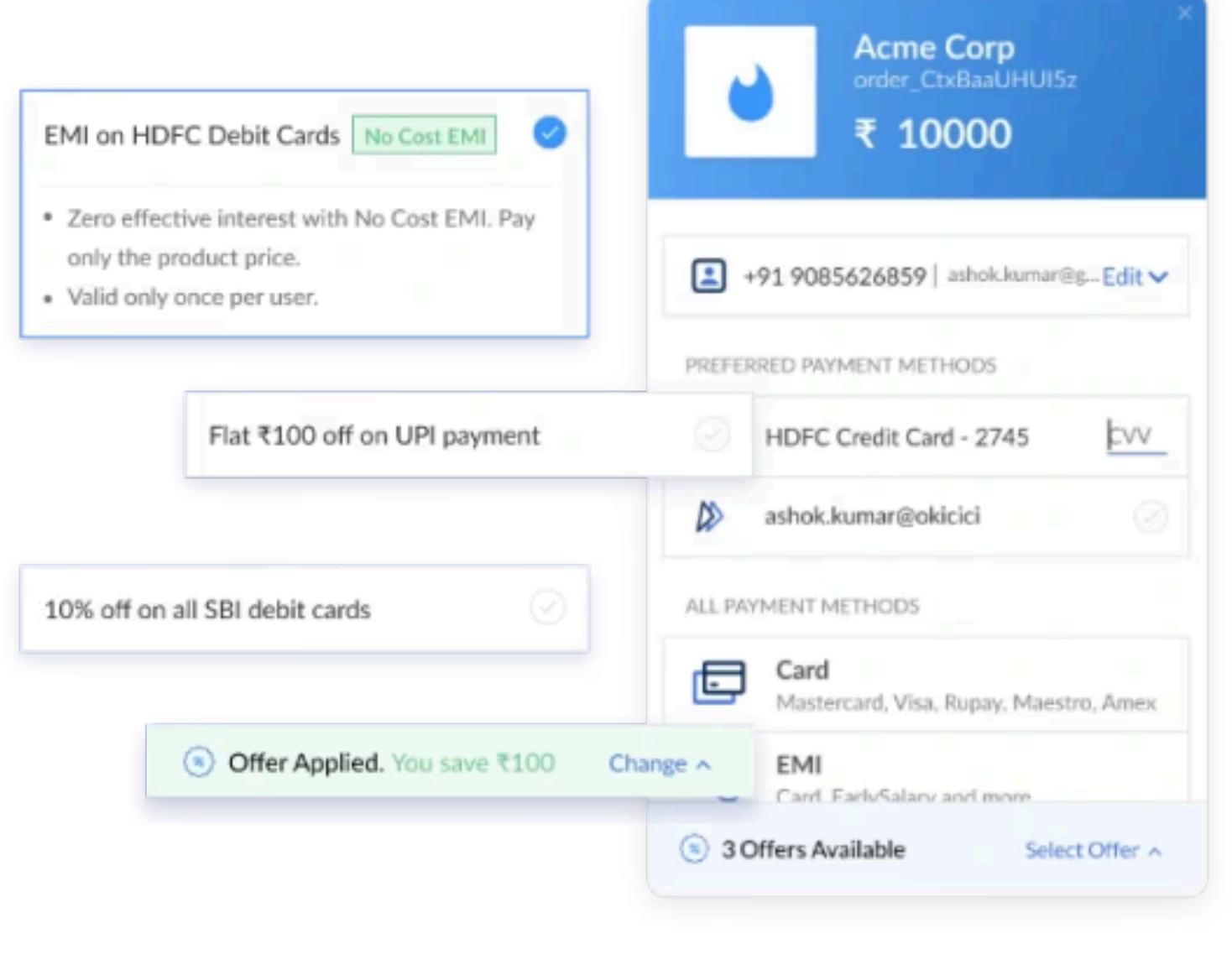
With MoEngage, Razorpay was able to :

1. Streamline campaigns into single flows using MoEngage Flows for improved trackability and easy modifications.
2. Utilize Event-Based Triggers to precisely target users at critical drop-off points.
3. Leverage WhatsApp to successfully drive webinar registrations.
4. Implement re-engagement strategies using Flows, WhatsApp, and Typeform to revive merchants.



## Working Alongside Legacy Platforms

Razorpay works with many marketing tools, including Legacy platforms, but they focus on finding platforms that are simple, cost-effective, and actually work well. They prefer platforms that can handle multiple jobs – maybe 3 or 4 things – all in one place, and do them right. MoEngage ticked all these boxes and works seamlessly alongside their other Legacy platforms.



## Products Used

- 
- Email Builder

Create out-of-the-box, personalized emails that convert, with fastest and easiest [email builder](#).
- 
- Segmentation

Personalize experiences by creating nuanced [segments](#) based on behavior and action.
- 
- Omnichannel Flows

Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
- 
- Customer Journey Orchestration

Create unique, seamless experiences at every stage of your [customer's journey](#).

## Key Results

Here are the key results Razorpay achieved with MoEngage -

- 29% uplift in onboarding rates

by leveraging event-triggered mechanisms to reach out to drop-offs
- 25% improvement in retention

by detecting churn signals and launching personalized WhatsApp campaigns
- 16% boost in metrics

for crucial adoption campaigns designed specifically for Razorpay merchants
- 19% increase in re-engagement

through tailored campaigns launched for dormant and inactive customers

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