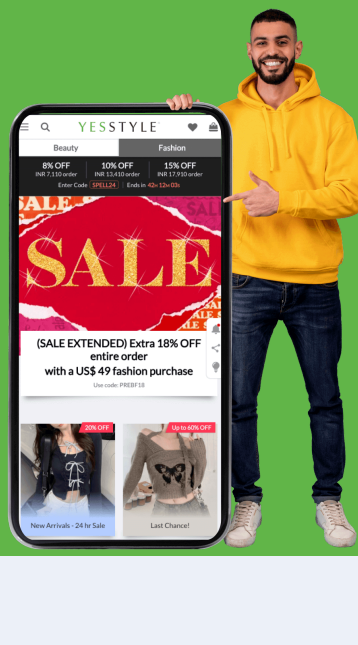


## How YesStyle Migrated 20+ Multi-geo (8 languages) Journeys in 12-13 Weeks



**20+**

Multi-geo (in 8 languages) journeys of 12-13 weeks taken live

**50%**

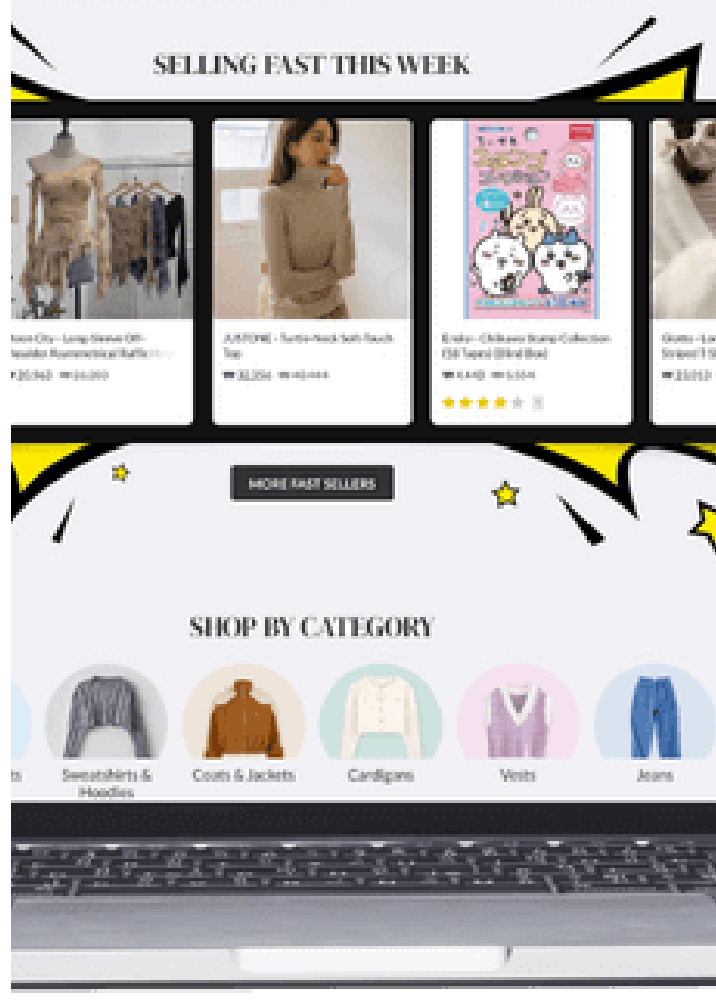
Faster migration in terms of timeline

### About YesStyle

YESSTYLE

YesStyle brings customers the latest trends and products from South Korea, Japan, Hong Kong, Taiwan, and more every day. With its meticulously curated collections and recommendations, the E-commerce platform serves customers worldwide for every occasion and situation. In terms of use cases that YesStyle was trying to solve, here are the priorities:

- **Setting up multiple campaigns:** For each of the prioritized journeys, be it different languages and different product offerings or recommendations
- **Welcome journeys (or new registrations):** The process by which YesStyle walks customers through the onboarding phase and familiarizes them with the brand's offerings.
- **Loyalty program:** Related to loyalty program communication, such as membership coupons and benefits, membership points, membership tier movement, and more.
- **Cart abandonment:** Related to lower down-the-funnel conversion for customers with high intent to purchase and turn them into repeat customers.



One of the biggest reasons why we decided to switch to MoEngage (apart from the advanced functionalities) is the flexibility to adjust and cater to our use cases, even if it meant going above and beyond the scope of work. What stood out the most was the MoEngage team's ability to showcase the actual resolution to critical business cases. The MoEngage professional services team did a lot of the heavy lifting regarding coding to make the migration possible. We are very happy with the migration and look forward to driving further business growth in the near future!



Martina Lau,  
Marketing Manager, CRM & Retention, YesStyle

## Business Challenges Faced Before Migrating to MoEngage

While the previous vendor (Oracle Responsys) did provide visibility into campaigns, it required quite a bit of coding in the back end. The brand was looking for a less coding-dependent platform because the team of active users was mostly marketers. MoEngage's no-code platform (no SQL code required) with drag and drop builder helped resolve issues with respect to segmentation and product recommendation.

The brand also wanted to explore AI/ ML-powered technology to better target and look at segmentation differently based on the customer's behavior and actions instead of mass targeting.

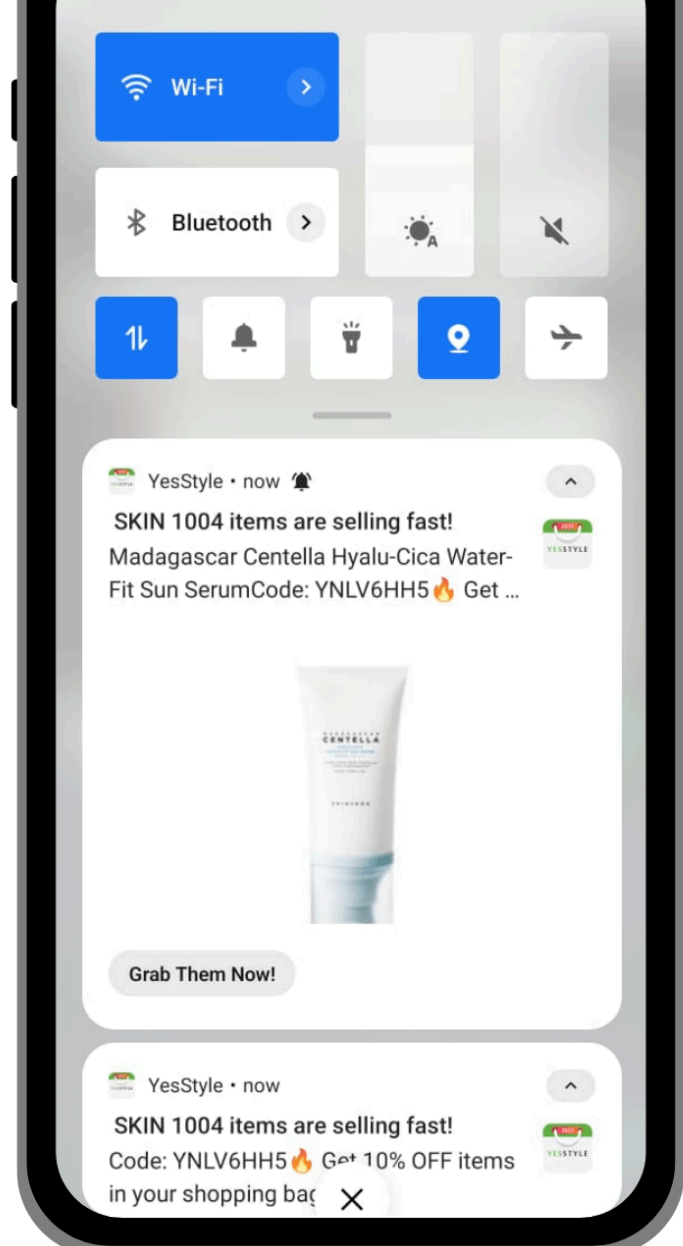
Another issue plaguing the team was the lack of a unified platform. Without an insights-led engagement platform, the YesStyle team had to rely on multiple modules, with one used to track events and another to send emails and pushes. The discrepancy between the two platforms caused considerable uncertainty.

## How MoEngage Professional Services Team Resolved Auxiliary Data Issues

Auxiliary data maintenance was a pain point at the beginning as the file (contents) couldn't be edited easily and instead needed to be uploaded every single time. This led to the renaming of the file(s) leading to a lot of versions existing on the platform.

The professional services and implementation team from MoEngage took it upon themselves to help YesStyle with Jinja coding and auxiliary data import to provide the option of templating campaigns. Apart from templating and de-duplication, this also helped automate month-related offers (anniversary offers or monthly activity on YesStyle), reducing the manual workload of repeating the process every month.

The MoEngage professional services team mapped the auxiliary data with different assets in different languages providing only one file to maintain thus achieving seamless, multi-language implementation on the platform. The platform also provided a way to use the mapping file instead of setting up locales one by one.

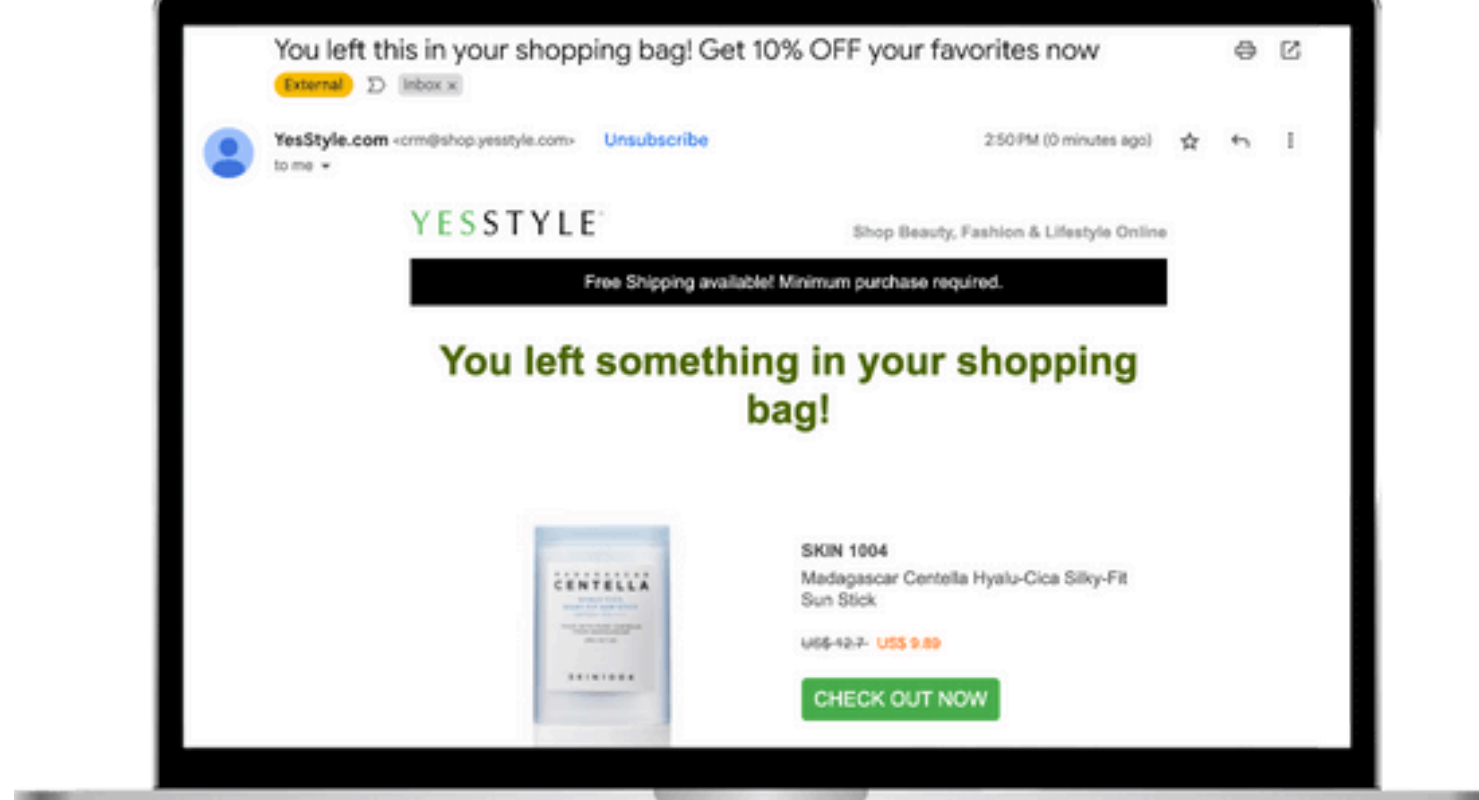


## Acing Recommendations and Optimizing Multichannel Engagement

The team also displayed openness to new ideas suggested by the YesStyle team. MoEngage also helped with complex product recommendations (like saved items and new arrivals), and complicated event attributes used to map product recommendations across multiple journeys.

MoEngage provides YesStyle more flexibility, empowering the brand to target and segment better leading to higher open rates. The dedicated customer support, coupled with MoEngage's approach of continuous innovation, helped YesStyle stay on top of market demands and trends.

The MoEngage team assisted the YesStyle team in onboarding the email channel and migrating 20+ active journeys within 30-40 days. MoEngage also supported the daily sync master catalog product with 4.5 Mn products and 14 Mn+ registered members. MoEngage has also assisted the YesStyle Team in the migration of B2C Data and Campaign (Flows) within the defined timelines.



## Products Used



### Customer Journey Orchestration

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



### Customer Insights & Analytics

Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

## The Result

- ✓ 20+ multi-geo (8 languages) journeys taken live in 12-13 weeks
- ✓ 50% faster migration in terms of timeline
- ✓ A proof of concept was delivered in December 2023, after gaining confidence the full-blown migration started in January 2024 and went live in April 2024
- ✓ MoEngage allows YesStyle more flexibility, empowering the brand to target and segment better leading to higher open rates.

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