

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 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.

“

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

“

MoEngage has been a great partner for us, helping us to migrate our customer journeys and campaigns to a new platform. Their professional services team was very helpful and responsive, and we were able to complete the migration in a timely manner. We are very satisfied with the results and look forward to continuing our partnership with MoEngage.

, 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.

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.

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 www.moengage.com.