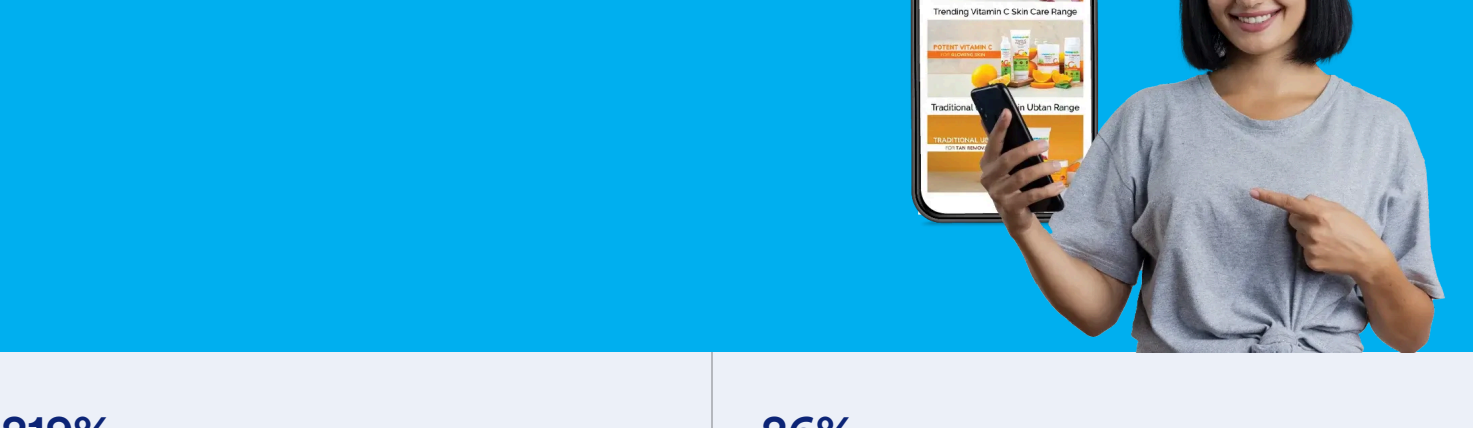


How Mamaearth Successfully Increased Repeat Customers by 26%



219% Uplift in Delivery Rates	26% Increase in Repeat Customers
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About Mamaearth

Founded in 2016 by husband-wife duo Ghazal Alagh and Varun Alagh, Mamaearth is Asia's first brand with Made safe certified products that offer toxin-free & natural baby care, and personal care products. Driven by innovation and using the best of nature and science, the brand caters to all personal care needs of young, aspirational, and increasingly conscious Indian consumers.

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As we matured as a D2C brand, our strategy was to shift focus towards customer retention more heavily. We’ve been able to do this via MoEngage, by leveraging intelligent insights to communicate about products, cashbacks, and offers to our customers in a hyper-personalized manner. MoEngage has proved to be a strong partner in this journey to scale with our brand’s growth seamlessly.

Abhishek Gupta,
Senior VP, D2C, Honasa Consumer Ltd., Mamaearth

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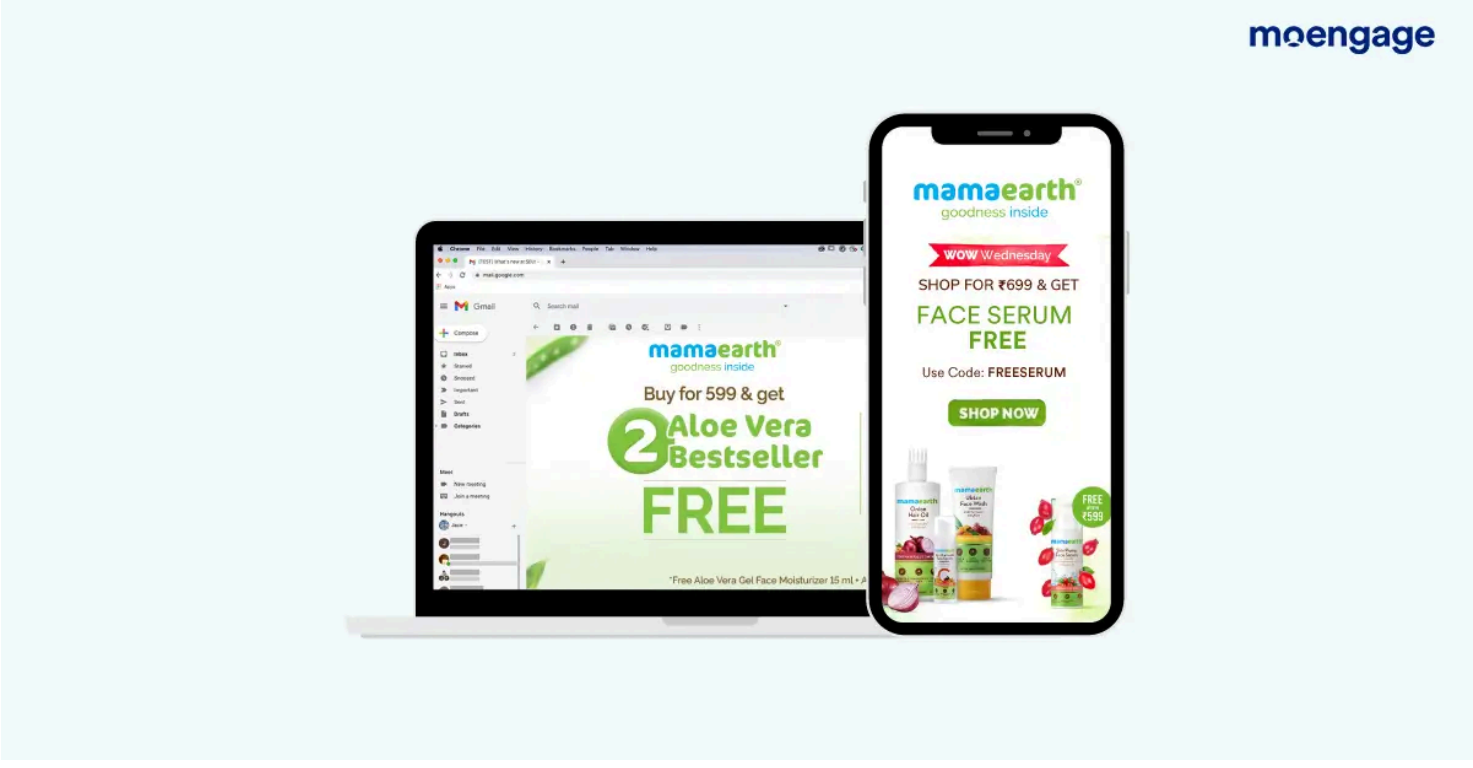
Mamaearth

Business Challenge

With limited data access due to data privacy issues that have cropped up in the recent years, fewer conversations are made. As a result, the cost of acquiring customers elevates. The advertising prices as well become ineffective due to the return on ad spend reduction. So as Mamaearth matured as a brand, there was a need to make a shift from an initial focus on customer acquisition to customer retention. MoEngage helped prove instrumental in executing this at scale.

219% Uplift in delivery rates with MoEngage’s Push Amplification® Plus

Mamaearth utilized MoEngage’s Push Amplification® Plus technology, to improve its user reachability and, consequently increased delivery rates from 26% to 83%! This signifies that there was a ginormous 219% uplift in the delivery rates!



Utilizing Personalized Push Notification Resulting in Increased Click-through Rates

The famed E-commerce brand also created and disseminated a litany of personalized nudges in the form of push notifications using MoEngage by setting up “post-purchase journeys,” and the impact on their clickthrough rates was astounding. Additionally, using targeted segmentation and hyper-personalization across multiple channels using MoEngage, the Mamaearth team witnessed a significant uplift of 26% in repeat customers!



Products Used

- Push Notification**
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
- Push Amplification +**
Deliver push notifications to more customers with proprietary [Push Amplification™ Plus technology](#).
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).

The Result

Using MoEngage, Mamaearth was able to:

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Clock 219% uplift in the push notification delivery rates

☒

Observe a 26% increase in repeat customers* using targeted segmentation and hyper-personalization

☒

Set up “post-purchase journeys” littered with personalized nudges to see: - A 90% increase in CTRs for stylized push notifications with a CTA - A 50% increase in CTRs for personalized carousel push notifications - A 40% increase in CTRs for timer-based push notifications

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.