

## MANO Observes a 50% Rise in App Activation Rates Using Personalised Communication



### 51%

Increase in app activation rates

### 27%

Increase in engagement through win-back campaigns

#### About MANO



MANO is a next-generation E-commerce brand pioneering ultra-fast grocery delivery in Africa by combining sophisticated technology with a strong network of riders. The brand focuses on improving customer experience, expanding delivery operations, and increasing product categories.



Our core goal was to create an omnichannel strategy and personalise real-time communication. To successfully engage with your customers, you must reach out to them at the right time, through the right channels with the right content. MoEngage has allowed us to do that and given us complete visibility into customer activity across channels on one platform, making it very easy to build engagement campaigns.

Rodrigo Sciammarella,

CRM Lead at MANO, MANO

### Drop-off Due to Gaps in Current Customer Journey

MANO observed a drop in engagement due to customers installing the app but not purchasing. This included lower usage of coupon codes and promotional offers, and limited awareness of grocery delivery platforms. They realized that dependence on a few channels like push notifications and SMS alone wouldn't help them build a frictionless customer journey from onboarding to repeat purchases.

### Frictionless Experience from Onboarding to Purchase

MANO adopted an insights-led omnichannel approach, using MoEngage's RFM (Recency, Frequency, Monetary) Segmentation and Flows to unify and personalise their engagement campaigns. This ensured a frictionless onboarding experience and helped them educate customers on how to use the app to get maximum value. The brand also used insights on customer activity and the most preferred channel to increase holiday purchases during Christmas.



### Personalized Communication Across Channels

The cornerstone of MANO's new customer engagement strategy was to map the customer journey and micro-moments to personalise communication across multiple channels like push notifications, SMS, emails, in-app notifications etc.



### Products Used

- In-app Messaging**  
 Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- RFM Segmentation**  
 Create nuanced segments based on [recency, frequency, and monetary value of customer transactions](#).
- Customer Insights & Analytics**  
 Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

### The Result

With MoEngage, the brand was able to achieve:

- 51%** Increase in app activation rates
- 27%** increase in engagement through re-engagement/win-back campaigns
- 2X** sales through an omni-channel customer engagement strategy, powered by personalization and RFM segmentation

### 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

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