

Max Fashion Observes Incremental Revenue Uplift Using MoEngage

25%

Uplift in conversions via cart abandonment journeys

5%

Uplift in Incremental monthly sales revenue

About Max Fashion India



Launched in the UAE in May 2004, Max started its India operations in 2006, operating its first store in Indore. With over 500+ stores spread across over 200+ cities in India, Max offers 50,000+ SKUs which include Apparel, Footwear, and Accessories for the entire family.



MoEngage has empowered our team to leverage deep segmentation and analytics, allowing us to create tailored customer engagement initiatives across both our app and web platforms. The multiple dashboards we have set up enable us to effectively target key journeys, such as optimizing the install-to-uninstall path and boosting add-to-cart conversions. This has been a very effective tool for our digital business, leading to improved efficacy of our customer retention efforts. The support from the team has been outstanding and has been a key differentiator. We're extremely happy with the value that MoEngage brings to the table.

Mohinder Thakur ,

Head of E-com Growth & Digital Marketing at Max Fashion, Max Fashion India

Business Challenge

Max Fashion faced hurdles in effectively engaging with its customer base. This was primarily due to the use of multiple martech platforms, which resulted in silos and a fragmented view of customer interactions.

This lack of integration hindered the team's ability to develop cohesive marketing initiatives and understand the full spectrum of customer behavior. The brand recognized the need to enhance customer engagement and retention through a more unified approach.

MoEngage Solution

Max Fashion leveraged the MoEngage platform to significantly enhance its marketing capabilities and improve customer experiences. MoEngage's superior analytics suite enabled the brand to effectively monitor and analyze customer engagement across its app and website.

By analyzing customer behavior trends, Max Fashion gained valuable insights into which channels, products, and offerings resonated most with its customers. MoEngage empowered the retail giant to make data-driven decisions that aligned more closely with its customers' preferences and needs—enhancing the overall customer experiences.

Here's a glimpse at the kind of impact Max Fashion was able to achieve with an agile engagement partner by its side:

Transforming Abandoned Carts into Conversion Opportunities

MoEngage assisted in the development of event-based triggers, leveraging user behavior, which enabled the Max Fashion team to create targeted communications at various touchpoints throughout the customer journey. This tailored approach significantly contributed to **increased conversions**. Implementing cart abandonment journeys was also a game changer. By delivering FOMO messages and offering exclusive coupon codes, the brand witnessed a substantial **25%** uplift in conversions.

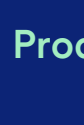
Analyzing User Behavior for Improved Campaigns

By conducting an in-depth analysis of query-based segmentations, custom segments, behavioral patterns, and funnel analysis, the brand gained valuable insights into user behavior. This enabled it to deliver relevant and effective communication resulting in **improved customer engagement and overall campaign performance**.

Converting In-Store Shoppers to Online Customers

MoEngage also empowered Max Fashion to **target offline users**, converting them to online shoppers too through loyalty campaigns aimed at top-tier customers. The brand successfully disseminated omnichannel experiences through specific, targeted campaigns. These experiences spanned across push notifications, SMS, WhatsApp, in-app messages, and web popups, enhancing the value offered to its customers.

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

Using MoEngage, Max Fashion was able to:

- ✓ **5%** Uplift in Incremental monthly sales revenue through abandonment journeys
- ✓ **25%** uplift in conversions via cart abandonment journeys
- ✓ **10%** of online traffic being driven via MoEngage through different outbound channels

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!](#)

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