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



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.

Launched in the UAE in May 2004, Max started its



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.

MoEngage has empowered our team to leverage deep segmentation and analytics,

Mohinder Thakur,

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



This remarkable efficiency has not only empowered our marketing team to act swiftly but has also significantly reduced our reliance on tech teams. We feel liberated to focus more on strategic initiatives instead of getting bogged down in the tech details. Nagesh H V,

Partnering with MoEngage has truly revolutionized our marketing strategy at Max Fashion.

With their platform, we can now take a campaign from idea to reality in just 15 minutes!

Manager - Retention, Max Fashion India

Max Fashion faced hurdles in effectively engaging with its customer base. This was primarily due to the

Business Challenge

interactions. This lack of integration hindered the team's ability to develop cohesive marketing initiatives and

customer engagement and retention through a more unified approach.

understand the full spectrum of customer behavior. The brand recognized the need to enhance

use of multiple martech platforms, which resulted in silos and a fragmented view of customer

Max Fashion leveraged the MoEngage Customer Data and Engagement Platform (CDEP) to significantly enhance its marketing capabilities and improve customer experiences. MoEngage's superior analytics

conversions.

campaign performance.

enhancing the overall customer experiences.

MoEngage Solution

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

suite enabled the brand to effectively monitor and analyze customer engagement across its app and

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

make data-driven decisions that aligned more closely with its customers' preferences and needs-

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.

Transforming Abandoned Carts into Conversion Opportunities

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

The MoEngage CDEP 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

Converting In-Store Shoppers to Online Customers

The MoEngage CDEP 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

Customer Insights & Analytics

The Result

Using MoEngage's Customer Data and Engagement Platform, Max Fashion was able to:

Drive 10% of its online traffic via MoEngage through different outbound channels

✓ Witness a 5% Uplift in Incremental monthly sales revenue through abandonment journeys

Create unique, seamless experiences at every stage of your <u>customer's journey</u>.

Create <u>omnichannel</u>, <u>personalized experiences</u> using Al-powered insights and analytics.

Observe a **25%** uplift in conversions via cart abandonment journeys

About MoEngage

F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

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,

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over

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

To learn more, visit <u>www.moengage.com.</u>

Platforms for B2C Enterprises 2023.