## MyDeal Boosts Conversions by 2X With A Mobile-Forward **Engagement Strategy**



61.2 Click-through-rate

### About MyDeal



MyDeal is Australia's leading online retail marketplace that provides customers with quality products from trusted retailers. Launched in 2011 by Sean Senvirtne, MyDeal has since expanded its product portfolio to include categories such as furniture, lifestyle, home and garden, baby and kids, appliances, tech, and more.



MoEngage is the right partner for a brand like MyDeal. From its intuitive, easy-to-use Alenabled platform to the implementation and post-implementation support, our experience has been extremely positive. MoEngage has been very helpful to us owing to the tech stack and the wonderful customer success support we have received from the team.

Suhaib Anwar,

Head of Growth and Martech, MyDeal



, MyDeal

## **Business Challenge**

Before MoEngage, MyDeal struggled with on-ground local support from their erstwhile customer engagement solution. While looking out for alternatives, MyDeal needed a lean, scalable, and reliable customer engagement platform.

## Solution

MoEngage's seamless and swift integration into MyDeal's tech ecosystem has saved much time and effort from MyDeal's tech and growth team. MyDeal now has automated its customer engagement strategy.

# Building high-performance campaigns with push notifications

with the app, MyDeal sends promotional campaigns, behavior-based campaigns that target customer actions like item viewed' or 'added to cart', and targeted campaigns for cart or browser abandonment.

On the customer's app inbox, time-critical and essential notifications are landed. For example, a

Push Notifications help MyDeal to bring customers back to the app. Based on the customer interaction

customer who abandons their cart will receive push notifications containing a time-sensitive, personalized discount code. Since it's personalized, it catches customers' attention and prompts them to purchase.

**Products Used** 



# Reach customers at the right time using Al-powered, targeted, push notifications.

**Push Notification** 

Customer Journey Orchestration



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

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

About MoEngage

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

To learn more, visit www.moengage.com.

Platforms for B2C Enterprises 2023.