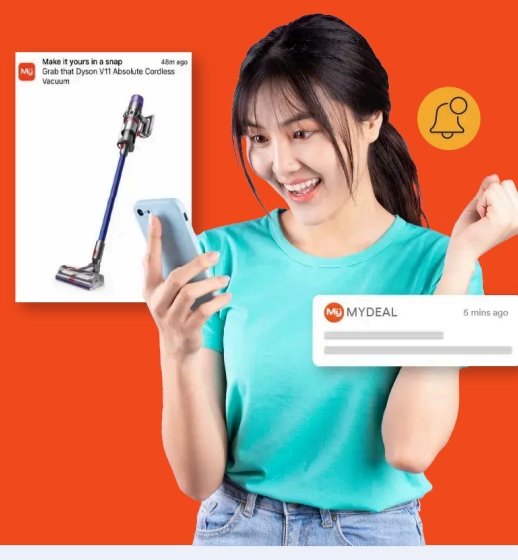


## MyDeal Boosts Conversions by 2X With A Mobile-Forward Engagement Strategy



**2X**

Conversions

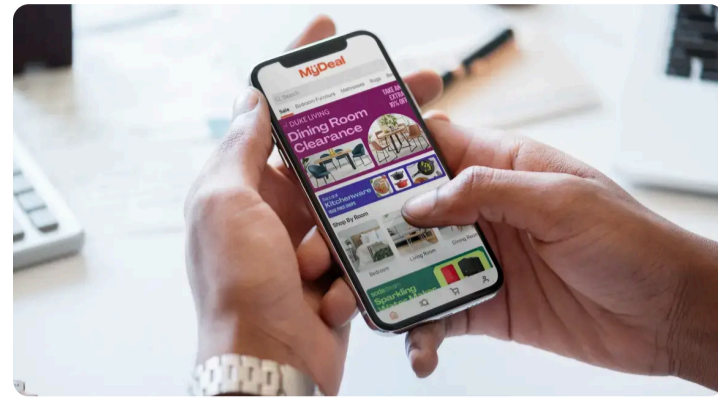
**61.2**

Click-through-rate

### About MyDeal

**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 AI-enabled 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.



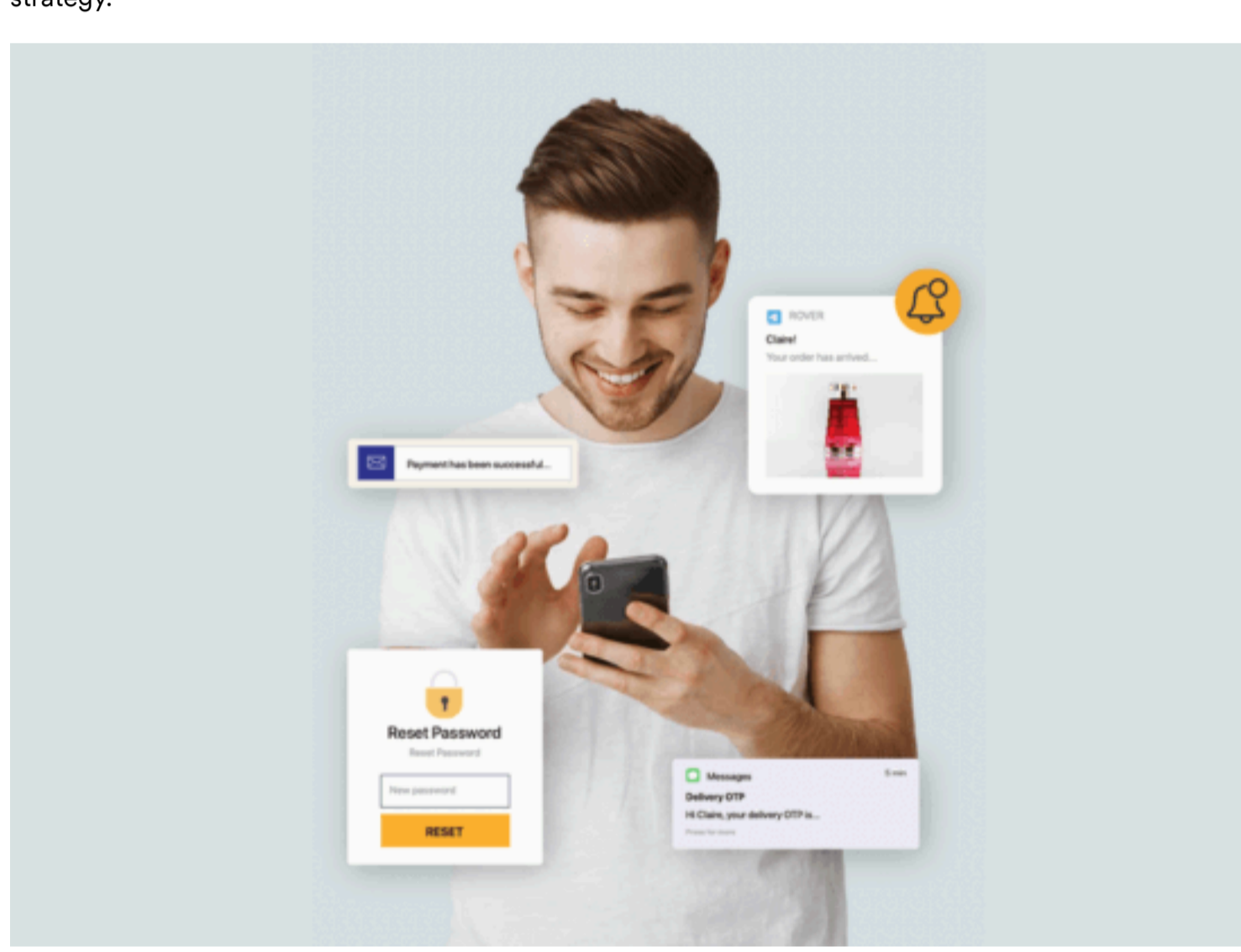
**Suhaib Anwar,**  
Head of Growth and Martech, MyDeal

## 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

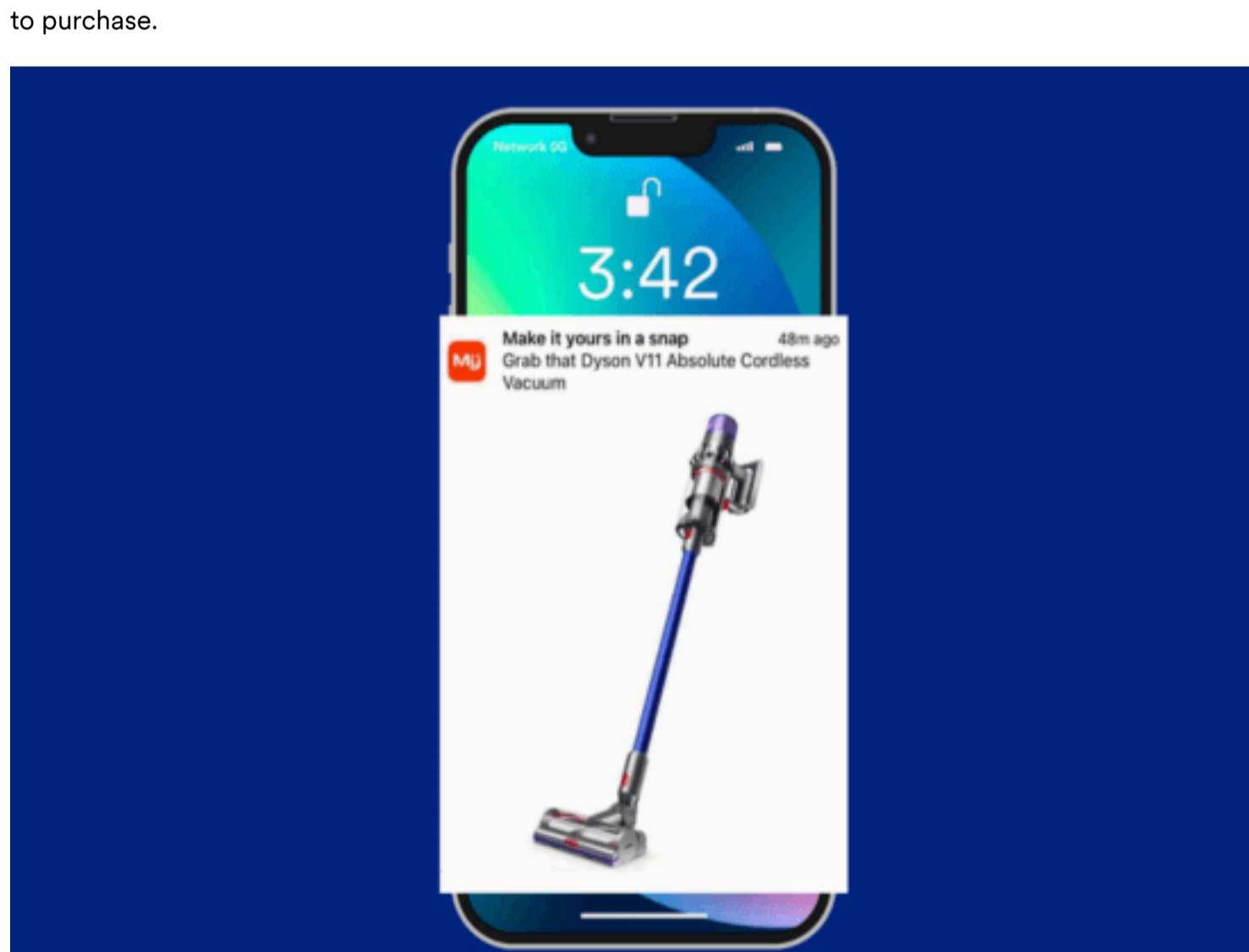
MoEngage's seamless and swift integration into MyDeal's tech ecosystem has saved much time and effort from MyDeal's tech and growth team. MyDeal now has automated its customer engagement strategy.



## Building high-performance campaigns with push notifications

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

- Push Notification**  
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
- Customer Journey Orchestration**  
Create unique, seamless experiences at every stage of your [customer's journey](#).

## 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!](#)

To learn more, visit [www.moengage.com](http://www.moengage.com).