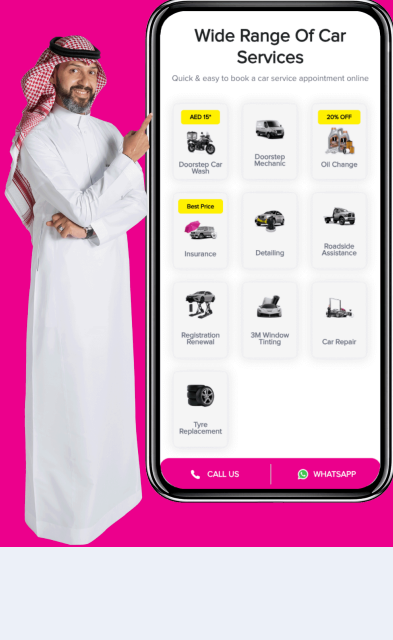


MySyara Witnesses 3X Increase in Conversions Using Segmentation



12.62% conversions for abandoned cart journeys using RFM


5% uplift in open rate for informative email campaigns

About MySyara

MySyara is an on-demand car care and technology company. From mobile car washing and detailing to oil changes, diagnostics, and on-time servicing, MySyara offers a convenient, trusted, and professional service. Founded in 2019, the car care brand is headquartered in Dubai, UAE and has operations across UAE and Kerala, India.



Prior to engaging with MoEngage, we were using an internal tool to drive engagement. However, due to various manual processes, MySyara witnessed major gaps in its engagement strategy. The internal tool restricted us from analyzing which channel was performing well and did not provide insight into customers' preferences. This is where we think our partnership with MoEngage has been fruitful.

 **Renjith Krishna,**
Head of Growth - B2C, MySyara

Business Challenge

The idea behind customer engagement has been there with MySyara from its inception. They had started utilizing internal platforms along with some third-party vendors to drive communication.

However, one of the biggest challenges faced by MySyara was scheduling its push notifications campaigns. While they were actively using push notifications to communicate with their customers, there wasn't much segmentation in terms of events and users available.

As a result, they could not garner a lot of traction from these campaigns.

MoEngage Solution

Utilizing Different Channels With Custom Segmentation

MySyara started using Emails and Push Notifications along with customer segmentation

Leveraging Customer Journey Orchestration (Flows) with RFM Segmentation

MySyara also used RFM segmentation (Recency, Frequency and Monetary) within flows to engage with customers through different channels.



Leveraging customer journey orchestration (Flows) with RFM Segmentation

MySyara also used RFM segmentation (Recency, Frequency and Monetary) within flows to engage with customers through different channels.

Some of the RFM segments that MySyara created were:





- Super User:** Someone who has executed App/Site Opened atleast once in the last 15 days and has executed a purchase
- Non-Active Car Wash:** Someone who has executed purchase atleast once before July 19 2023 and has not executed a purchase in the last 45 days.

For such segments, the brand created different flows and leveraged push notifications and emails.

One example of this is MySyara using flows to assist customers in booking a car wash with free interior cleaning.



Products Used

-  **Custom Segments**
[Create easy-to-use cohorts](#) based on behavioral, funnel, and RFM analysis.
-  **RFM Segmentation**
Create nuanced segments based on [recency, frequency, and monetary value of customer transactions](#).
-  **Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
-  **Smart Recommendations**
Build personalized experiences by driving [most relevant product recommendations](#).

The Result

- ✓ **3X increase** in **conversions** for **segmented push notifications** vs general push notifications
- ✓ **12.62% conversions** using **RFM segmentation** for **abandoned cart journeys**
- ✓ **5% uplift** in **open rate** for **informative email campaigns** vs generic emails

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.

