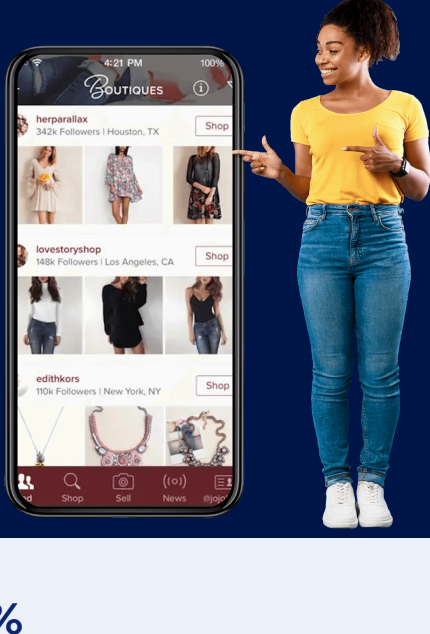


Poshmark Observes a 30% Lift in Conversions Due to Flow Versioning With MoEngage



Upto 60%
Email Open Rates due to Flow Versioning

Over 30%
Lift in conversion of listings to sales due to Flow Versioning

About Poshmark

 POSHMARK

Poshmark is a leading fashion resale marketplace powered by a vibrant, highly engaged community of buyers and sellers and real-time social experiences. Designed to make online selling fun, more social, and easier than ever, Poshmark empowers its sellers to turn their closet into thriving business and share their style with the world. Since its founding in 2011, Poshmark has grown its community to over 100 million users and generated over \$8 billion in GMV, helping sellers realize billions in earnings, delighting buyers with deals and one-of-a-kind items, and building a more sustainable future for fashion. For more information, please visit www.poshmark.com, and for company news, visit newsroom.poshmark.com.



“ Here at Poshmark, one of our biggest challenges revolved around our complex relationships with our diverse consumers. We have a complicated business of buyers and sellers, alongside a social component where our Poshers could be creating their small business storefronts for their livelihood, and we needed a platform that would help us speak to each of those users individually. MoEngage helped us personalize these unique messaging needs, while also creating a customer journey for each of our consumers to bring our customer engagement strategies together in one place.



Katie Lay ,
Sr. Director of Retention Marketing, Poshmark, Poshmark

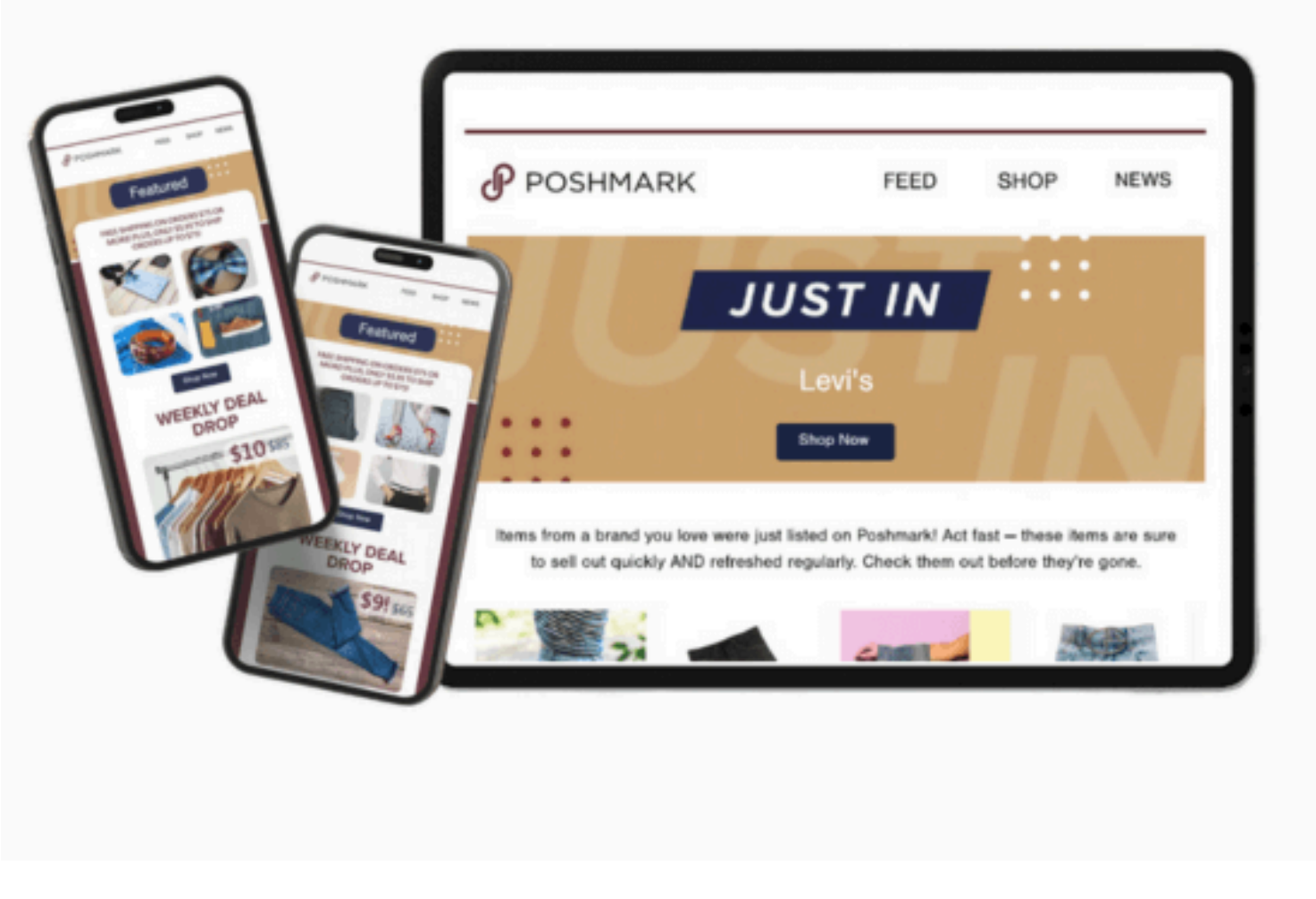
The Problem

As Poshmark’s popularity in online resale continued to skyrocket, their desire for an all-inclusive customer engagement platform that could keep up with consumer demands emerged. Poshmark needed a solution that would seamlessly migrate their already mature email marketing campaigns while also providing them with additional resources to hit their major KPIs such as email engagement, converting “Listers” to “Sellers”, and then further activating those converted sellers.

Sending personalized messages at scale

Poshmark was able to migrate and activate several of its email campaigns to MoEngage, including Just Picked For You, Just In Listings, Posh Show—Seller Journey, Posh Show—Buyer Journey, and Lister to Seller Journey. After a **successful migration**, they are now sending **1.5 Billion emails monthly** with MoEngage.

Poshmark also deployed MoEngage’s Dynamic Product Messaging alongside Product Catalogs to deliver personalized messages powered by AI, and user behavior data to help provide next best recommendations to their consumers.






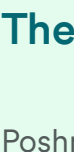


Driving conversions from listers to sellers

Lastly, Poshmark enabled **Flow Versioning** to increase conversions from a “Lister” to a “Seller”. At each stage in the listing flow, Poshmark provided helpful hints to listers who’d not yet made a sale, nudging listers to take steps to improve their selling success rate. Poshmark created multiple iterations of the flow based on completeness of the listing, whether they’d participated in Poshmark’s tools that increase listing awareness, and helped first-time listers successfully respond to offers from potential buyers. Poshmark used MoEngage tools to align the hints and suggestions with the point in the customer journey where the lister most need this information.






Products Used

-  **Email Builder**
Create emails that convert with fastest and easiest email builder
-  **AI-based Recommendation Sherpa**
Optimize campaigns and drive high ROI with [AI-powered, Sherpa](#).
-  **Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels
-  **MoEngage Analytics**
Create omnichannel, personalized experiences using AI-powered analytics
-  **Smart Recommendations**
Build personalized experiences by driving [most relevant product recommendations](#).
-  **Customer Insights & Analytics**
Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

The Results

Poshmark successfully migrated its email campaigns, delivered personalized messages in real time with relevant recommendations, and improved its conversion rates. Overall, the brand was able to achieve the following:

-  Send 1.5B emails per month
-  Upto 60% email open rates due to flow versioning
-  Over 30% lift in converting listings to sales due to flow versioning

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.

