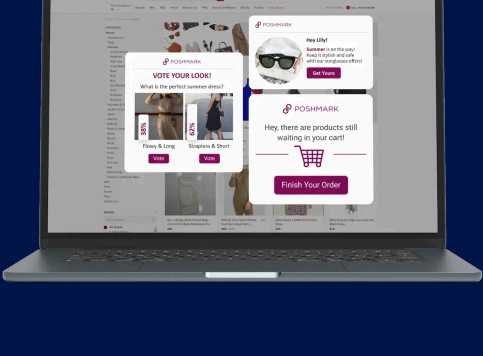


# Poshmark Observes a 30% Lift in Conversions Due to Flow Versioning With MoEngage



**Up to 60%**  
Email Open Rates due to Flow Versioning

**1.5 Billion**  
Emails Sent per Month

## About 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, social, and easier than ever, Poshmark empowers its sellers to turn their closets into thriving businesses, while sharing their unique style with the world. For more information, please visit [www.poshmark.com](http://www.poshmark.com), and for company news, visit [newsroom.poshmark.com.all](http://newsroom.poshmark.com.all)



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.



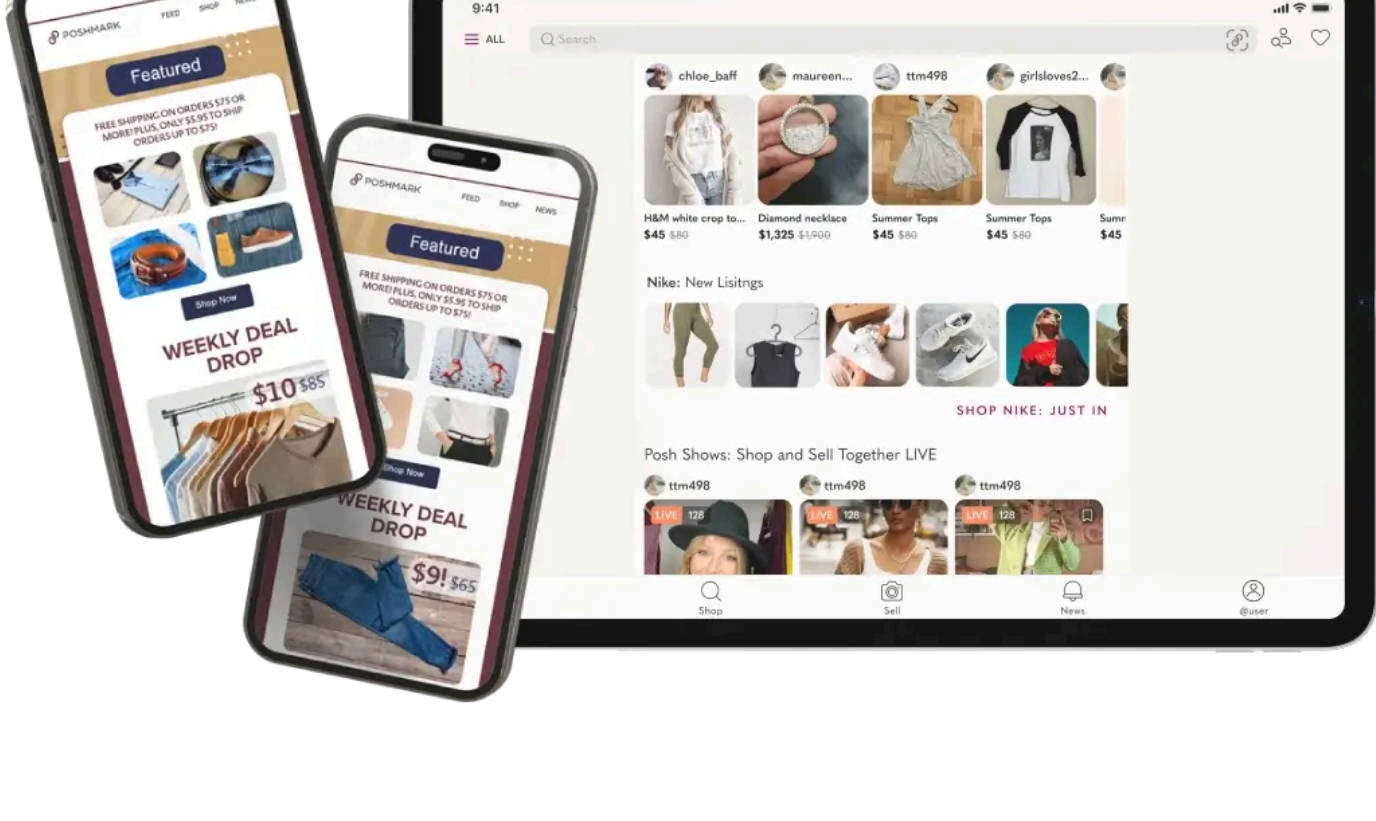
**Katie Lay ,**  
Sr. Director of Retention Marketing, Poshmark, Poshmark

## The Challenge

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 “Listeners” to “Sellers”, and then further activating those converted sellers.

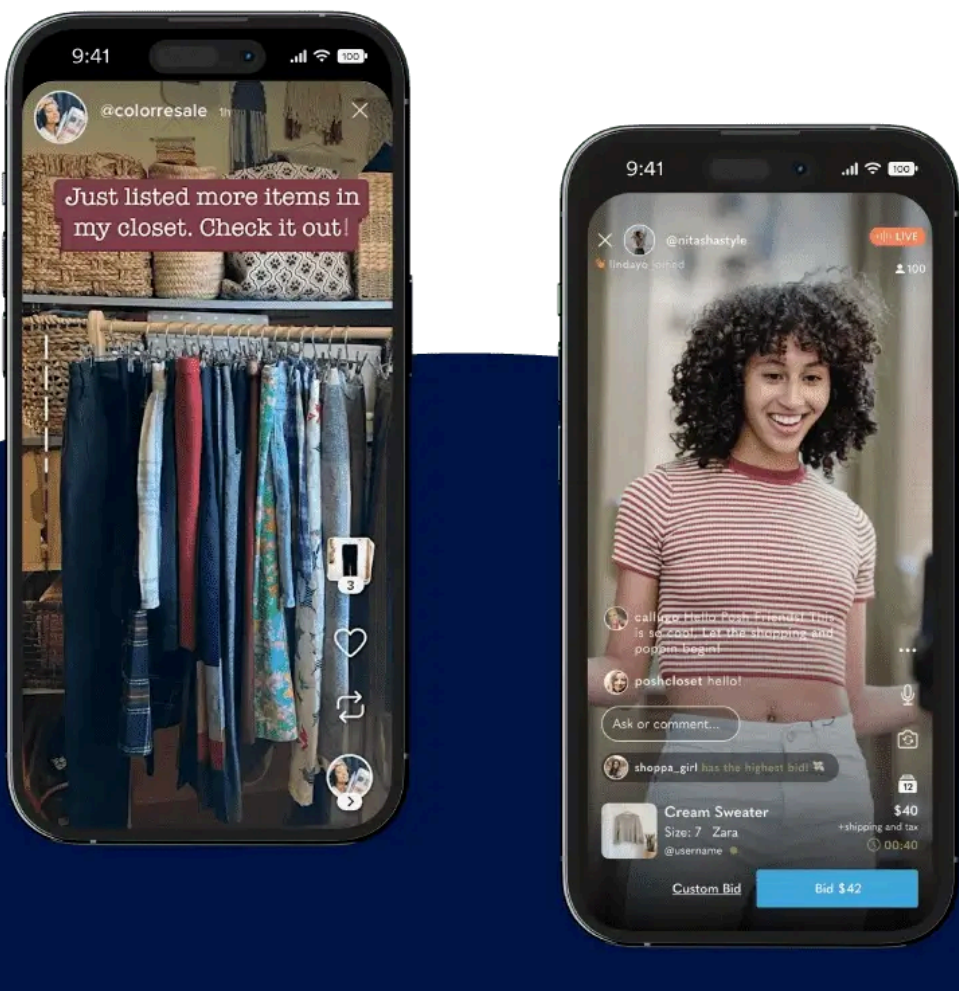
## MoEngage Solution: Sending Personalized Messages at Scale

Poshmark migrated and activated their mature email program to MoEngage, including their popular "Just Picked For You," "Just In Listings," and various Posh Show journey campaigns. They now send 1.5B emails per month using MoEngage after a successful migration from their internal tool.



## MoEngage Solution: Driving Conversions from Listers to Sellers

Poshmark deployed MoEngage’s Smart Recommendations for personalized messaging, influenced by AI and user behavior data. They implemented Flow Versioning to guide "Listeners" to become "Sellers," and provided helpful hints and suggestions at relevant points in the customer journey to nudge users towards conversions.



## Products Used

- Email Builder**  
Create out-of-the-box, personalized 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 using [Omnichannel Flows](#).
- 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 their email campaigns, delivered personalized messages in real time and improved conversion rates. Overall, the brand was able to achieve the following:

- ✓ 1.5B emails sent per month
- ✓ Up to 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](http://www.moengage.com).

