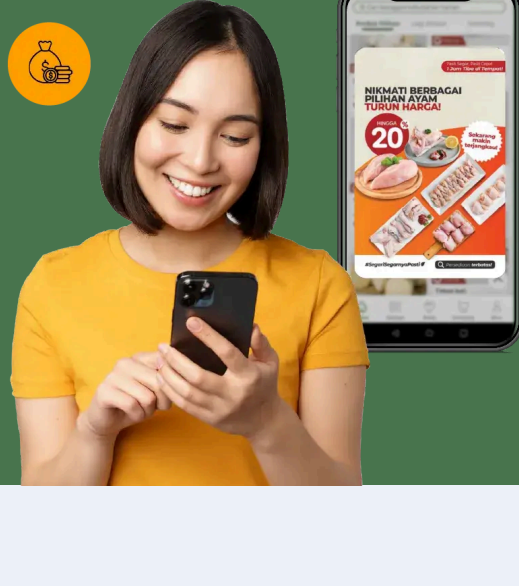


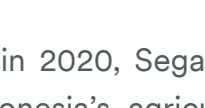
How Segari Delivers 20% Boost in WhatsApp Performance over Benchmarks



93.42%
retention rate

20%
higher WhatsApp delivery rates compared to the benchmark

About Segari



Founded in 2020, Segari was brought in to help solve Indonesia's agriculture supply chain issue with a mission to make e-grocery and end-to-end supply chain more efficient and reliable, delivering from farm to table within 15 hours.



MoEngage has been a time-saving powerhouse for our team. Its streamlined processes and automation features have significantly reduced manual efforts, allowing us to focus more on strategy and creativity. By using the different features and channels, with a special mention to MoEngage Flows, we successfully increased our conversions by 87.45%



Audia Surachmat,
Head of Brand Marketing, Segari, Segari

Business Challenges

Despite a growing customer base, engagement rates were below industry benchmarks, leading to business losses. High cart abandonment rates indicated a gap in customer persuasion and retention strategies. Existing communication channels were not effectively capturing customer attention or driving action.

Solution

Segari, together with MoEngage optimized existing strategies to deliver better business outcomes, alongside exploring new channels for growth. With MoEngage flows, they were able to identify the customer drop-off points and make customer behavior-focused improvements. While keeping retention high and customers happy, they also explored and leveraged channels like WhatsApp native, In-app, etc.

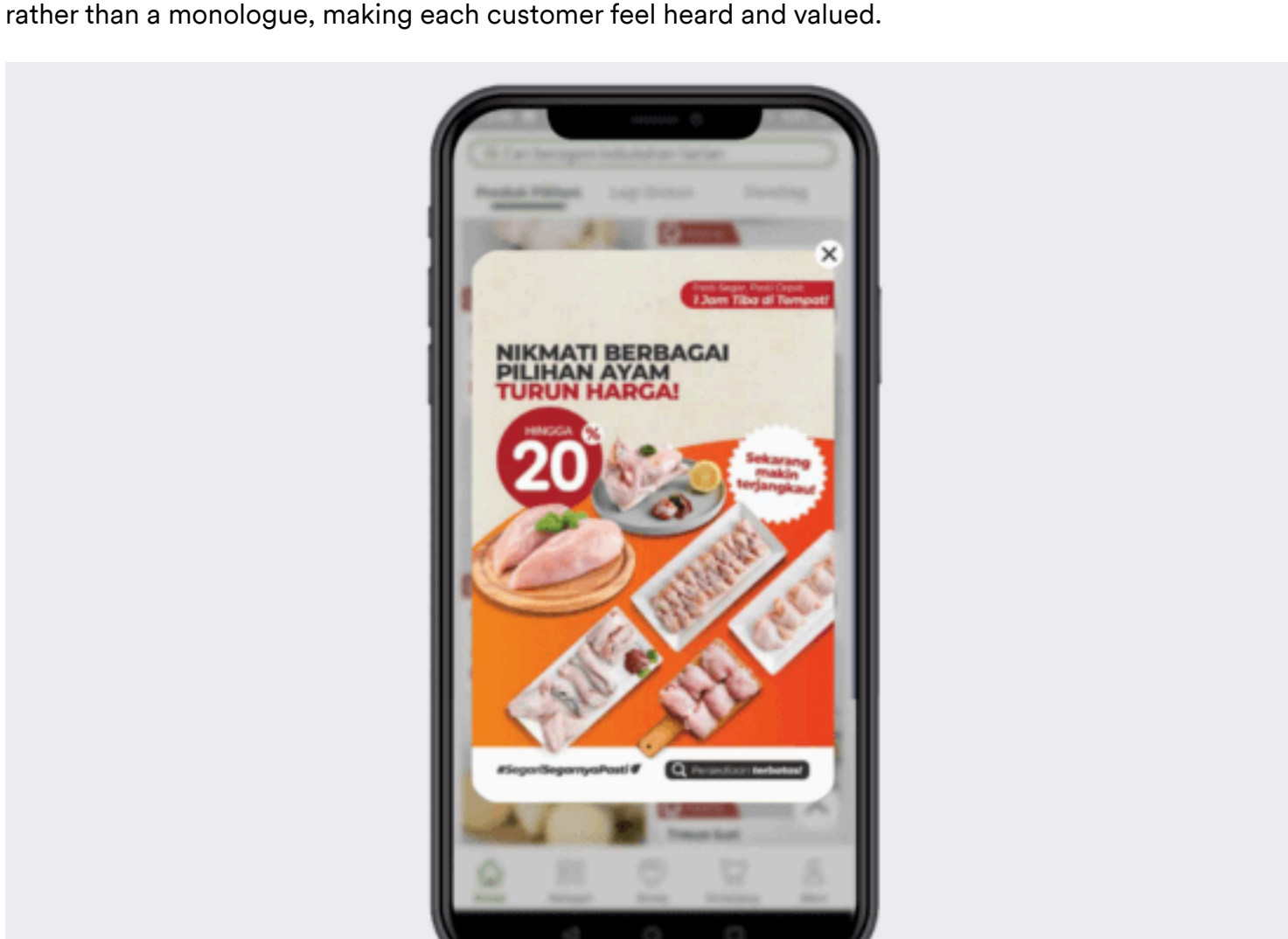


Winning at customer retention and increasing conversions through flows and in-app conversations

Segari knew offering a great customer engagement experience could increase retention and loyalty. Using MoEngage, they optimized their engagement with personalization, and omnichannel communication, resulting in an excellent app/site open-uninstall ratio. Achieving a remarkable 93.42% retention rate, Segari, with MoEngage, meticulously mapped the customer journey from app open to potential uninstall scenarios. They implemented targeted interventions at each stage to keep the customers engaged and invested, such as personalized content, loyalty rewards, and proactive customer support. This holistic approach turned casual browsers into loyal customers, drastically reducing the uninstallation rate.

Implementing Flow campaigns led to a conversion rate of 34.93%. These campaigns were meticulously designed to guide the customers through a curated journey, from initial interest to final purchase. By analyzing customer data, MoEngage helped Segari send the right message at the right time through the right channel, creating a smooth, irresistible flow toward purchase. This strategy was not about hard selling but about making the buying process so natural and appealing that customers owed toward the checkout.

Segari leveraged MoEngage's features to craft engaging in-app conversations. This led to an impressive conversation rate of 53.76%, which towered over the industry standard of 9%. This success was attributed to integrating interactive elements, such as quizzes, polls, and personalized greetings, making the app experience more conversational and less transactional. The focus was on creating a dialogue rather than a monologue, making each customer feel heard and valued.



Products Used

- WhatsApp**
Trigger interactive conversations with quick replies and contextual CTAs on [WhatsApp](#)
- In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).

The Results

Segari adopted an insights-led approach to engagement, leveraging MoEngage's capabilities and observed:

- ✓ **8%** over the benchmark for stickiness
- ✓ **24%** uplift in conversions using the flow campaign
- ✓ **146%** uplift for in-app conversions over the industry benchmark
- ✓ **89.9%** boost in iOS Monthly Active Users (MAUs)
- ✓ **69.9%** increase in Android Monthly Active Users (MAUs)

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.

