Skroutz Achieves 350% Uplift in Conversion With Automated Customer Journey Flows



Increase in conversions with loyal customers

350%

skroutz

300% Increase in weekly campaign creation

About Skroutz



million products and a vast network of eight thousand merchants.





efficiently to issues (even after office hours!), and provides in-depth training. Andreas Dikaros,

I'd describe MoEngage as a "life saver." So, if you're considering MoEngage, go for it! An intuitive platform with an excellent customer success team. The team responds quickly and



CRM Manager, Skroutz, Skroutz

campaigns. From onboarding to retention, customer journey marketing depended heavily on design, BI, and engineering teams. Manual tasks carried out on multiple systems, as well as a lack of real-time

Business Challenge

Automation Across Campaigns and Journeys

Prior to MoEngage, Skroutz used multiple platforms to build, execute, and monitor engagement

customer data. These were some of Skoutz's hurdles in delivering optimal customer engagement.

Skroutz uses MoEngage to automate their multiple campaigns such as welcome journeys, churn

conversion since implementing MoEngage.

prevention, and retention, particularly with their loyal customers, where they have noticed an increase in



Improved Conversions

They now have real-time customer data that can be used to provide actionable insights such as accurate

segmentation and new customer journeys across preferred channels. Above all, Skroutz now has a

unified platform for creating, executing, and tracking campaign outcomes.



moengage X

and deliverability. Additionally, MoEngage offers a Warehouse Native integration with Amazon Redshift,

featuring zero-copy data personalization for secure, direct data access without data movement

Products Used



√ 350% increase in conversions with loyal customers ✓ 300% increase in weekly campaign creation

Customer Journey Orchestration



✓ Improved team productivity and campaign efficiency

Create unique, seamless experiences at every stage of your customer's journey.

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over

1,350 global consumer brands, including Galadari Brothers, DP World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 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 the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing