

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



350%

Increase in conversions with loyal customers

300%

Increase in weekly campaign creation

About Skroutz

skroutz

Skroutz is the #1 E-Commerce marketplace in Greece, boasting an extensive range of over 29 million products and a vast network of eight thousand merchants.



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



Andreas Dikaros,
CRM Manager, Skroutz, Skroutz

Business Challenge

Prior to MoEngage, Skroutz used multiple platforms to build, execute, and monitor engagement 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 customer data. These were some of Skroutz's hurdles in delivering optimal customer engagement.

Automation Across Campaigns and Journeys

Skroutz uses MoEngage to automate their multiple campaigns such as welcome journeys, churn prevention, and retention, particularly with their loyal customers, where they have noticed an increase in conversion since implementing MoEngage.



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.



Products Used



Customer Journey Orchestration

Create unique, seamless experiences at every stage of your [customer's journey](#).

The Impact

- ✓ 350% increase in conversions with loyal customers
- ✓ 300% increase in weekly campaign creation
- ✓ Improved team productivity and campaign efficiency

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!](#)

