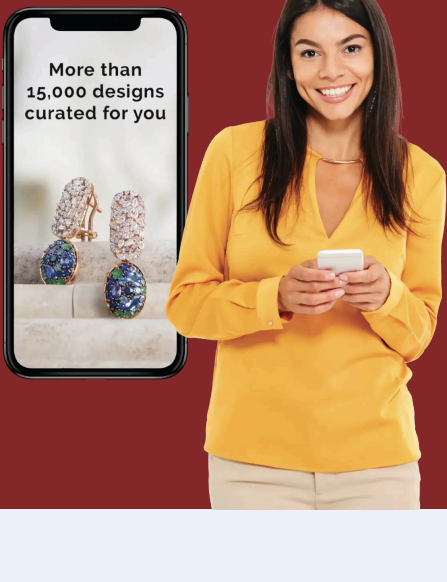


How Tanishq Replicated its Offline Success and Uplifted App Retention Rates by 25%



25%
Uplift in Weekly Retention Rates

107%
Increase in Click-to-conversion Rates

About Tanishq



Tanishq, one of India’s most-loved jewelry brands from the TATA Group, has been synonymous with superior craftsmanship, exclusive designs, and guaranteed product quality for over two decades. The jewelry retail chain currently spreads across 400+ exclusive boutiques in more than 240 cities.



“The idea was to personalize, experiment, and iterate to double down on the best engagement initiatives to maximize online sales. With MoEngage, we didn't just get a platform that helped us execute that, but an engagement partner with which we can grow to touch new heights.



Suman Sourav,
Lead Product Manager, Titan Company Limited, Tanishq

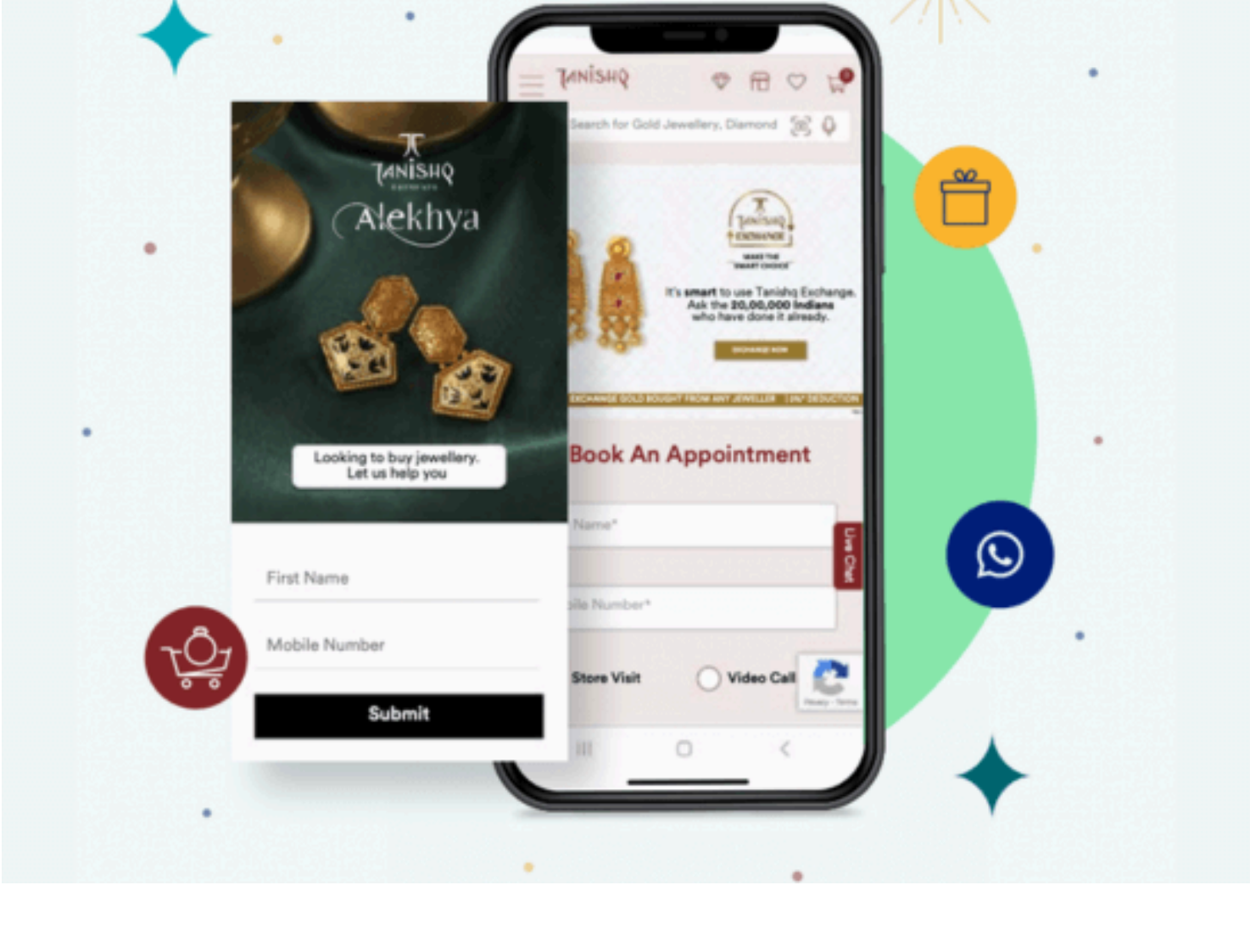
Business Challenge

The jewelry giant was one of the first movers in the online jewelry business space after the pandemic hit all industries and organizations head-on. The brand successfully re-configured its business to cope with the need of the hour, which was to go online. Since the online buying experience has found permanence in today’s consumer shopping pattern, Tanishq wanted a seamless and easy-to-use platform to recalibrate its engagement strategies and boost online sales.

MoEngage Solution

To tap into the pool of prospects browsing the website/app, Tanishq deployed lead-gen campaigns through MoEngage’s Onsite messaging (or OSM) as well as In-app Communications. Due to the high-relevance of these campaigns, the customers’ propensity to engage with these also increased! The campaigns saw a 7.2% clickthrough rate with a 5% fill rate.

Tanishq also trusted MoEngage's Sherpa AI to execute personalization at scale and achieved a 107% uplift in click-to-conversion rates for one of its biggest business weeks, i.e., Akshaya Tritiya festival time.



Tanishq increased stickiness using consistent engagement

Customers bring your brand's story to life. When customers review, talk about, and recommend your products, they keep your brand relevant in the industry. Therefore it's vital that you re-engage with them in a timely manner with communications riddled with their preferences to drive customer loyalty. This will eventually lead to increased customer lifetime value as well.

With the same goal in mind, Tanishq deployed detailed Flows by MoEngage to increase user stickiness on its platform, which encompassed channels like WhatsApp, Push, In-app, and emails.

Since a direct result of increased app usage and stickiness is retention, needless to say, these Flows resulted in a 25% increase in the weekly retention rates!



Products Used

- Push Notification Templates**
Craft beautiful notifications in minutes using no code templates
- Push Notification**
Reach customers at the right time using AI-powered, targeted, push notifications
- AI-based Recommendation Sherpa**
Optimize campaigns and drive high ROI with [AI-powered, Sherpa](#).
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).

The Result

Using MoEngage, Tanishq was able to:

- ✓ Clock 25% uplift in the weekly retention rates
- ✓ Observe a 107% increase in click-to-conversion rates during the Akshaya Tritiya sale
- ✓ Achieve a 3.37% conversion rate for cart abandonment campaigns
- ✓ Set up OSM lead-gen campaigns and attain: - 5000 leads per month - A 7.2% clickthrough rates - A 5% fill rate

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.

