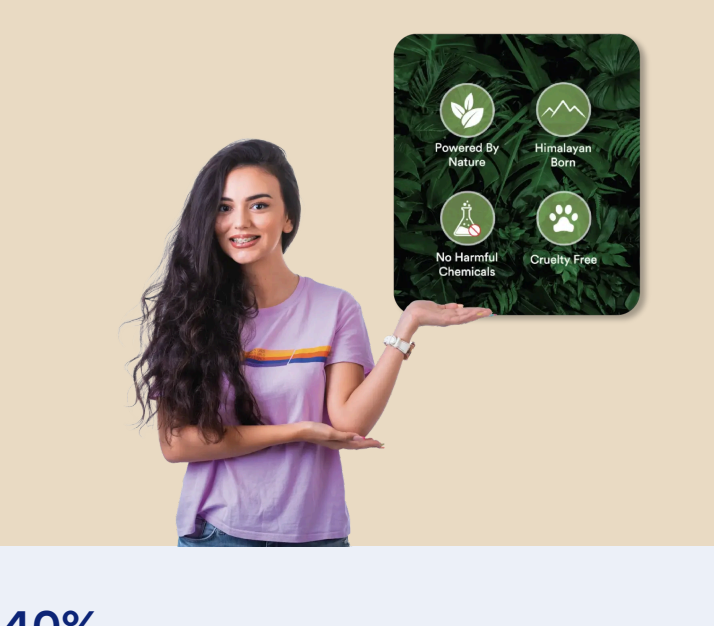


# WOW Skin Science Clocks a 10-12X Uplift in ROI

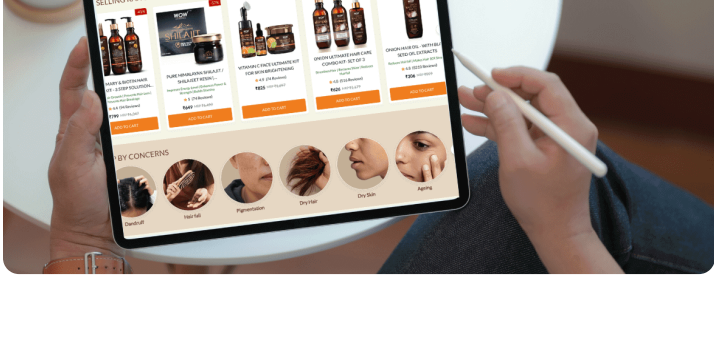


10-12X  
uplift in ROI

40%  
lesser spends with the same revenue rates

## About WOW Skin Science

WOW Skin Science is a popular Indian skincare and haircare brand that offers a wide range of natural and holistic products.



Our previous platform was not attuned to the scale at which we wanted to operate at. With MoEngage, we have a partner that is extremely rich in features and comes with great customer support. So instead of dealing with multiple vendors, we get a one-stop solution for everything under the sun!

**Sudeep Bansal,**  
VP-Growth, WOW Skin Science, WOW Skin Science

With MoEngage, integration is incredibly easy and seamless compared to any other tool in the market. Another stellar aspect of the platform is the increased operational efficiency. From 7-8 days without MoEngage to just 20-30 minutes with MoEngage- that's the kind of dip in lead time we've witnessed when setting up campaigns. And, the support team (i.e., the Customer Success team) as well, is amazing!

**Shalini Sahu,**  
Retention Lead, WOW Skin Science, WOW Skin Science

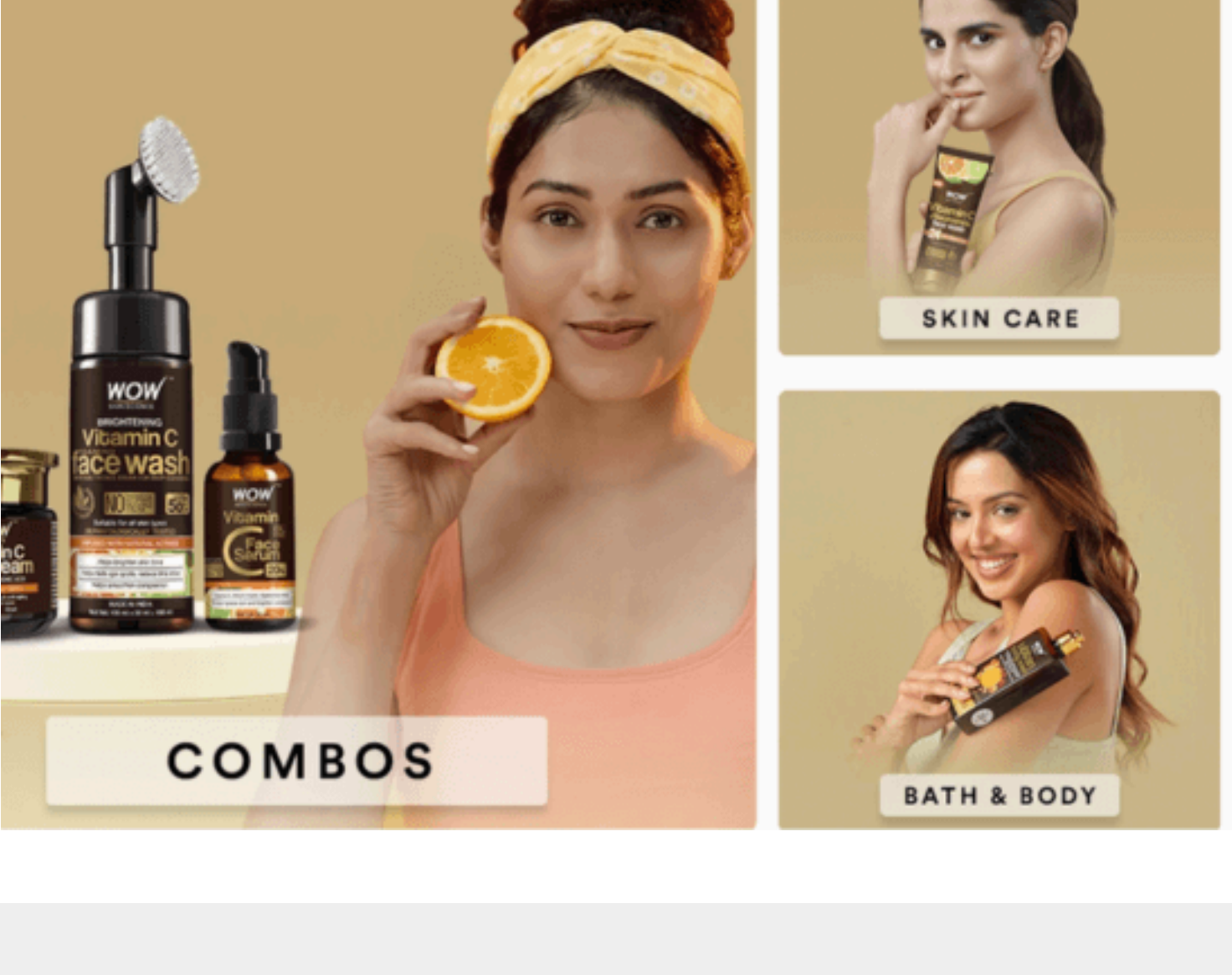
## Business Challenge

WOW Skin Science was on the lookout for a platform that could help the brand seamlessly segment customers, understand their behavior and personalize communications at scale.

The brand's short-term goal was to garner maximum amount of conversions by targeting customers with the right messaging. One the other hand, the long-term goal was to disseminate automated customer journeys to help with customer retention.

## MoEngage Solution

The WOW team used MoEngage to send out hyper-personalized communications across channels like InApp, SMS, Push, and WhatsApp. This resulted in the brand clocking record-breaking user sessions and order purchases during its birthday sale!



## Driving increase in operational efficiency

The team felt that with MoEngage, the integration was incredibly easy and seamless. It also helped increase the operational efficiency from 7-8 days (without MoEngage) to just 20-30 minutes (with MoEngage). This dip in lead time for campaign set up combined with the support that MoEngage provided was a game changer for WOW Skin Science team.



## Delivering real-time customer engagement

MoEngage, powered by AWS, offers real-time customer engagement with scalability. Using EC2, Kafka, Athena, SQS, Lambda, and Personalize, we deliver instant personalized marketing for startups with 1000s of customers to unicorns and large enterprises with 100s of millions of customers.

AWS enables MoEngage to meet 99.99% SLAs worldwide, serving 1000+ customers, profiling 1.5B users, and sending 4B daily messages.



## Products Used

- Custom Segments**  
Create easy-to-use cohorts based on behavioral, funnel, and RFM analysis.
- Customer Journey Orchestration**  
Create unique, seamless experiences at every stage of your customer's journey.
- Customer Insights & Analytics**  
Create omnichannel, personalized experiences using AI-powered insights and analytics.

## The Result

Using MoEngage, WOW Skin Science was able to:

- Observe a 10-12X uplift in ROI
- Clock the same revenue rates 40% lesser spends
- Achieve a 40% uplift in the *Install to First Purchase* Metrics
- Witness a 10% uplift in conversions of *high-intent* customers

## About MoEngage

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 Platforms for B2C Enterprises 2023.

To learn more, visit [www.moengage.com](https://www.moengage.com).