

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



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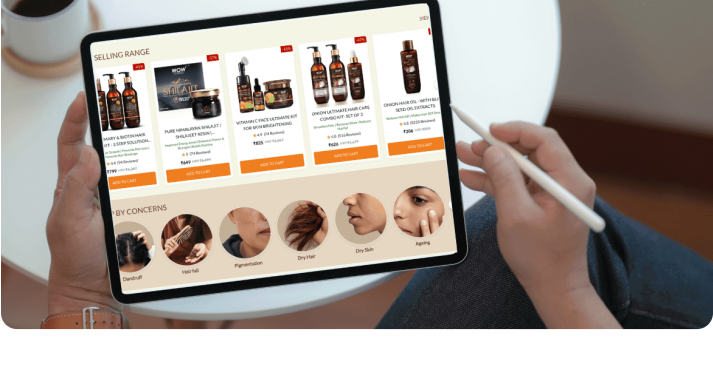
40%

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

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.



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 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!

