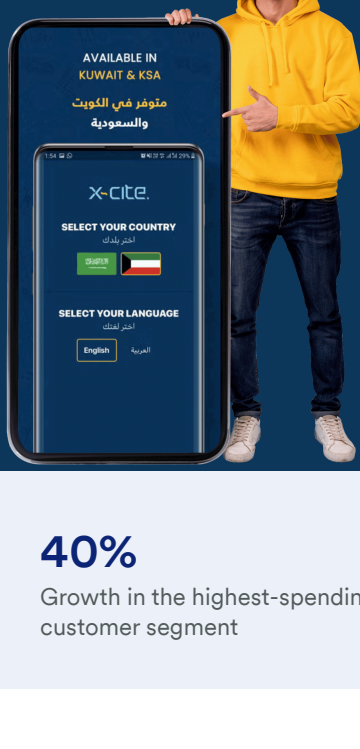


Xcite Boosts CRM Revenue from 8% to 25% with AI-Powered Automation via MoEngage

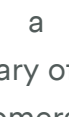


212%
Uplift in CRM-driven revenue share

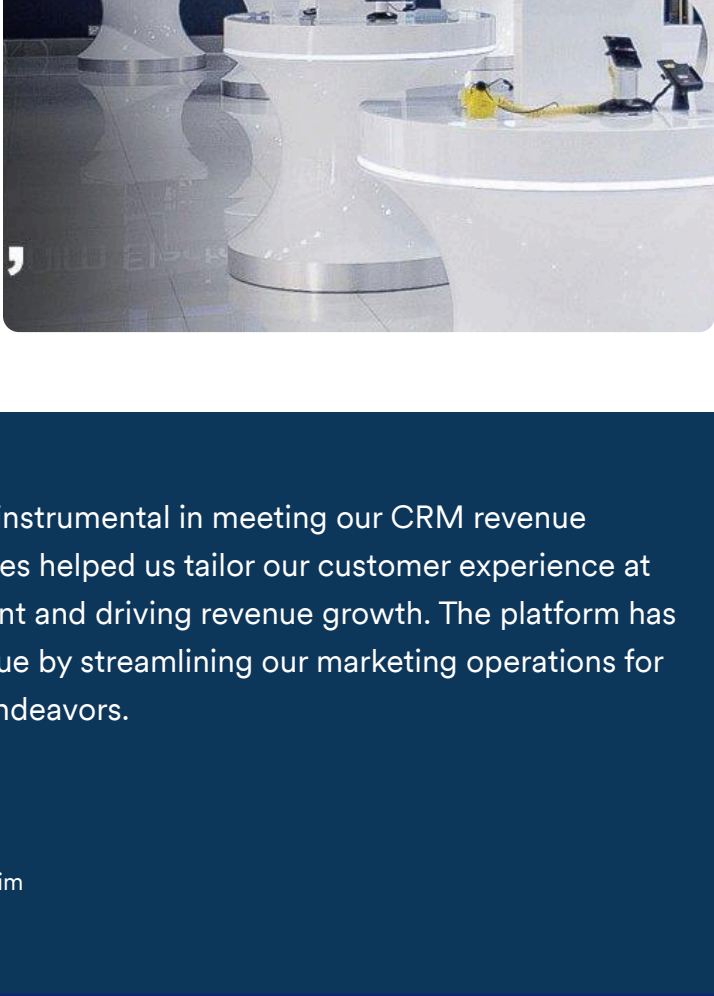
175%
Increase in Average Revenue Per User

40%
Growth in the highest-spending customer segment

About Xcite by Alghanim



Xcite by Alghanim is Kuwait’s leading multi-brand electronics retailer. The brand offers a broad spectrum of over 10,000 products from over 300 renowned global brands. Serving a customer base exceeding 3.5 million, Xcite operates across 45 strategically located stores in Kuwait, complemented by a user-friendly online platform. As a subsidiary of Alghanim Industries, a multinational conglomerate with operations spanning 40 countries and encompassing more than 30 diverse businesses, Xcite is committed to delivering a world-class shopping experience to its customers.



Business Challenge

At large, Xcite’s marketing team wanted to create a well-oiled customer lifecycle management engine that would work across mediums for its customers. This drove them to reassess their engagement strategy to drive revenue growth at scale and strengthen customer relationships.

Another key objective was delivering personalization at scale, requiring deeper customer insights, advanced segmentation, and intelligent automation. The Xcite team wanted to craft relevant communication based on factors like purchase history or loyalty scores and address missed opportunities for engagement and conversions.

Lastly, the brand wanted access to a comprehensive single customer profile that integrated data from their 45 stores, website, mobile app, and social media platforms. This holistic view was essential to optimizing brand-customer interactions and ensuring consistent customer experiences across all touchpoints.

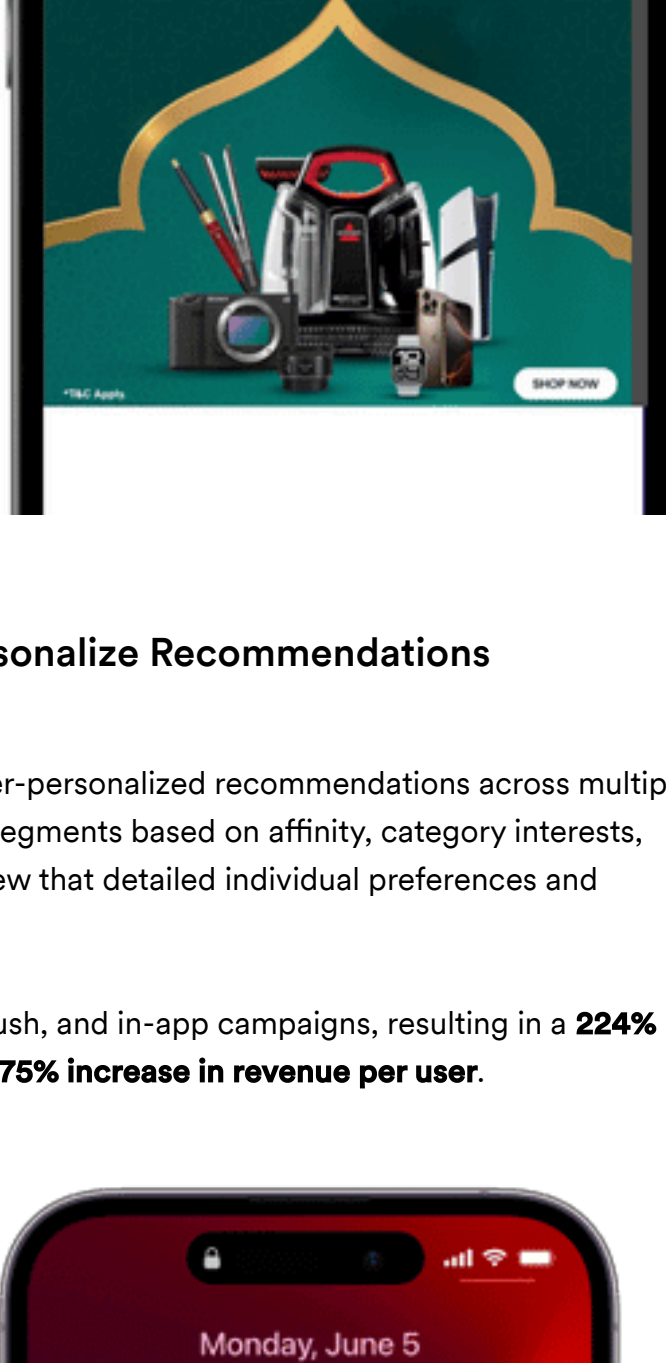
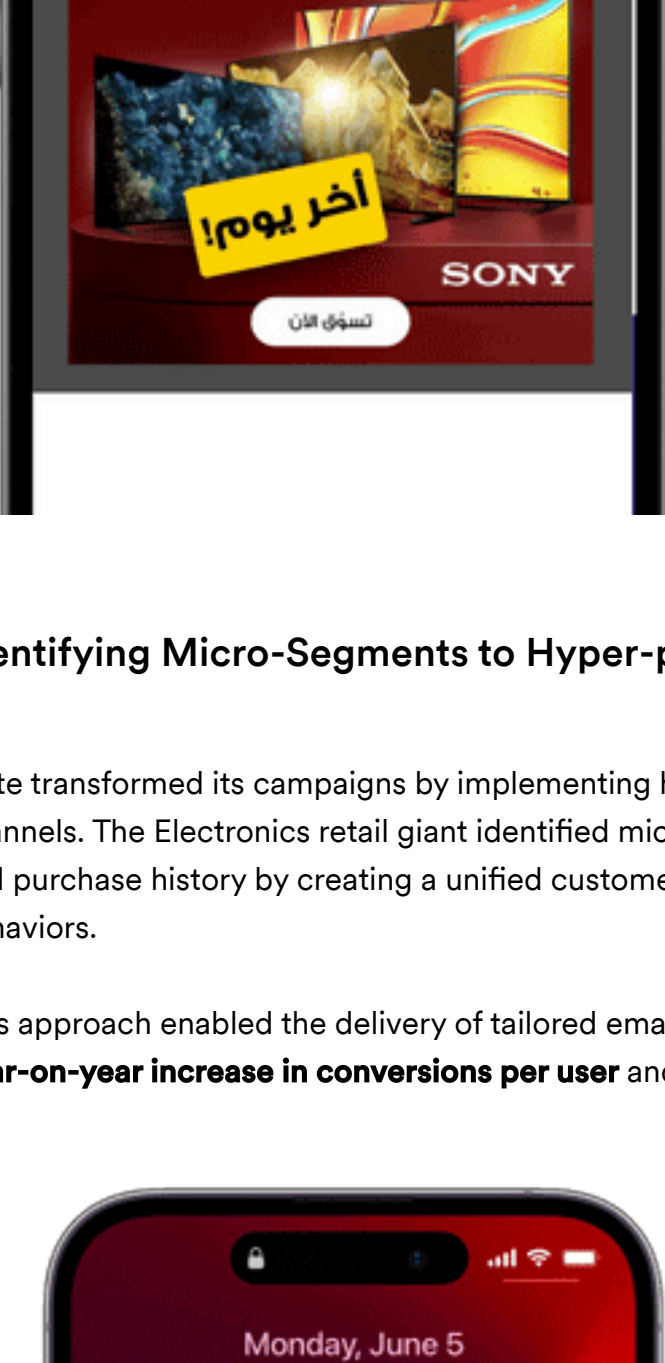
MoEngage Solution

After evaluating several options, Xcite selected MoEngage’s Customer Data and Engagement Platform (CDEP). The platform’s scalability aligned with Xcite’s goals, leading to a partnership focused on improving engagement strategies and driving digital revenue growth. By implementing MoEngage’s CDEP, Xcite seamlessly integrated customers through email, push notifications, and in-app messages.

This approach enabled the brand to identify and re-engage disengaged customers, reducing drop-offs and improving retention. Consequently, the brand was able to transition customers to higher **Average Revenue Per User (ARPU)** tiers through advanced segmentation and personalization. That, coupled with leveraging a unified customer view, enabled Xcite to drive deeper customer connections, enhancing customer satisfaction and loyalty.

MoEngage’s AI-led powered capabilities also streamlined Xcite’s marketing operations with minimal technical support, optimizing tasks like campaign scheduling and content personalization for more efficient and effective marketing endeavors.

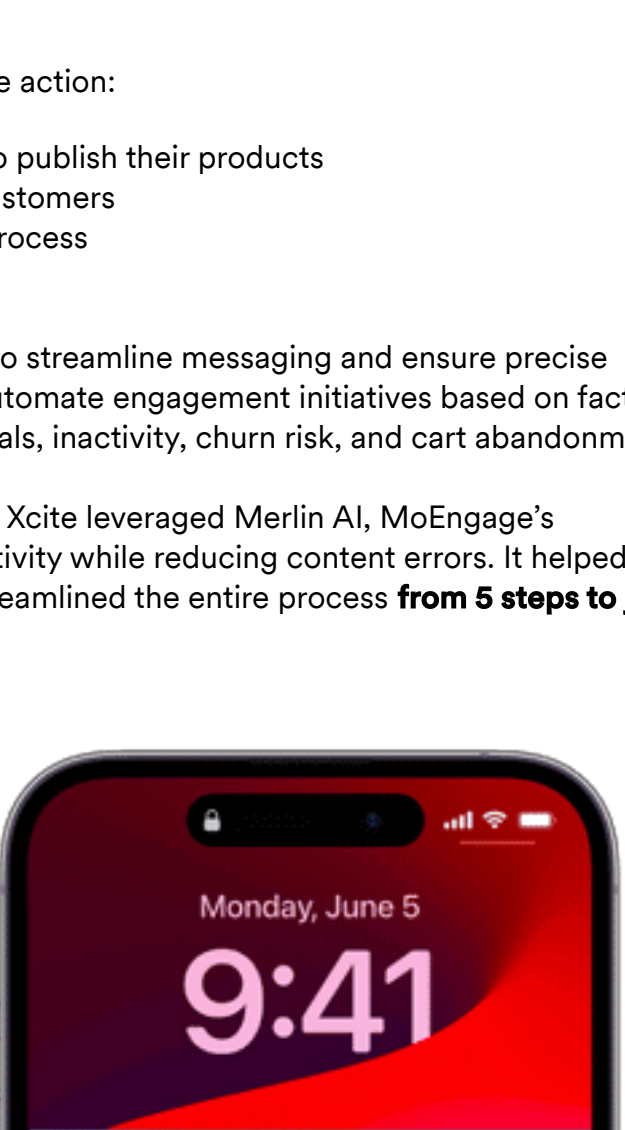
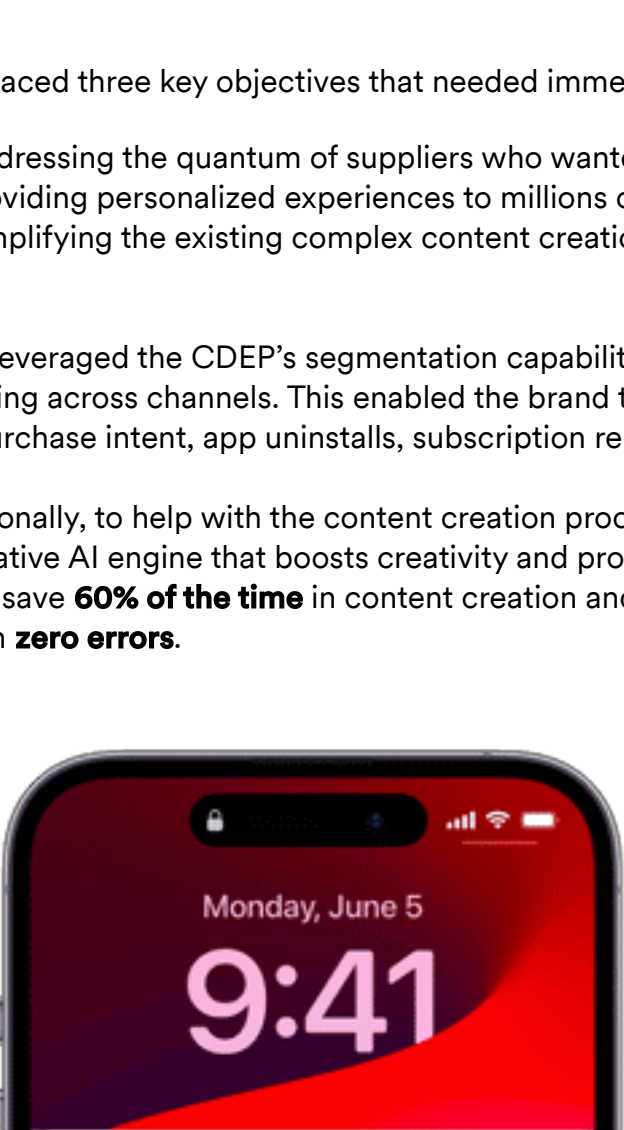
For multi-brand conglomerates such as Alghanim Industries, MoEngage offers provides a streamlined approach to customer engagement that caters to each brand’s unique needs under the conglomerate’s umbrella. With its scalable platform, MoEngage allows such brands to manage customer interactions from a single unified customer profile and streamline marketing efforts across brands effectively, enhancing operational efficiency.



Identifying Micro-Segments to Hyper-personalize Recommendations

Xcite transformed its campaigns by implementing hyper-personalized recommendations across multiple channels. The Electronics retail giant identified micro-segments based on affinity, category interests, and purchase history by creating a unified customer view that detailed individual preferences and behaviors.

This approach enabled the delivery of tailored email, push, and in-app campaigns, resulting in a **224% year-on-year increase in conversions per user** and a **175% increase in revenue per user**.



Leveraging AI to Drive Precise Targeting and Automate Campaigns

Xcite faced three key objectives that needed immediate action:

- Addressing the quantum of suppliers who wanted to publish their products
- Providing personalized experiences to millions of customers
- Simplifying the existing complex content creation process

Xcite leveraged the CDEP’s segmentation capabilities to streamline messaging and ensure precise targeting across channels. This enabled the brand to automate engagement initiatives based on factors like purchase intent, app uninstalls, subscription renewals, inactivity, churn risk, and cart abandonment.

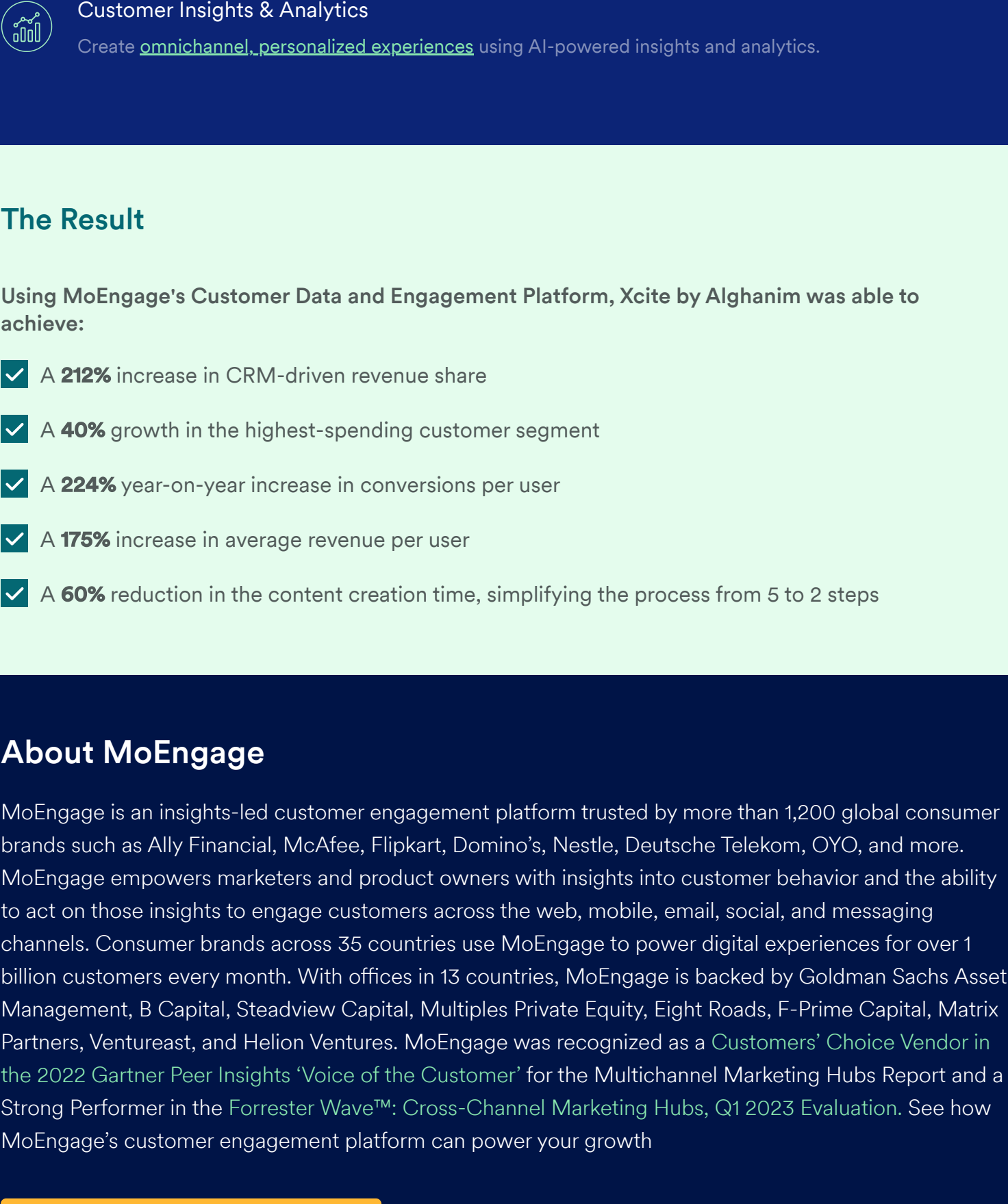
Additionally, to help with the content creation process, Xcite leveraged Merlin AI, MoEngage’s generative AI engine that boosts creativity and productivity while reducing content errors. It helped the brand save **60% of the time** in content creation and streamlined the entire process **from 5 steps to just 2**, with **zero errors**.



Efficient Journey Orchestration to Uplift CRM Revenue

Xcite manages over 16 categories and more than 10,000 products on its website and in its retail stores. This wide range of products makes managing product and customer data more complex. To address this, the brand utilized customer data for targeted campaigns through Flows, MoEngage’s journey orchestration suite. The result? A boost in its CRM revenue share from 8% to 25% (i.e., **~212% increase**) and a significant uplift in customer LTV, including a remarkable **40% rise in its highest spending segment**.

This success came from personalized campaigns at key touchpoints, including onboarding sequences for new customers, post-purchase cross-selling and up-selling, cart abandonment reminders, and more. This approach strengthened the brand’s customer relationships and maximized revenue as well.



Products Used

- Merlin AI**
Merlin AI combines the creative genius of Open AI (GPT LLM) with campaign performance to maximize engagement and deliver more impactful campaigns.
- Email Builder**
Create out-of-the-box, personalized emails that convert, with fastest and easiest email builder.
- In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, in-app messages.
- Push Notification**
Reach customers at the right time using AI-powered, targeted, push notifications.
- RFM Segmentation**
Create nuanced segments based on recency, frequency, and monetary value of customer transactions.
- 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’s Customer Data and Engagement Platform, Xcite by Alghanim was able to achieve:

- ✓ A **212%** increase in CRM-driven revenue share
- ✓ A **40%** growth in the highest-spending customer segment
- ✓ A **224%** year-on-year increase in conversions per user
- ✓ A **175%** increase in average revenue per user
- ✓ A **60%** reduction in the content creation time, simplifying the process from 5 to 2 steps

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 Partner 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.