

Moe Data

Overall Business

(data from June 15th 2024)

1 Dec 2025 - 11 Jan 2026

Month

Quarter

Campaign Channel

segment

campaign type

version

Campaign Name

Send

109.4k

↑ 72.3%

Open

9.5k

↑ 40.1%

Click

5.8k

↑ 214.6%

Order

318.0

↑ 430.0%

Open rate (fix)

40.17%

↑ 165.8%

Click rate (fix)

5.27%

↑ 82.5%

Conversion rate (new)

4.38%

↑ 35.0%

Revenue

4.6bn

↑ 1,651.7%

AOV

14.4m

↑ 230.5%

campaign ty...	Send	Open	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
dropoff	4,865	154	981	163	24.33%	20.16%	16.62%	3,237,942,233
couponremin...	2,832	0	506	75	-	17.87%	14.82%	582,250,238
thematic	23,273	8,305	1,047	56	46.44%	4.50%	2.61%	521,842,773
coupon-offer	305	0	75	22	-	24.59%	29.82%	193,817,120
onboarding	77,599	979	3,136	2	15.49%	4.04%	0.06%	136,080
whatsapp-stop	40	30	0	0	-	0.00%	0%	0
whatsapp-start	2	2	0	0	-	0.00%	0%	0
postpurchase	296	9	15	0	29.03%	5.07%	0%	0
marisol	171	0	0	0	-	0.00%	-	0

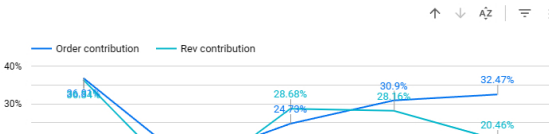
Grand total	109,383	9,479	5,760	318	40.17%	5.27%	4.38%	4,585,988,444
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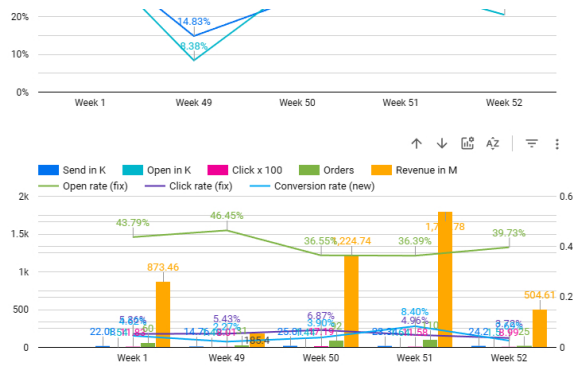
Campaign C...	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
app-pop-up	3,368	0	1,213	193	-	36.02%	15.91%	2,542,414,156
web-pop-up	79,757	0	3,897	120	-	4.89%	3.08%	2,030,573,008
whatsapp	3,123	0	361	4	-	11.56%	0.21%	12,989,280
email	18,951	7,613	273	1	40.17%	1.44%	0.37%	12,000
banner	231	0	0	0	-	0.00%	-	0
app-push	1,526	0	12	0	-	0.79%	0%	0
web-push	2,427	0	4	0	-	0.16%	0%	0

Grand total	109,383	7,613	5,760	318	40.17%	5.27%	4.38%	4,585,988,444
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segment	Send	Open (Email + ...	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion rat...	Revenue
all	106,479	7,613	5,213	267	40.17%	4.90%	3.97%	4,077,146,951
impulsive	2,607	0	507	46	-	19.45%	9.07%	504,407,120
functional	148	0	28	4	-	18.92%	14.29%	4,392,100
design	149	0	12	1	-	8.05%	8.33%	42,273

Grand total	109,383	7,613	5,760	318	40.17%	5.27%	4.38%	4,585,988,444
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campaign_date	Send	Open (Email + ...)	Click	Orders	Open rate (fix)	Click rate	Conversion ra...	Revenue
4 Jan 2026	2,447	65	182	24	166.67%	27.33%	12.7%	273,104,174
3 Jan 2026	2,253	76	165	16	217.14%	33.12%	9.25%	260,849,460
2 Jan 2026	2,404	222	144	6	652.94%	24.1%	3.97%	87,762,380
1 Jan 2026	5,957	910	193	2	27.41%	15.1%	0.71%	306,050
31 Dec 2025	2,529	78	139	5	260%	10.2%	3.55%	53,391,650
30 Dec 2025	3,266	76	187	3	217.14%	20.21%	1.6%	13,553,713
29 Dec 2025	3,220	115	173	4	410.71%	26.65%	2.27%	184,492,757
28 Dec 2025	2,324	101	173	3	505%	29.59%	1.69%	100,741,355
Grand total	109,383	7,613	5,760	318	40.17%	19.07%	4.38%	4,585,988,444

Campaign Na...	Send	Open (Email + ...)	Click	Conversion	Open rate (fix)	Click rate (fix)	Conversion ra...	Revenue
crm_dropoff_...	1,075	0	552	108	-	51.35%	19.57%	1,411,807,641
crm_dropoff_...	2,820	0	412	55	-	14.61%	13.35%	1,876,134,592
crm_couponr...	895	0	217	38	-	24.25%	17.51%	547,389,693
crm_couponr...	1,937	0	289	37	-	14.92%	12.8%	34,860,545
null	5,792	685	225	22	16.98%	3.88%	3.47%	193,817,120
crm_thematic...	505	0	115	16	-	22.77%	13.91%	213,707,575
crm_thematic...	215	0	58	14	-	26.98%	24.14%	186,385,140
crm_thematic...	1,159	0	161	9	-	13.89%	5.59%	29,296,483
Grand total	109,383	7,613	5,760	318	40.17%	5.27%	4.38%	4,585,988,444