

Berrybenka achieves 14X increase in engagement & boosts conversions using machine-learning, segmentation and personalisation

ABOUT BERRYBENKA

Berrybenka Indonesia is a leading online fashion and beauty store. Berrybenka sells more than 1000 local and international brands, including own-label products.

INTRODUCTION

In this case study, we observe how Berrybenka leveraged a cross-channel strategy (push, web push, in-app messages) powered by machine-learning to deliver a seamless experience to their users in order to boost engagement and conversions.

Berrybenka Objectives

- Identify opportunities and create a unified customer experience across channels
- Provide a personalized and targeted engagement experience to users to maximise conversions

"Users do not differentiate between channels and as a brand it is up to us to deliver a seamless messaging experience, wherever our users are. Using MoEngage's advanced user analytics and engagement platforms (push, in-app & web push), we have been able to deliver on the promise of a truly cross-channel experience to our users thereby impacting our business positively."

- Yanly Riky, Head of Online Marketing & Campaign, Berrybenka

RESULTS

14X

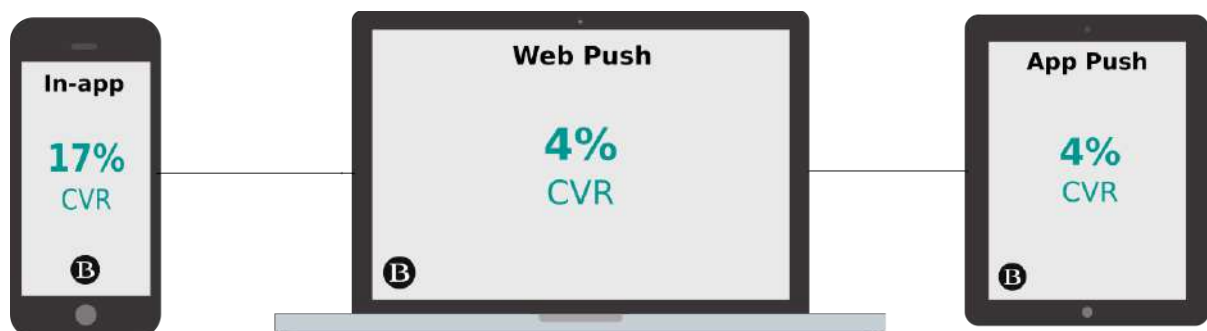
Increase in engagement for segmented, personalized and targeted campaigns

2.8X

Increase in engagement for push campaigns that were auto-optimized using machine-learning algorithms

17%

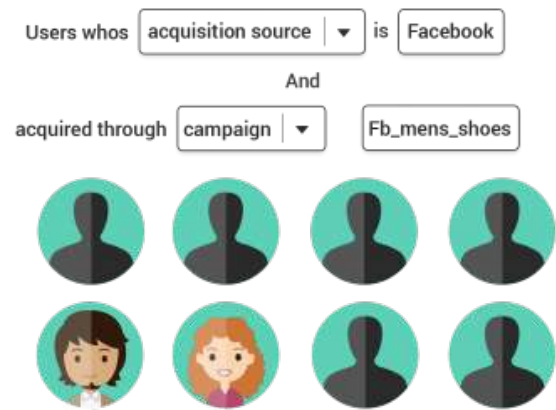
Up to 17% of users coming through in-app messages completed a purchase on the app



Berrybenka achieved higher conversions(CVR) with a multi-channel (in-app, push & app push) approach

DEEP DIVE SEGMENTATION

Berrybenka leveraged, MoEngage's deep-dive analytics to deliver segmented campaigns depending on users' activity. Be it, users who explored a handbag collection or users who have completed a purchase in the recent past, Berrybenka created segments to deliver targeted, personalized communication. As a result, Berrybenka witnessed up to **14X** increase in engagement for segmented, personalized and targeted campaigns when compared to batch-and-blast campaigns.



14X

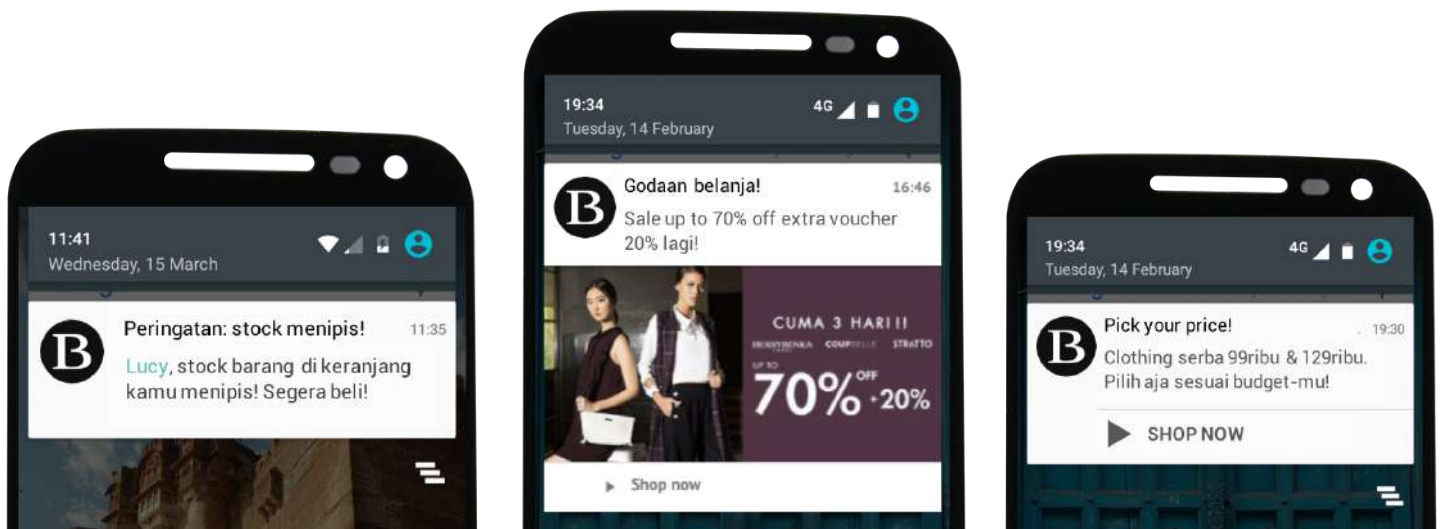
Increase in engagement for segmented, personalized and targeted campaigns compared to regular campaigns

PUSH NOTIFICATIONS

MoEngage Smart Triggers powered by Sherpa - a set of machine-learning algorithms helped Berrybenka achieve the desired engagement for push notification campaigns by automatically optimizing the timing, content and delivery of push notifications. Push campaigns powered by Sherpa and personalization helped Berrybenka achieve up to an average **10% CTR** and **4%** of those users **completed a purchase** on the **app**. Also, in comparison to regular push campaigns, segmented and Sherpa-powered campaigns result in a **2.8X** increase in engagement.

4%

Users who came through push notifications completed a purchase on the app



WEB PUSH NOTIFICATIONS

It is imperative for marketers to take a look at the desktop as a key engagement channel - after all, that's where the buying is happening. Be it engaging first-time visitors on the website or reminding users of items left in the cart, Berrybenka leveraged MoEngage's superior Web push notifications to engage, retain and convert visitors on their website.

Targeting cart abandoners, these campaigns typically resulted in up to an average of **17% CTR** and **4%** of those users **completed a purchase** on the **website**. Moreover, web push notifications result in nearly **8X** higher CTRs compared to app push notifications.

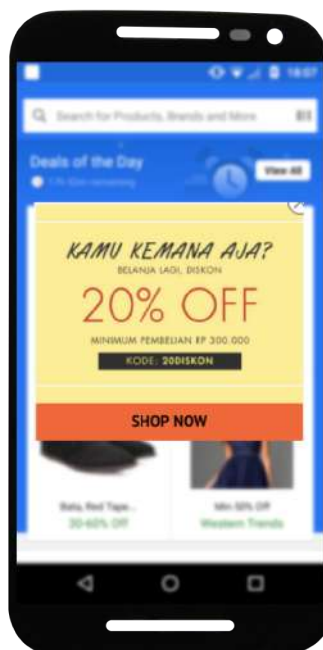


4%

Average percentage of users coming through web push notifications who completed a purchase on the website

IN-APP MESSAGES

In-app messages when targeted well can generate up to **17%** conversions meaning **completed transactions** on the **app**. engagement with your users. In-app messages while used in conjunction with push notifications can give app users the seamless brand experiences they are looking for. Berrybenka used segmented, targeted in-app messages to drive first-time purchases and boost revenues during holiday sales and other 'sale occasions.'



About MoEngage:

MoEngage enables mobile apps and websites to deliver individual-level personalized interactions via push notifications, in-app recommendations, email, web-push and other retargeting channels to help drive engagement and customer lifetime value.