



Bigbasket improves push notification delivery by 10% with MoEngage Push Amplification

Introduction

Bigbasket is India's largest online food and grocery store with over four million downloads. Using **MoEngage Push Amplification**, Bigbasket was able to increase their push notification delivery rate, thereby positively impacting their business.

10%

Aggregate increase in push notification delivery with MoEngage

16%

Increase in conversions attributed to increased reach

The Challenge

Bigbasket was faced with a challenge of low push notification delivery. This was mainly due to the OS-level, device level restrictions in certain Chinese OEM devices. So, push notifications sent by Bigbasket were not being delivered to these devices, thereby affecting overall engagement rate of the app. With 51% of the Indian smartphone market comprising of Chinese OEM devices, the drop in push notification delivery and engagement negatively impacted Bigbasket's business.

The Solution

To overcome this restriction and engage users, Bigbasket implemented the '**MoEngage Push Amplification SDK**' designed to act as a fall back to GCM and reach Chinese OEM devices directly. With this implementation, Bigbasket was able to reach, engage & convert the potential audience into shoppers.

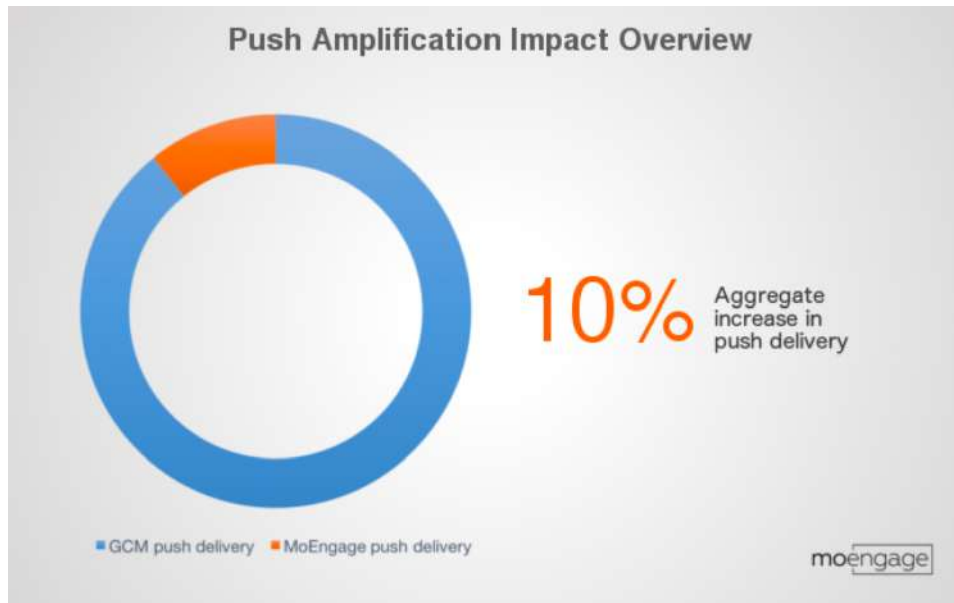


"With MoEngage Push Amplification, we have witnessed an improvement of 10%+ in push delivery. This gives Bigbasket the ability to reach, engage and convert those additional users who would otherwise be a missed opportunity."

— Anand Bhaskaran, Manager - Digital Marketing, Bigbasket

Let's take a look at how **MoEngage Push Amplification** impacted Bigbasket

Aggregate increase in push notification delivery



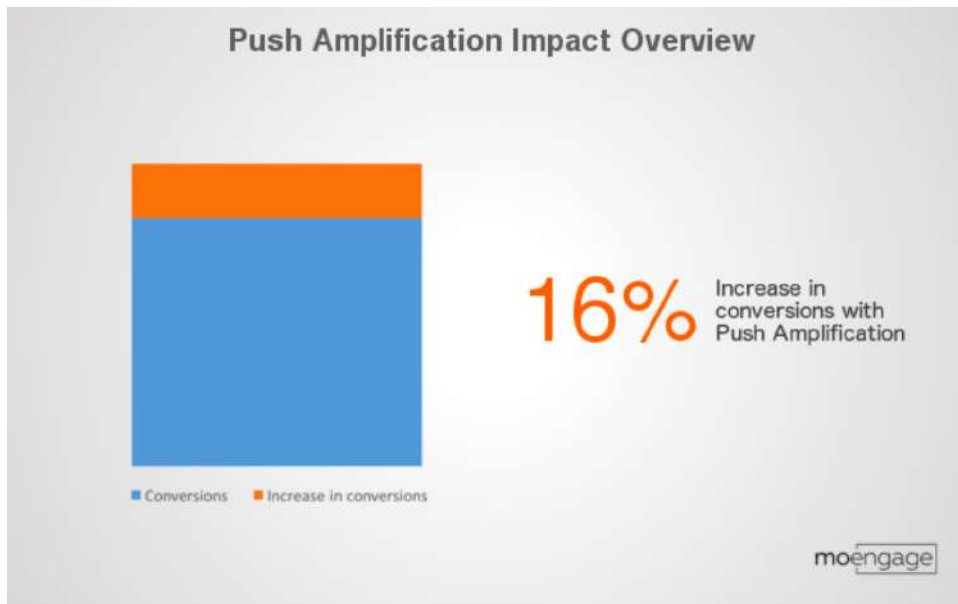
Bigbasket observed an increase of **10%** in push delivery for their campaigns. The above data has been measured for campaigns run over a 60-day period.

Impact on Chinese OEMs



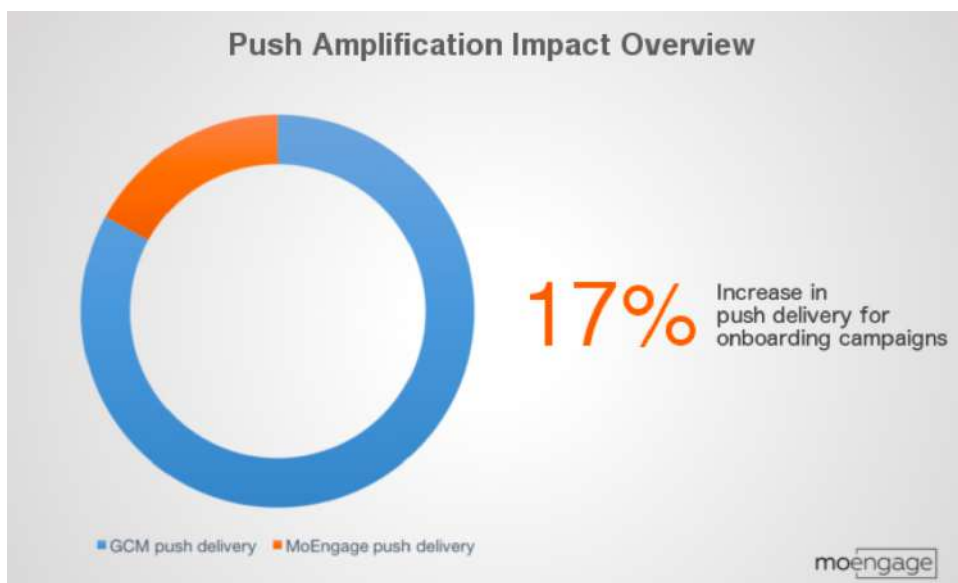
The MoEngage SDK, is built with the capability to handle varied types of devices across OEMs, along with huge volume of push delivery. As seen above, with MoEngage Push Amplification, Bigbasket saw up to **3.5X** increase in delivery for certain OEMs.

Increase in number of transactions on the app



The new MoEngage SDK meant that, Bigbasket was able to reach out to the potential audience and turn them into transacting customers. With MoEngage SDK, Bigbasket observed an increase in transactions by up to **16%** as seen for the period of Feb-Apr '17.

Increased LTV and retention from successful push on-boarding



With MoEngage, Bigbasket was able to increase their push delivery by **17%** for on-boarding campaigns aimed towards better retention - an opportunity which, otherwise would have been a missed.

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.