

Shopo leverages marketing automation to grow its one-of-a-kind marketplace app



“As a disruptive app, we wanted to make users feel at home and take their time while understanding and using the app. Also, we wanted to engage the users and keep them coming back to the app basis relevant and well timed communication. MoEngage’s user analytics and engagement platform helped us achieve just that. We have witnessed CTRs of upto 30% for our campaigns.”

— Business Head, Shopo

About Shopo:

Shopo is an Open C2C Marketplace from Snapdeal, one of the India's leading E-commerce platforms. It (Shopo) allows you to buy & sell everything from clothing, footwear, accessories, home products and much more - all within a friendly chat interface on the app.

In detail:

Shopo, being a community marketplace had a unique challenge on hands - engage both sellers and buyers at the same time on its app. It was imperative to familiarize users with an all new marketplace platform and help them accomplish tasks like setup a store, enable payment gateways, sell an item or buy an item. To achieve this Shopo took to a unique approach of ‘always-be-on-boarding’ where relevant pushes were sent to users at regular intervals allowing the users to settle into the app. To ensure continued engagement Shopo also employed Smart Trigger Pushes based on key user ‘events’ in an on-going manner so users are engaged with the app throughout. Read further to find out how Shopo engaged users with this unique approach.

Seller and buyer on-boarding:

The problem is that 80-90% of apps are deleted after being used once. If users don't understand how to use an app, they won't use it.

To make sure users don't delete the app after one use, successful onboarding is the key. That means helping them get their bearings, teaching them how to complete key tasks, and making them want to come back for more. While most apps perform on-boarding as a one step process, Shopo chose to on-board users over several days - with each notification driving a specific action. Given the fact that users tend to drop-off during the on-boarding process Shopo's 'Always-be-on-boarding' strategy worked in familiarizing the users with the app one step at a time in a leisurely manner. Look at the diagrams below

Evenly spaced Smart Trigger Push messages for Seller on-boarding



The perfectly timed interval between the notifications also meant that users had a reason to open and use with the app over a longer period of time - a week; the same period during which most people abandon the app.

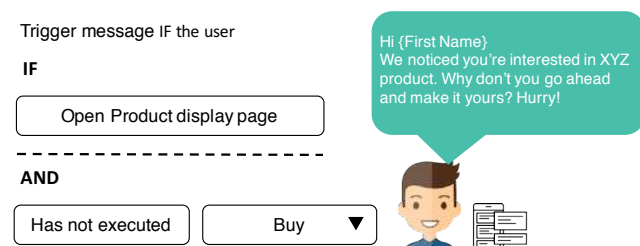
Evenly spaced Push campaign for User (Buyer) on-boarding

The Always-be-on-boarding approach was also targeted towards buyers. This allowed the users to explore the app by going through the collection and also discover potential sellers. Meanwhile it helped users explore the app at their own convenient space without having to feel overwhelmed, resulting in highly engaged users.



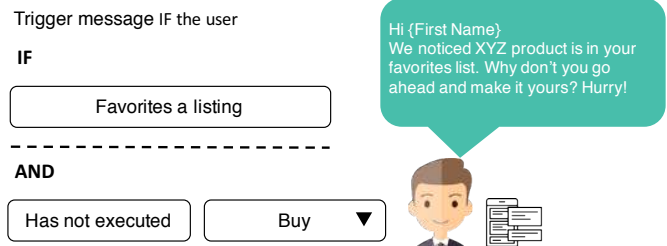
Smart Triggers based on app events:

Users are almost always engaged elsewhere while using an app. Maybe the user got distracted by a call, maybe he/ she suddenly bumped into an old college friend while on the app! So it is not uncommon for users to leave the app without completing their actions. It is always considered a best practice to track user 'events' on the app and help them pick up right from where they left off. While it is virtually impossible for marketers to track every event of every user by themselves, there are Smart tools a.k.a Smart Triggers, that help do exactly that. Track and Act. Following are a few examples of how Shopo brought their users back onto the app using Smart Triggers.



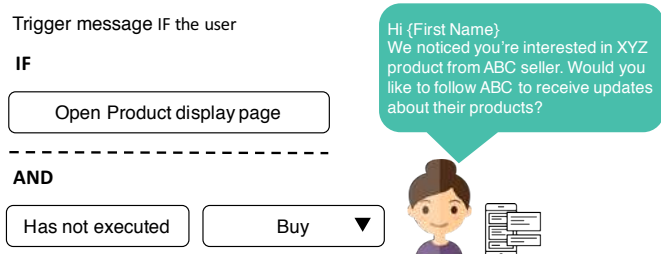
Engagement: 32%

Push for users who checked out a product but did not perform any action



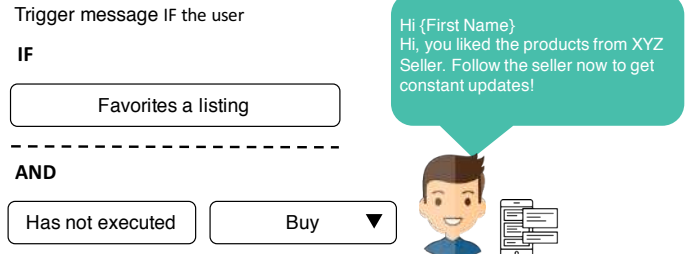
Engagement: 33%

Push for users who favourited a product listing but did not perform any action



Engagement: 26%

Push asking users to follow a seller. Users who checked out a product but did not perform any action



Engagement: 35%

Push asking users to follow a seller. Users who Favourited a product listing but did not perform any action

About MoEngage:

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

To read more success stories please visit: www.moengage.com/customer-stories

To get help from an engagement expert, visit: www.moengage.com