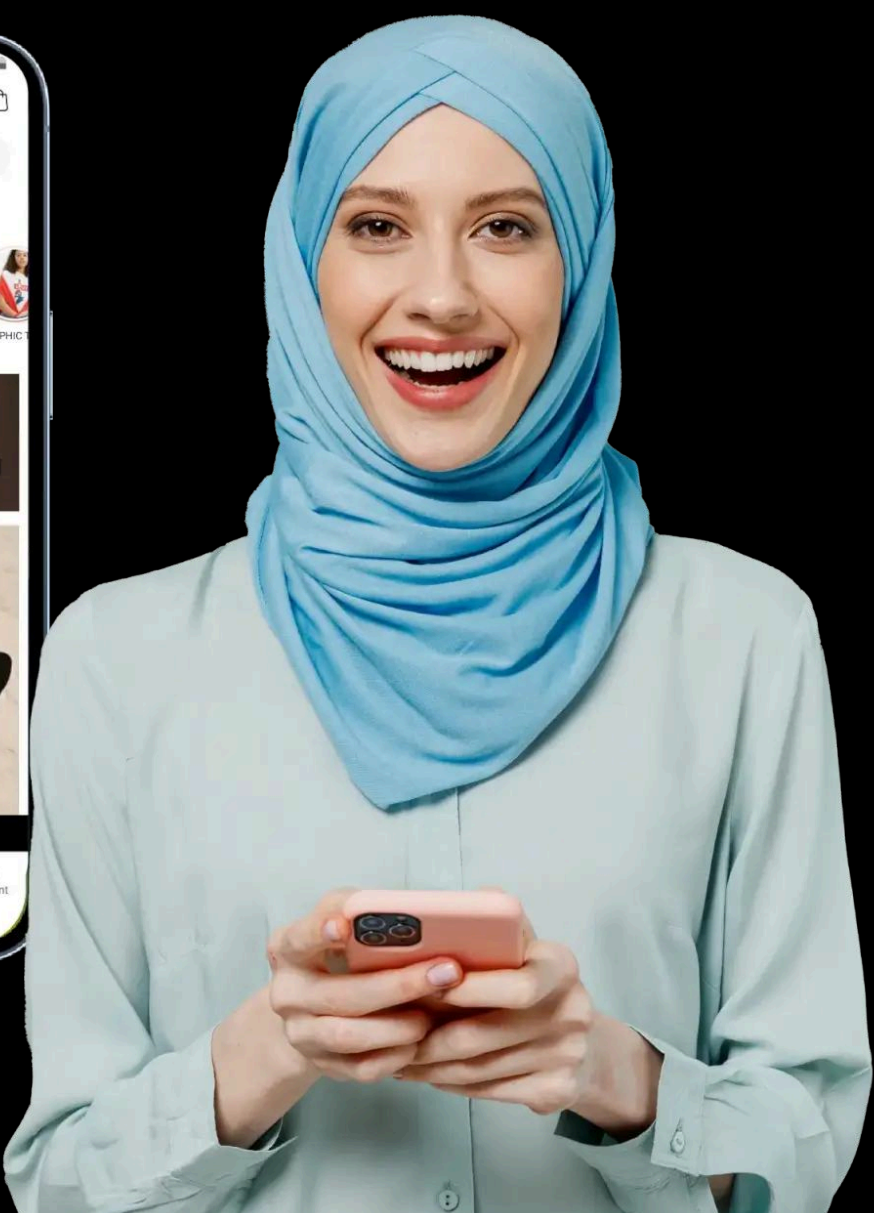
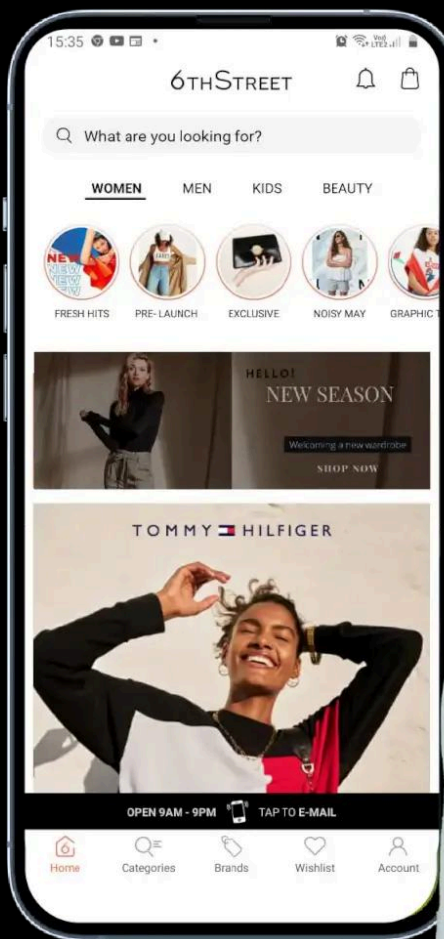


6thStreet.com Uses Smart Recommendations and AI to Drive 2.5X Higher Conversions



3X

Higher CTRs for Automated Campaigns

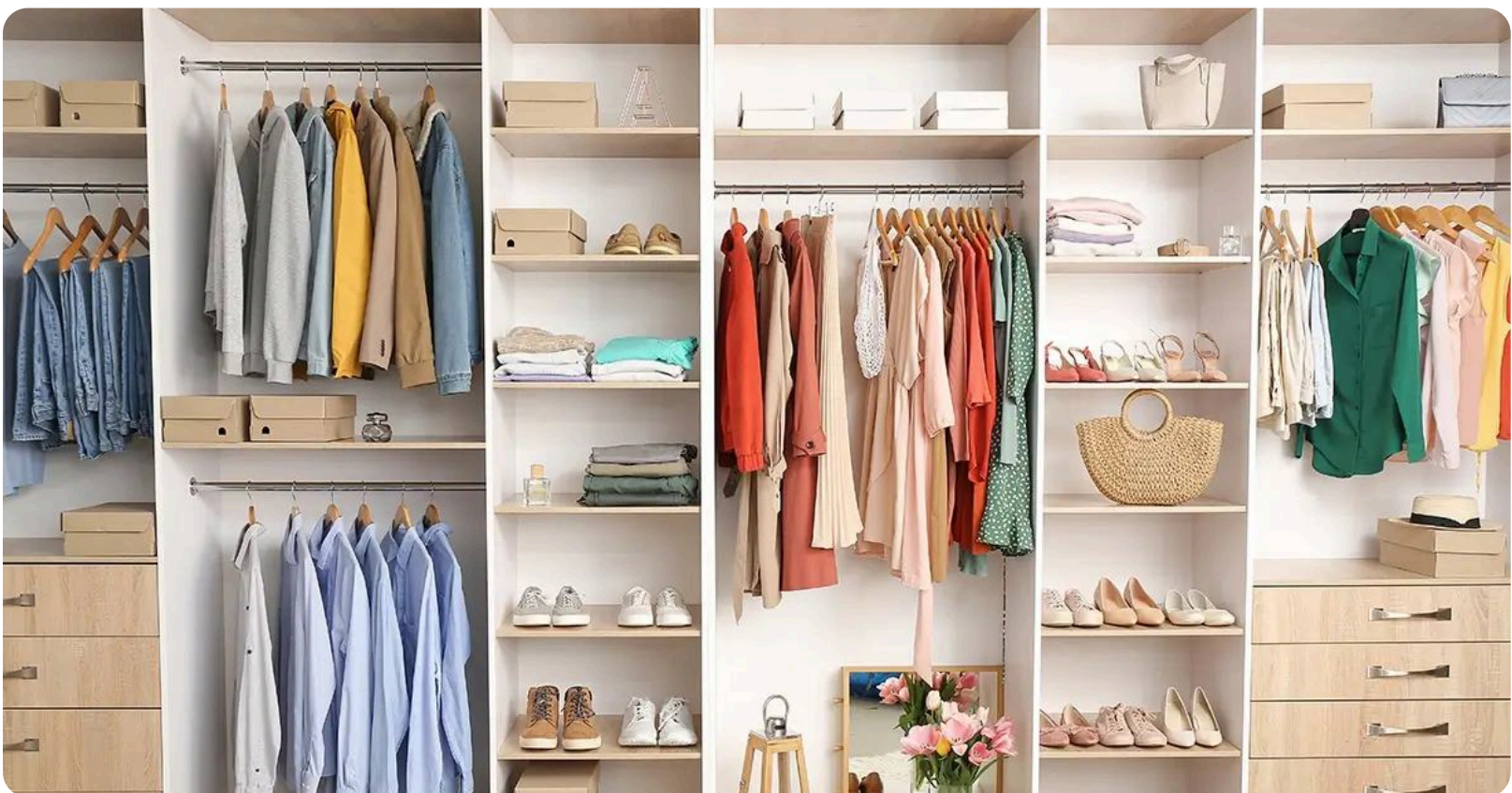
2.5X

Higher Conversions Using AI and Smart Recommendations

6THSTREET.COM

ABOUT 6THSTREET.COM

6thStreet is the E-commerce fashion destination from Apparel Group. With over 1000+ international brands, the platform offers a large selection of shoes, bags, clothing, and accessories from brands such as Tommy Hilfiger, Dune London, Charles and Keith, ALDO, Naturalizer, Nine West, New Balance, Crocs, Birkenstock, Skechers, Levi's, Aeropostale, Garage, Nike, Adidas, Adidas Originals, Rituals, and many more, the Dubai based brand is an omnichannel fashion and lifestyle retailer.



With MoEngage features we could do A/B testing - for different timing, different content, and different approach like code and no code. Using the engagement platform, we could build an entire funnel from no activity to browse to add to cart/wishlist and to finally purchase.



Prateek Agarwal
Head of Retention Marketing (CRM), 6thStreet.com

Using A/B Testing and Intelligent Time Delay to Drive Meaningful Engagement

6thStreet.com used **Sherpa optimization to do A/B testing**, which enabled them to drive curated communication for different segment of customers.

Being one of the leading E-commerce brand, 6thStreet.com was able to create a funnel from no booking to purchase. At the same time, to provide the ultimate customer experience, the brand also leveraged **Intelligent Time Delay** to understand what is the best time to send a communication to each customer.



Leveraging Analytics and New Gen Channels like WhatsApp

6thStreet.com also leveraged WhatsApp as a channel of communication instead of SMSs and moved towards conversational messaging rather than transactional messaging.

They also leveraged the analytics capabilities of MoEngage to understand how customer's are behaving, and monitor their campaign health by assessing CTRs, CVRs and Open Rates.

Products Used

-  **In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
-  **Merlin AI**
Optimize campaigns and drive high ROI with [Merlin AI](#).
-  **MoEngage Analytics**
Create omnichannel, personalized experiences using [AI-powered analytics](#).
-  **Push Notification**
Reach customers at the right time using AI-powered, targeted, [push notifications](#).
-  **WhatsApp**
Trigger interactive conversations with quick replies and contextual CTAs on [WhatsApp](#).

The Result

-  6thStreet.com used journeys to create automated campaigns and witnessed **3X higher CTRs** for them vs. manual campaigns.
-  Using Sherpa Optimization and Intelligent Time Delay, the E-commerce brand was able to witness **2.5X higher conversions**.
-  For WhatsApp campaigns, 6thStreet.com witnessed a **CTR of 50%**.

About MoEngage

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 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 the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

To learn more, visit www.moengage.com.