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India's #1 CDEP

Aza Fashions Boosts In-app Revenue by 25% Using MoEngage's AI-powered Personalization

20%	25%
Jump in Email Engagement	Growth in In-App Revenue

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azafashions.com

ABOUT AZA FASHIONS

Aza Fashions is a premier destination for luxury designer wear, curating high-end collections for a global audience. With a sophisticated customer base spanning multiple continents, the brand specializes in premium apparel that combines traditional craftsmanship with contemporary style.

> MoEngage has become one of our major revenue contributors across sources. Features like the Image Overlay Template have helped us nearly double CTRs for important launches, while the Intelligent Path Optimizer keeps our everyday creatives performing at their peak. By moving beyond traditional channels and introducing simple in-app nudges with coupon codes, we've achieved a 25% lift in in-app revenue — proving that for our global luxury audience, it's all about being in the right place at the right time.

Grishma Mehta
Sr. Manager - Retention Marketing

Business Challenge

Operating in the luxury sector presents unique challenges that require a delicate touch. Aza Fashions needed to:

Manage a Global Footprint: With customers spread across various time zones, "one-size-fits-all" broadcast times were ineffective for their international audience.

Cut Through the Noise: In a world of high-volume digital marketing, the brand needed to ensure its exquisite designer launches and celebrity collaborations received the attention they deserved.

Increase Bottom-of-Funnel Conversions: While email and WhatsApp were staple channels, they needed a more immediate way to nudge users who were on the verge of purchase but hadn't completed it.

Optimize Creative Content: With an abundance of high-quality creatives, the team needed a data-driven approach to identify which visual styles (pastels vs. vibrant colors) resonated most effectively with different luxury segments.

MoEngage Solution

Aza Fashions partnered with MoEngage to transform its communication strategy into a brilliant, automated engine that respects the customer's journey:

Time-Zone Agnostic Engagement: By utilizing Best Time to Send (BTS) for their daily emailers, Aza Fashions eliminated the guesswork of global scheduling, ensuring communications land when users are most likely to engage.

Visually Stunning Push Campaigns: To highlight major launches, the team moved beyond standard notifications to use the Image Overlay Template. This rich visual format captures the premium nature of their products directly on the user's lock screen.

AI-Powered Path Optimization: Using the Intelligent Path Optimizer, Aza Fashions runs sophisticated A/B tests on its flows. The system automatically directs users toward the best-performing message branch, ensuring the most effective creative—whether light or dark, pastel or vibrant—is the one that reaches the majority.

Strategic In-App Nudges: To tackle cart abandonment, they launched targeted In-App Campaigns. By delivering a simple, text-based "last-mile coupon code" pop-up specifically to bottom-of-funnel users already in the app, they provided the final incentive needed to complete a purchase.

Products Used

Customer Insights & Analytics
Create omnichannel, personalized experiences using AI-powered insights and analytics.

Merlin AI
Optimize campaigns and drive high ROI with Merlin AI.

MoEngage Analytics
Create omnichannel, personalized experiences using AI-powered analytics.

Smart Recommendations
Build personalized experiences by driving most relevant product recommendations.

MoEngage Impact

☑ **0% Jump in Email Engagement:** Implementing Best Time to Send (BTS) led to a significant 20% increase in both Open Rates and CTRs compared to standard campaigns.

☑ **25% Growth in In-App Revenue:** The strategic use of in-app pop-ups for cart-abandoning users directly boosted the app's revenue.

☑ **Doubled Push Click-Throughs:** The Image Overlay Template for high-priority designer launches delivered nearly double the CTR of traditional push notifications.

☑ **Major Source-Wise Contributor:** MoEngage has solidified its position alongside Facebook and Google as one of the top three primary revenue-contributing channels for the brand.

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,350+ global consumer brands, including Unilever, Airtel, PNB, The Coca-Cola Company, IndusInd Bank, Titan, Tanishq, Samsung, Tata Capital, Flipkart, Domino's, The Indian Express, Nestle, OYO, Akasa Air, NDTV and more.

Built for enterprises, MoEngage operates at a vast scale, processing 1 Trillion+ Data points per month, sending 80 Billion+ Messages and 1 Billion+ Emails per month, and engaging 900 Million+ MAUs per month. By increasing campaign velocity, reducing the time to go live, and eliminating redundancy while maintaining data security and privacy, MoEngage helps enterprises become more agile, efficient, future-ready, and independent.

To learn more, visit www.moengage.com.