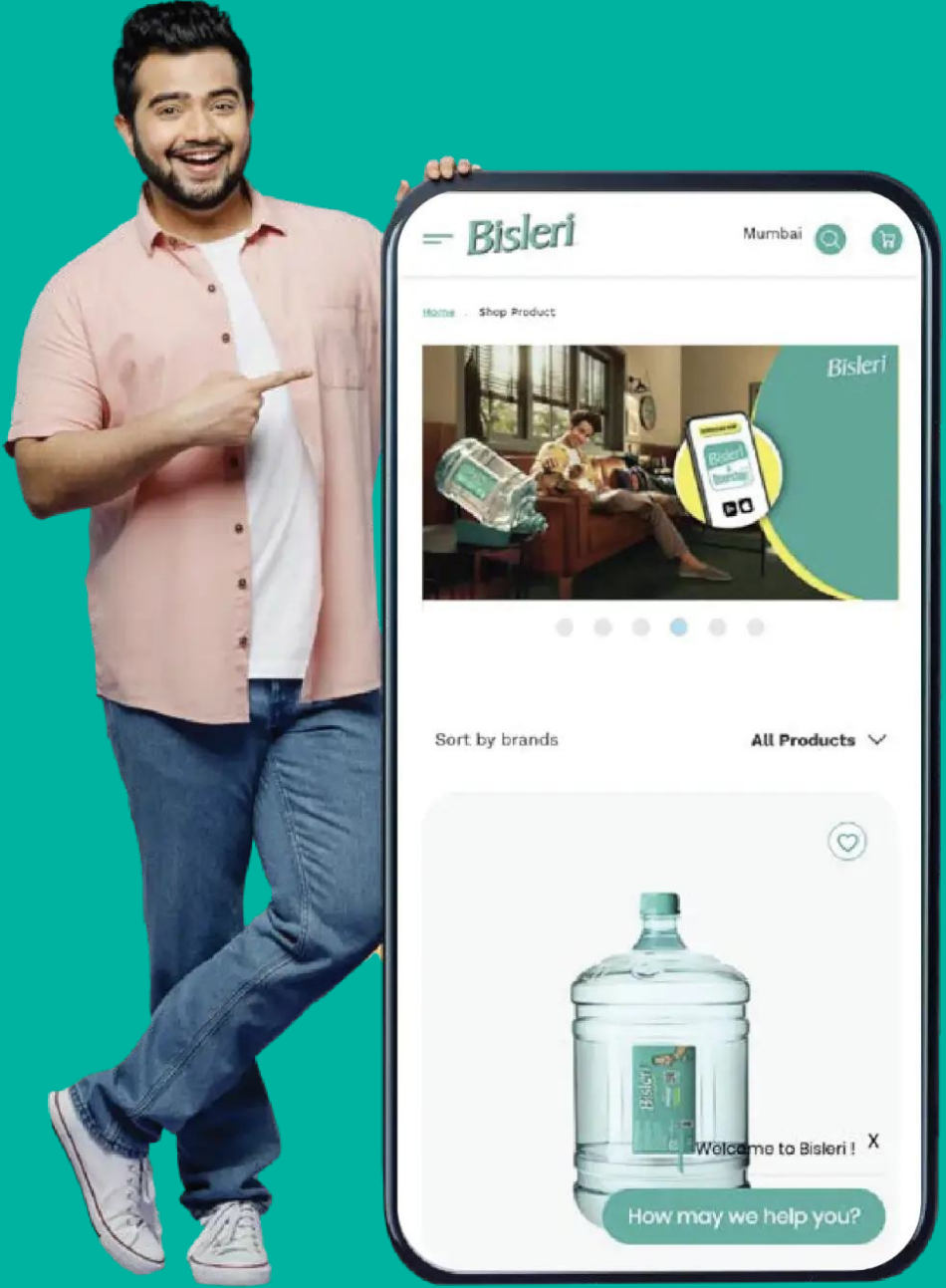


Bisleri Leverages Phygital Engagement to Drive App Adoption



1.2%

Conversion rates via OSM campaigns

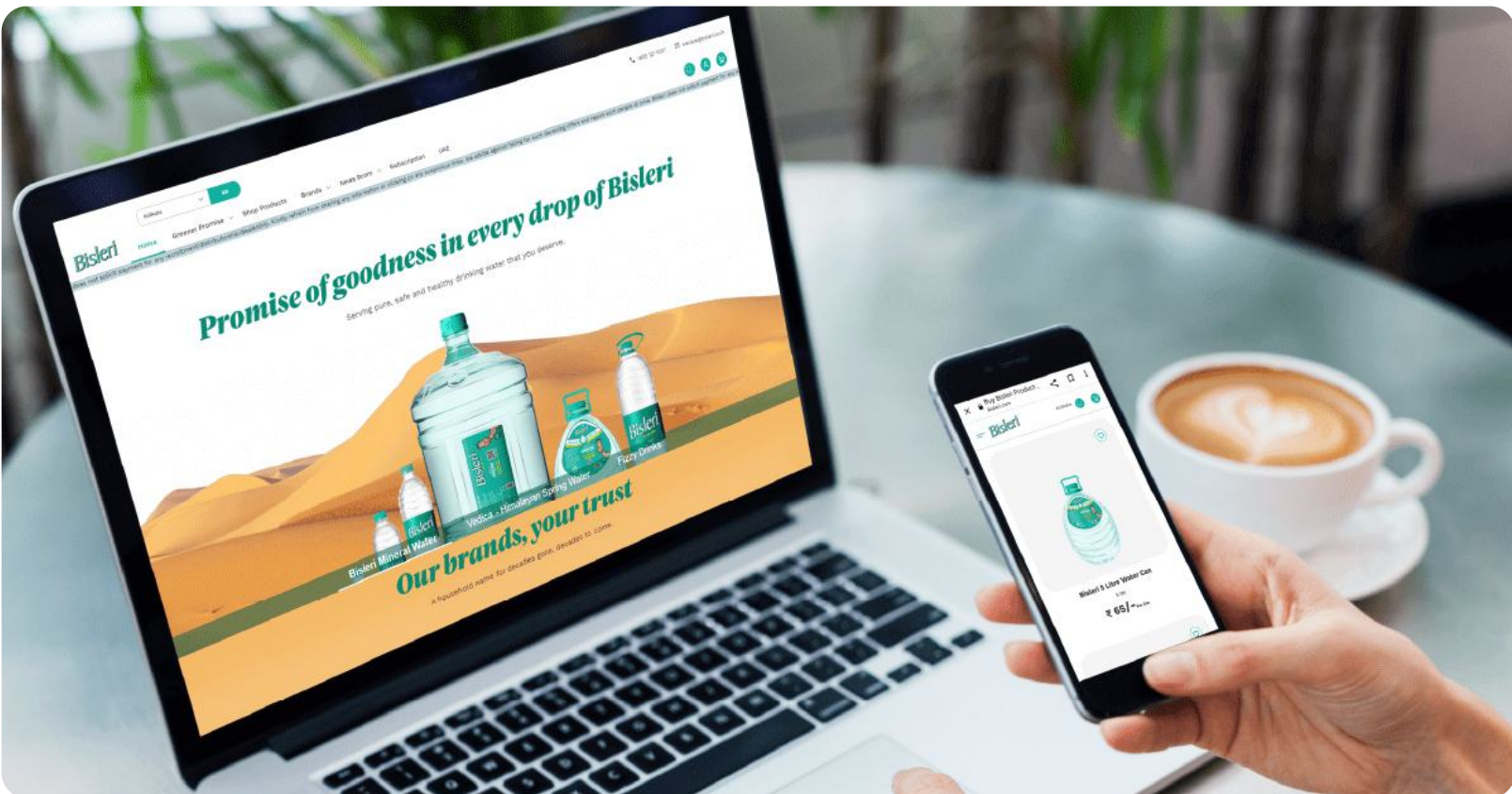
98%

Email Delivery Rates

Bisleri

ABOUT BISLERI

Bisleri International is an Indian multinational company that is best known for its eponymous brand of bottled water. The brand conducts most of its business in India, with **150** operational plants and a network of **6,000** distributors, and **7,500** distribution trucks.



We wanted a platform that could provide the infrastructure to support our engagement endeavors at scale. With MoEngage, we're able to automate campaigns using journey orchestration across multiple channels to achieve our objectives with ease and also see great results.

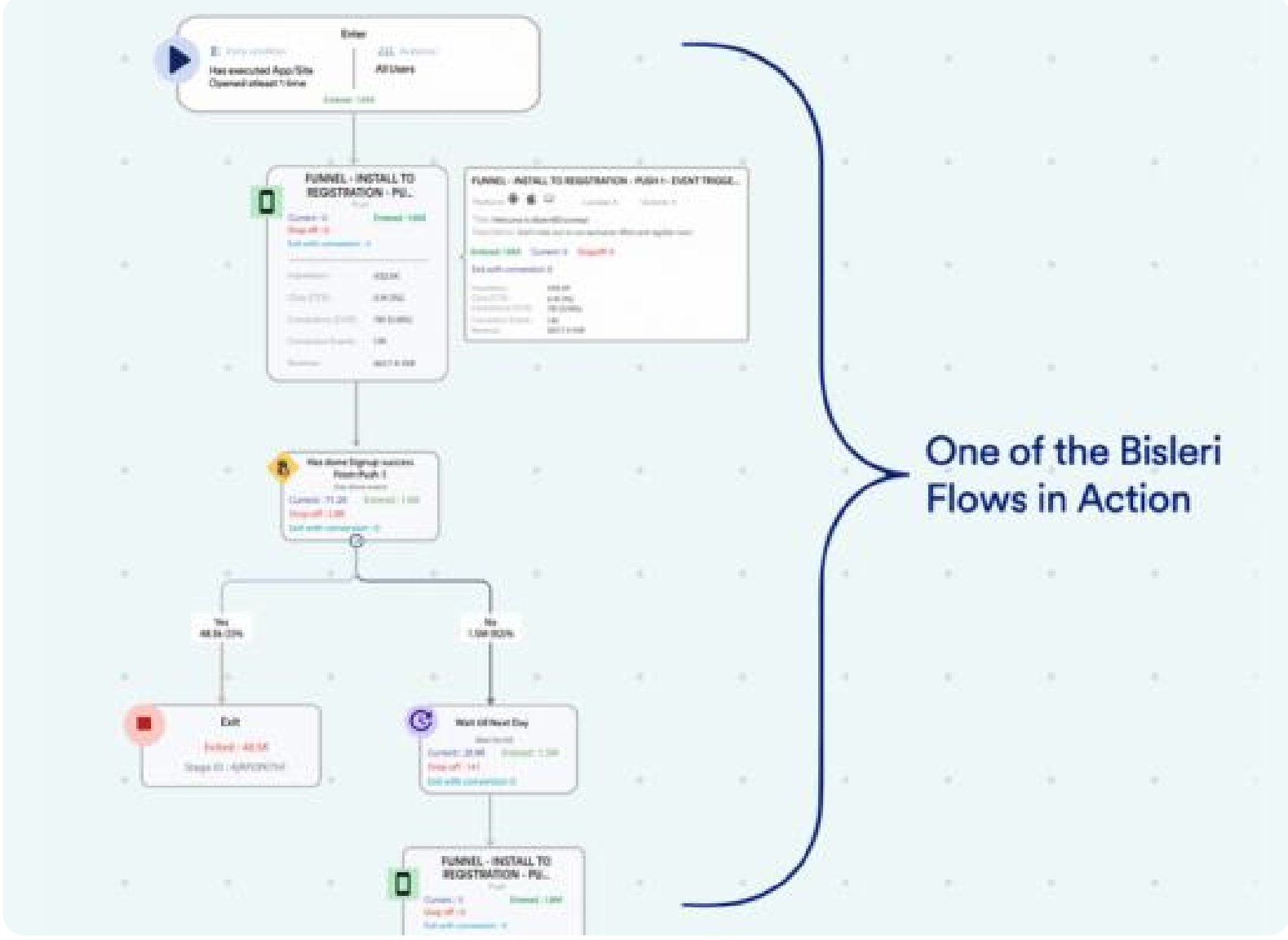
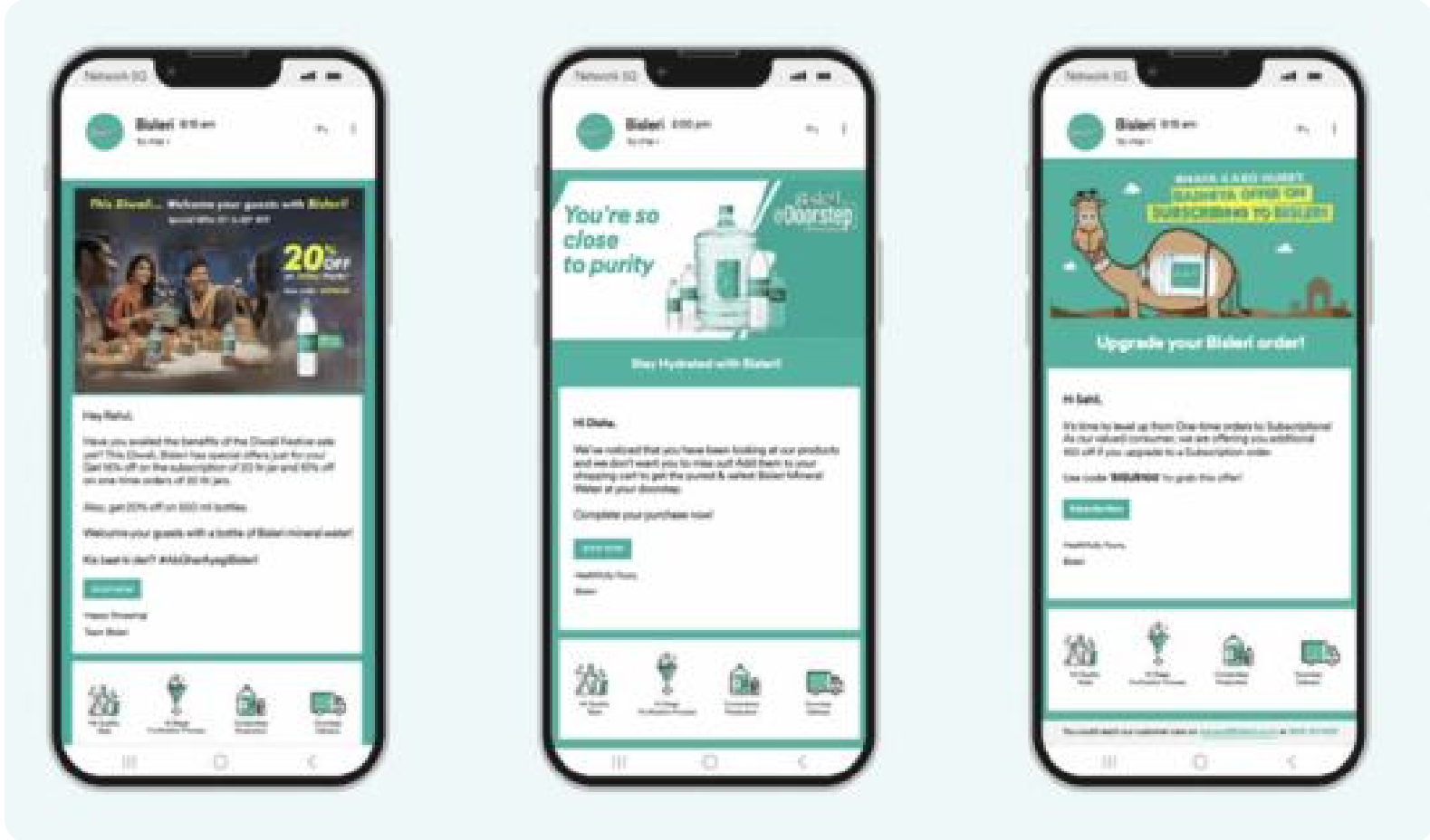


Ronak Sharma
Head - D2C & Digital Marketing, Bisleri

MoEngage Solution

Bisleri opted for a "phygital" approach by first optimizing the web experience for its customers. They utilized MoEngage's On-Site Messaging capabilities to set up campaigns to entice users to redirect them to the Bisleri app. The idea was to induce FOMO with the help of discounts and offers that awaited them when they downloaded the app and signed up on the platform.

Additionally, MoEngage's Flows feature was used to send out as many as 3 million emails every month and disseminate relevant push campaigns, nudging customers to complete their purchases and sharing offers on subscriptions.



Optimizing the Web Experience to Drive Conversions

Bisleri began with optimizing the web experience for its customers by setting up On-Site Messaging campaigns using MoEngage. The purpose of these campaigns was to entice users by inducing FOMO with the help of discounts and offers that awaited them when they downloaded the app and signed up on the platform. These campaigns saw a positive response from the Bisleri customers, a direct result of which was 1.2% conversion rates, signifying customers that converted within a day.

Delivering Real-time Customer Engagement

MoEngage is built on AWS and uses key services like EC2, Kafka, Athena, SQS, Lambda and Personalize to deliver real time customer engagement for our customers. AWS helps MoEngage deliver personalized marketing communications within seconds, while scaling easily for business of every type – startups with 1000s of customers to large unicorns and enterprises with 100s of millions of customers.

AWS allows MoEngage to deliver on its 99.99% SLAs to its customers in 40+ countries across the globe. MoEngage serves over 1200 customers, profiling over 1.5 Billion users and sends over 4 Billion messages a day by leveraging AWS services.



Products Used

- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).
- On-site Messaging**
Engage your visitors with personalised [on-site messages](#) tailored to their preferences and behavior.
- Push Amplification +**
Deliver push notifications to more customers with proprietary [Push Amplification™ Plus](#) technology.

The Result

- Using MoEngage, Bisleri was able to:
- ✓ Clock **1.2%** Conversion Rates via the OSM Campaigns
 - ✓ Set up Email Campaigns to observe: – **98%** Delivery Rates – **25-30%** Open Rates
 - ✓ Set up automated Flows to achieve great retention rates: – **16%** for iOS – **10%** for Android – **3%** for Web

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,350 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 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 recognized as a Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation. See how MoEngage's customer engagement platform can power your growth. [Get a demo of MoEngage today!](#)

To learn more, visit www.moengage.com.