

Blibli Halves Campaign Creation Time and Drives a 10% CTR Uplift via Automated Customer Journeys



50%

Reduction in Campaign Build Time

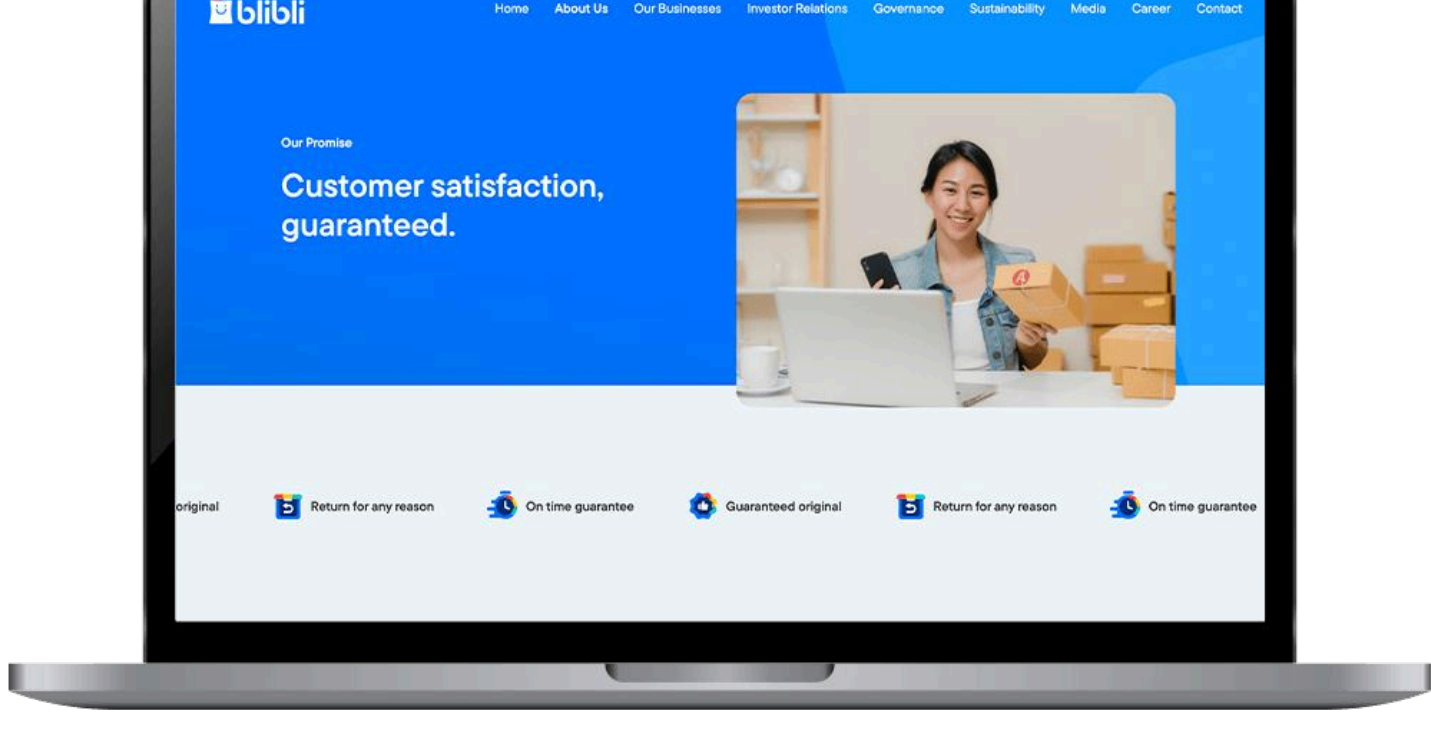
10%

Surge in AI-Driven CTR



ABOUT BLIBLI

Blibli (PT Global Digital Niaga Tbk) is a pioneering Indonesian omnichannel commerce and lifestyle platform. Operating as a multi-category ecosystem, it bridges traditional online shopping with an extensive physical retail network across Indonesia to serve the evolving needs of digitally connected consumers and institutions. Blibli spans an extensive retail footprint; its ecosystem covers e-commerce, consumer electronics, groceries, home & living, and travel & lifestyle services. To strengthen customer engagement and long-term loyalty, Blibli executes thousands of personalized marketing campaigns while orchestrating sophisticated lifecycle journeys across multiple channels. This includes executing highly localized, high-volume one-time campaigns (such as festive sales, payday events, and anniversary promotions) alongside complex, multi-channel automated journeys.



The Scenario

As one of the region's largest digital ecosystems, Blibli faced a critical operational bottleneck: channel fragmentation. Over time, the platform's marketing technology stack became divided across separate networks, with mobile app engagement allocated to one tool and web execution to another. This multi-vendor setup made it impossible to maintain a unified, real-time view of the cross-channel customer journey at scale.

At the execution level, campaign deployment relied on manual HTML workflows for daily email creation, which took up to an hour per campaign and throttled market agility. Furthermore, managing shifting channel preferences across millions of users required heavy, manual data coordination just to determine whether an individual preferred email, push notifications, or in-app messaging.

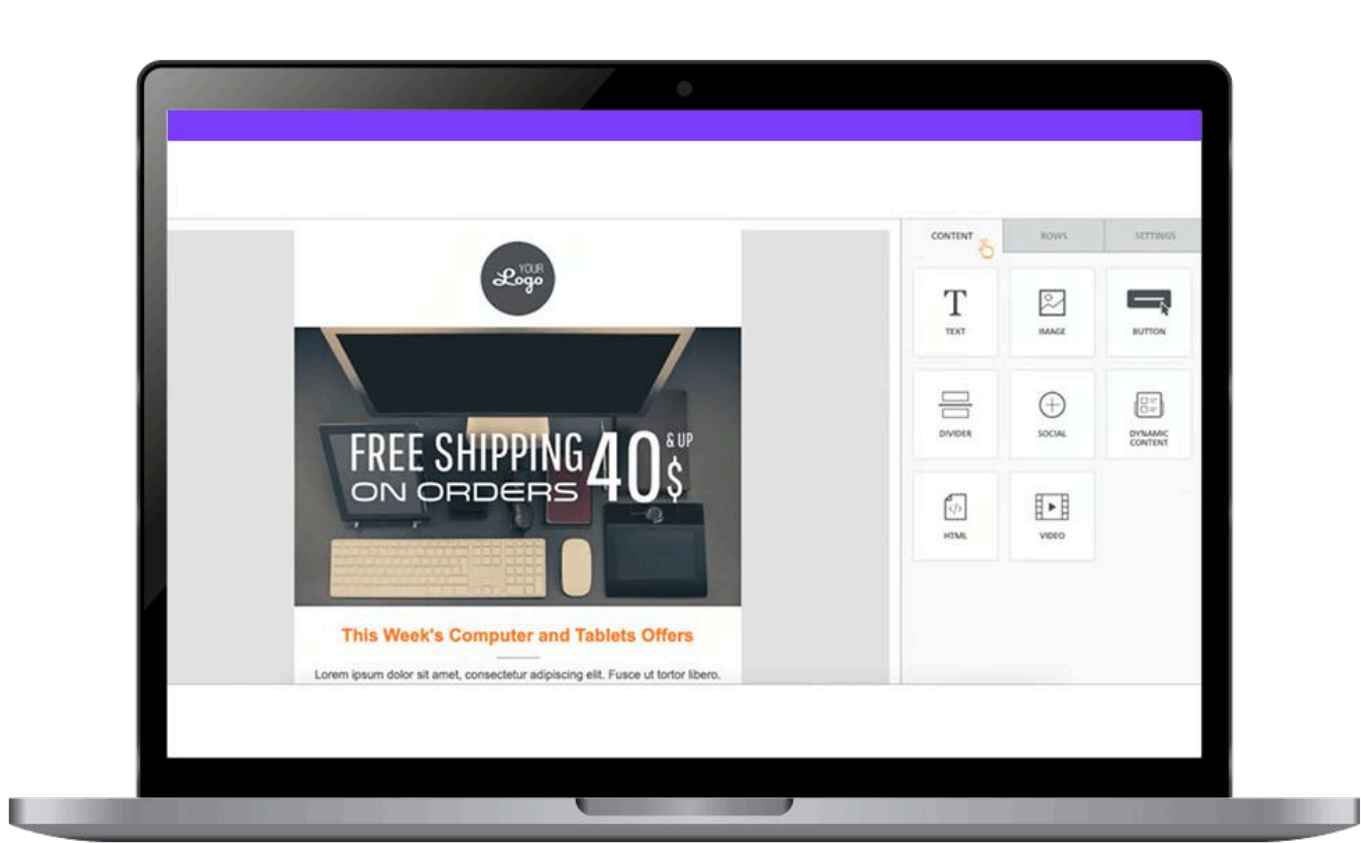
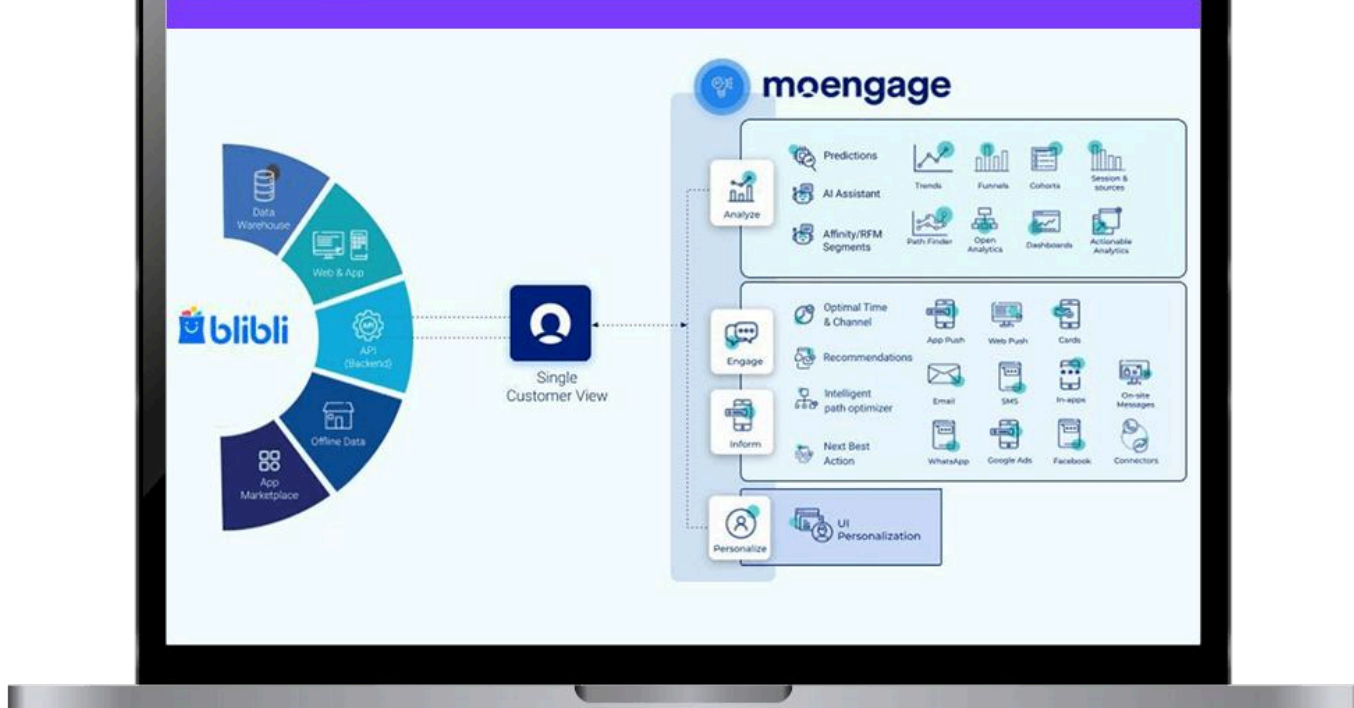


Our campaigns cover multiple categories, promotional moments, and customer touchpoints, so being both fast and personalized is essential. MoEngage has streamlined the way we execute and optimize campaigns by automating repetitive tasks, enabling more effective audience segmentation, and helping us deliver the right message through each customer's preferred channel. As a result, our team can spend less time on manual execution and more time using real-time insights to optimize customer engagement.

Aulia Damarreza
CRM & Product Growth Manager

Optimizing the Tech Stack via Vendor Consolidation

Blibli streamlined its marketing operations by bringing customer engagement onto a single, unified platform. This helped simplify its technology ecosystem, reduce data silos, and create a more consistent view of customers across both web and mobile touchpoints, giving teams one place to build, launch, and measure campaigns instead of working across separate systems for each channel.

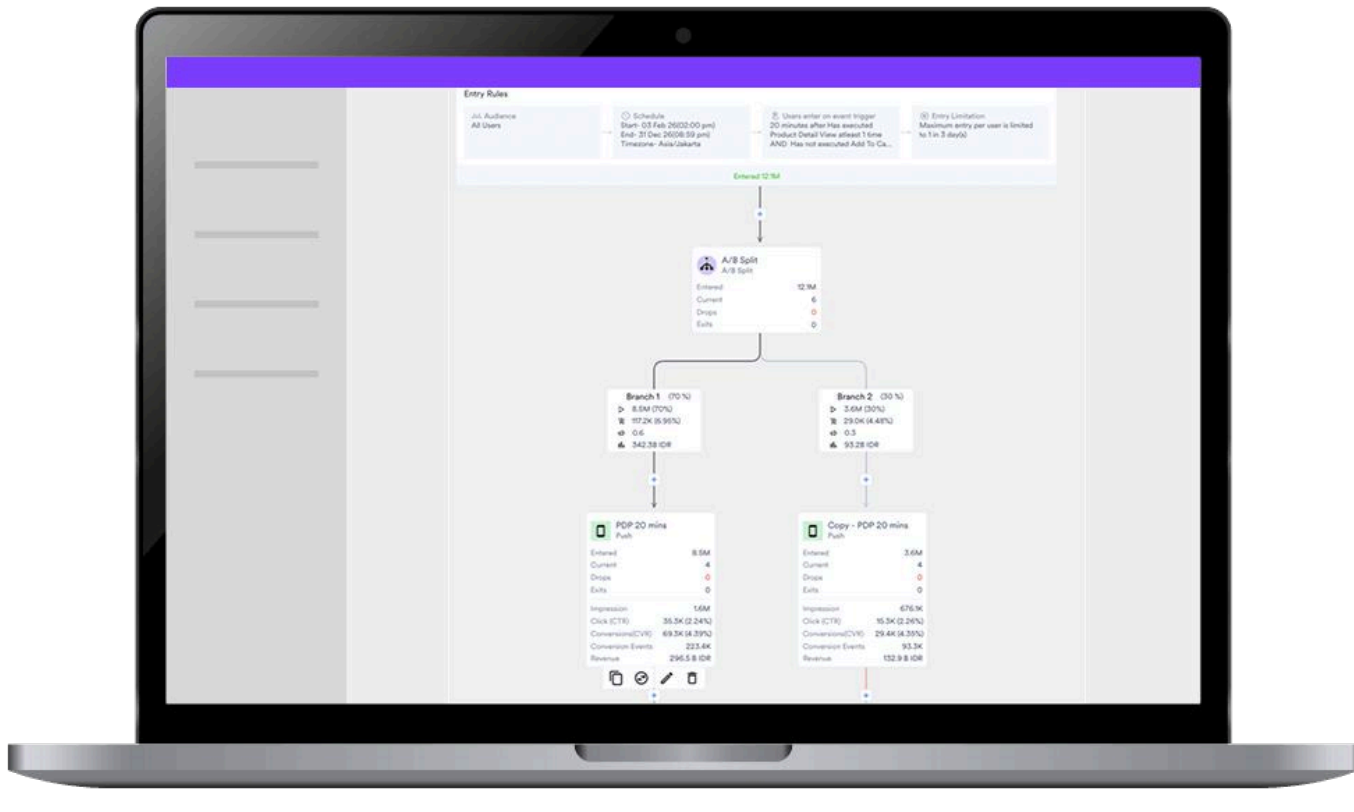


50% Faster Time-to-Market via Drag-and-Drop Infrastructure

The team replaced manual HTML email coding with MoEngage's intuitive drag-and-drop campaign creation suite. This structural transition democratized asset building across channels, reducing email and campaign construction times by a full 50%. By utilizing pre-built templates and an agile visual builder, the CRM team brought campaign creation time down to a swift 15 to 30 minutes, freeing up critical lifecycle bandwidth to focus on high-impact retention strategy.

Recovering Abandoned Funnels with Real-Time Behavioral Flows

To secure the lower funnel, Blibli built automated behavioral workflows using MoEngage Campaign Flows to capture high-intent users immediately following a drop-off. The team configured automated triggers to deploy contextual push notifications and email reminders within 15 to 30 minutes of a Product Display Page (PDP) or cart abandonment. By measuring performance against strict control groups, Blibli isolated the exact revenue contribution and percentage uplift driven directly by these automated nudges. Concurrently, they implemented automated welcome journeys that trigger multi-channel messages at optimized intervals to guide newly onboarded members straight to their first transaction.



Elevating Engagement via Merlin AI's Recommendations and Delivery Optimization

Blibli integrated MoEngage's Merlin AI (intelligent predictive recommendations) to deliver automated product suggestions tailored to real-time individual consumer behavior. By embedding Merlin AI's smart recommendations directly into PDP and cart abandonment emails, Blibli observed an immediate 10% uplift in Click-Through Rates (CTR). Additionally, the team utilized predictive delivery features to automatically calculate the optimal time to deliver messages to individual users, ensuring communications land precisely when a customer is historically most likely to engage.

Products Used

- Email**
Create personalized emails that land in-the-box.
- In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, in-app messages.
- Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using Omnichannel Flows.
- Push Notification**
Reach customers at the right time using AI-powered, targeted, push notifications.
- Smart Recommendations**
Build personalized experiences by driving most relevant product recommendations.

Results

- Eliminated Tool Redundancies:** Optimized software workflows by consolidating their dual-platform architecture into a single unified workspace.
- 50% Faster Time-to-Market:** Halved email construction loops, replacing manual HTML coding with a swift 15–30 minute drag-and-drop workflow.
- 10% Uplift in CTR:** Achieved an approximate 10% increase in user engagement by implementing Merlin AI's smart product recommendations for cart and PDP abandonment.
- Predictable Operational Scale:** Positioned CRM operations as a fixed cost, allowing high-volume communication scaling across thousands of brands without increasing marketing expenses.

About MoEngage

MoEngage is an agentic customer data and engagement platform trusted by 1,350+ global consumer brands, including Unilever, 7-Eleven, The Coca-Cola Company, Grab, Samsung, Domino's, Kredivo, TGV Cinemas, Nestle, Zalora, Air Asia Move, Robinsons Retail, Angkas and more.

The platform combines deep customer analytics, agentic marketing workflows through its Merlin AI Agents, and omnichannel orchestration across messaging and surfaces, helping marketing and product teams deliver experiences that feel personal at any scale. MoEngage operates globally with 15 offices across Asia, North America, and EMEA.

Learn more at www.moengage.com.