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INDUSTRY | ENGAGEMENT

Brands For Less (BFL) Uses Segmentation & Personalized Campaigns to Drive 2x MAU

| **~80%**	**65%**
Increase in e-mail open rates	Increase in brand's average daily active users

ABOUT BRANDS FOR LESS

Headquartered in Dubai, UAE and with over 1 million+ downloads, Brands For Less group is a leading off-price retailer of fashion and homeware. BFL offers men's and women's high-quality designer brands at up to 80% less than the recommended retail price.
Apart from the BFL brand, the group also comprises of Tchibo franchise for the MENA region, selling the German brand's homeware and basic apparel at very competitive prices, Toys for Less, for kid's apparel and costumes at outlet prices, and Muy Mucho, a Spanish homeware brand with its first store in Malta.
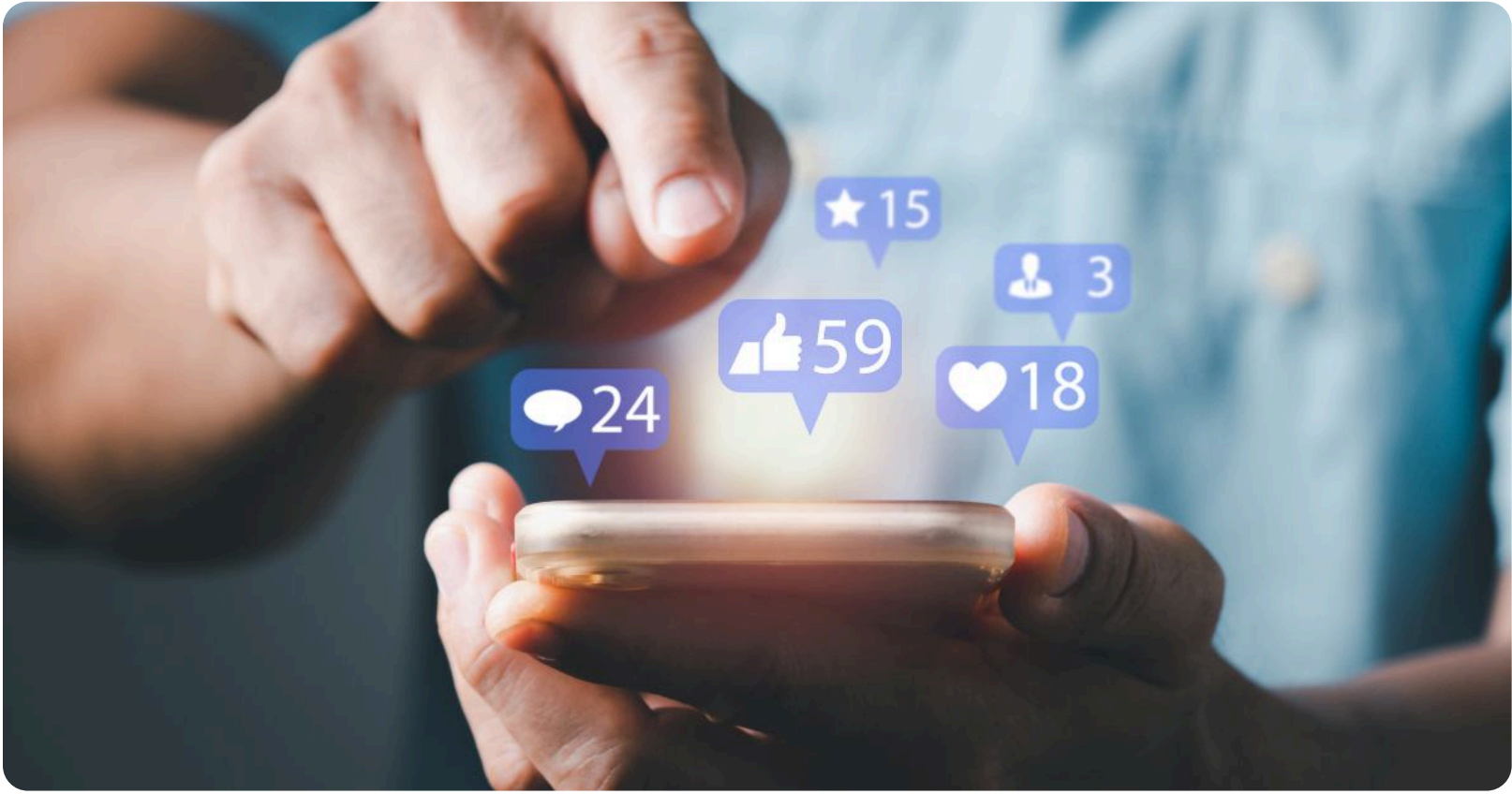
Improvement in Insights, Analytics and Limited Engagement Due to Generalized Campaigns

Winning customers' trust by engaging with them at every touchpoint was essential to BFL. Before partnering with MoEngage, the brand was majorly running generalized campaigns with only a few personalized campaigns. Moreover, the brand ran disparate point solutions instead of an integrated platform. This led to lower conversion rates than expected. In a nutshell, BFL identified its challenges across single customer views, improvement in insights and analytics, and generalized campaigns. To overcome these challenges and build upon behavioral analysis to target different cohorts, BFL decided to drive insights-led engagement using MoEngage.

> " Customer engagement for us is critical. As a retailer, you always want to engage with the traffic that is coming in. It does not stop at a one-time transaction but rather spreads over the customer lifecycle stage through repeat purchases. Our main KPIs were Engaging, Converting, and Retaining. This is where MoEngage helped us by providing rich insights on our customers, enabling us to drive personalized campaigns
>
> **Madhlina Thomas**
> Senior Executive Customer Retention Marketing

Engaging Customers Through Segmentation and Predictions

With the assistance of MoEngage's platform, BFL has developed a single customer view, allowing them to understand the channel preference of each customer. Using segmentation, the brand was able to analyze and experiment with customer activities. Additionally, with the help of MoEngage's insights-led platform, BFL could optimize elements like curiosity, urgency & wordplay to draft engaging content. This was finally coupled with the insights on a preferred time to engage. As a result, open and click rates performed much better than the industry average. The brand ran various promotional campaigns and event-triggered campaigns, resulting in higher conversions and an increase in the average order value.
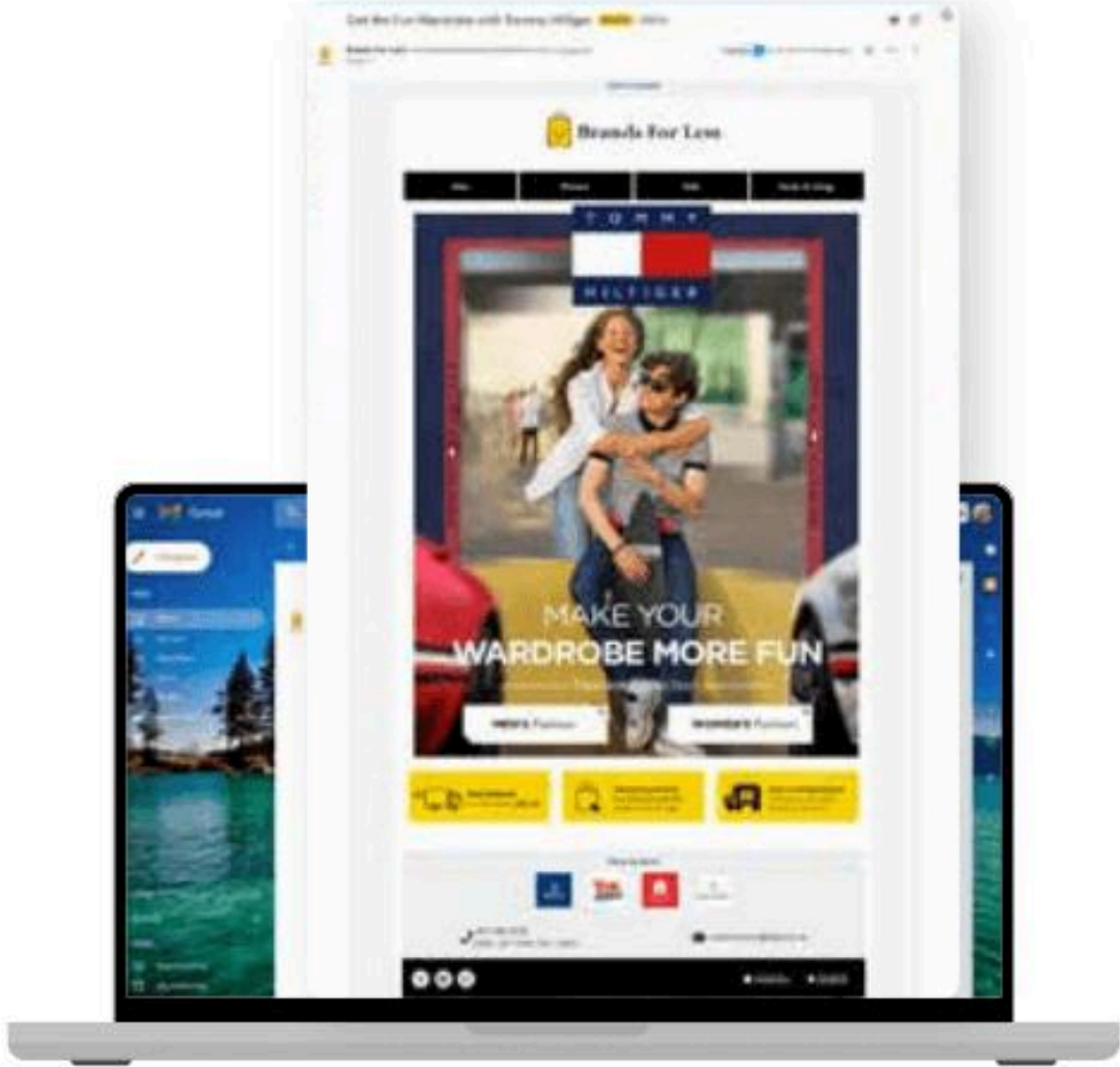
Local Support From MoEngage Creates a Difference

The customer success team at MoEngage also assisted BFL in creating a meaningful engagement strategy by focusing on segments and cohorts. This way, BFL could connect with customers at every touchpoint of their lifecycle by analyzing their entire trail of activities since onboarding. Additionally with the local support from MoEngage, not only was the team able to assist Brands For Less in their engagement efforts, but also shared key relevant pointers, guiding the brand in driving personalization with communication.

Products Used

Custom Segments
Create easy-to-use cohorts based on behavioral, funnel, and RFM analysis.

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

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

Push Notification
Reach customers at the right time using AI-powered, targeted, push notifications.

The Result

Using MoEngage, Brands For Less were able to:

- ☑ Increase their average DAU and MAU in the last 9 months by 65% and 106% respectively
- ☑ Between April and June 2022, the open rate for e-mails was 45%, against the industry benchmark of ~25%
- ☑ For push notifications, the overall delivery rate was 90.02%, and the click rate was ~2%
- ☑ For promotional campaigns around the brand Tommy Hilfiger, the delivery rate was 99.77%, the open rate was 68.13%, and the conversion rate was 0.62%
- ☑ Similarly, for promotional campaigns around Puma, the delivery rate was 99.79%, the open rate was ~70%, and the conversion rate was close to 0.5%
- ☑ For event-triggered campaigns such as new arrivals, the click-through rate was 2.24%, with a conversion rate of 1%
- ☑ For Festive campaigns like Eid, the click to open rate was 1.17%, and the conversion rate was 0.49%

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.