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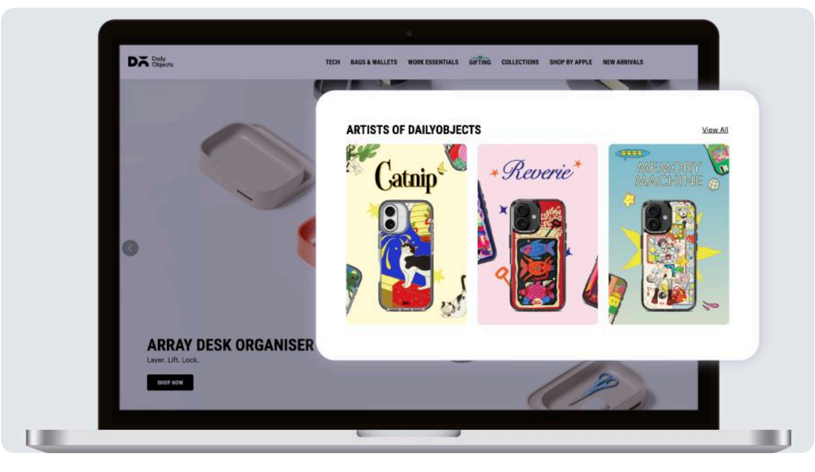
How DailyObjects Grew Half-Price Sale Revenue ~80% Year-over-Year and Scaled Lifecycle Flows

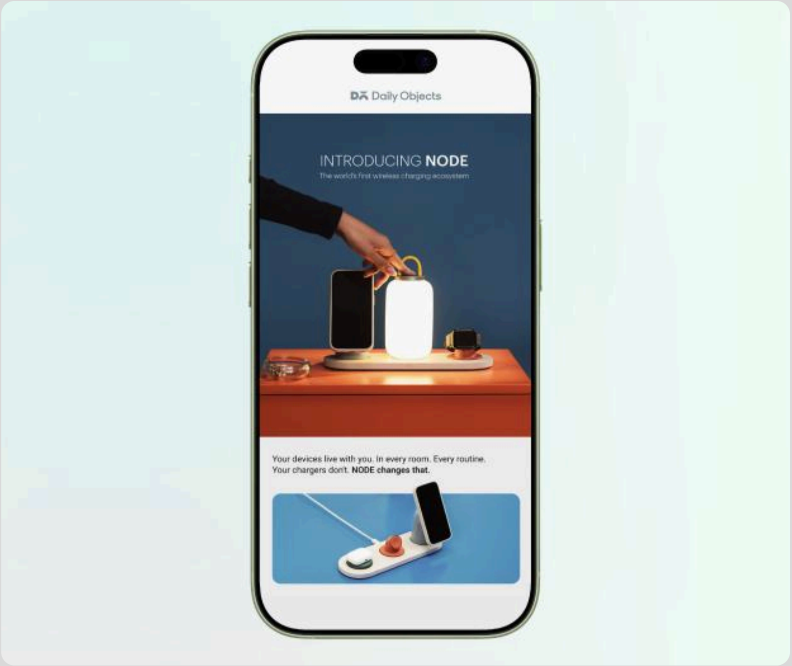
75%	3X	71%
Increase in Total Sale Revenue	Growth in Dormant Buyer Reactivation	High-Intent Re-Engagement Conversion

Daily Objects

ABOUT DAILYOBJECTS

DailyObjects is a **design-led lifestyle-tech brand** from India, building thoughtfully designed products around how people live with technology. From charging and carry to workspace essentials and everyday products, the brand combines design, functionality and technology to improve everyday experiences. Founded in 2012, DailyObjects has grown through its owned digital channels and an expanding offline retail presence, with products designed around real behaviours and everyday use cases.





The Business Challenge

As DailyObjects scaled acquisition and expanded its catalog, the growth team set out to build a durable engagement engine that could run high-volume sale events and always-on lifecycle journeys from one place. Three priorities defined the brief.

Scaling multi-channel campaigns for major sale events: Running flagship Half Price Sale events meant coordinating WhatsApp, Push, Email, and RCS-SMS, with fragmented tooling making it hard to align messaging and attribute revenue to a channel or a message.

Recovering drop-offs across the funnel: Buyers were dropping off at product pages, carts, checkout, and payment. Without real-time event tracking, the team could not intercept them with timely, contextual nudges and had to rely on broad broadcasts.

Driving repeat purchase and retention: Cohort analysis using the brand's O1, O2, O3+ order-level framework showed that long-term value depended on moving buyers to their third order, which required structured lifecycle journeys and RFM-based targeting rather than one-off sends.

> Consolidating our product analytics and CRM onto MoEngage was essential, as we previously depended on Mixpanel for analytics. Using MoEngage for behavior tracking and funnel analysis across all our product projects gives us the real-time visibility needed to build high-precision retention journeys. We could read intent in real time, orchestrate WhatsApp, Push, Email, and RCS-SMS from one flow, and target high-value cohorts with genuine precision. It turned a fragmented, multi-tool effort into an integrated retention engine.

Abhijeet Kar
Retention

> Sustainable retention isn't about getting a single repeat purchase; it's about systematically guiding buyers toward their third order. By combining our O1, O2, O3+ cohort model with automated lifecycle flows on MoEngage, we turned one-off drop-offs into continuous journeys. Seeing our automated flows generate more than 7 million proves that owned-channel relevance drives long-term customer lifetime value.

Ankit Sethi
Growth Head

MoEngage Solution

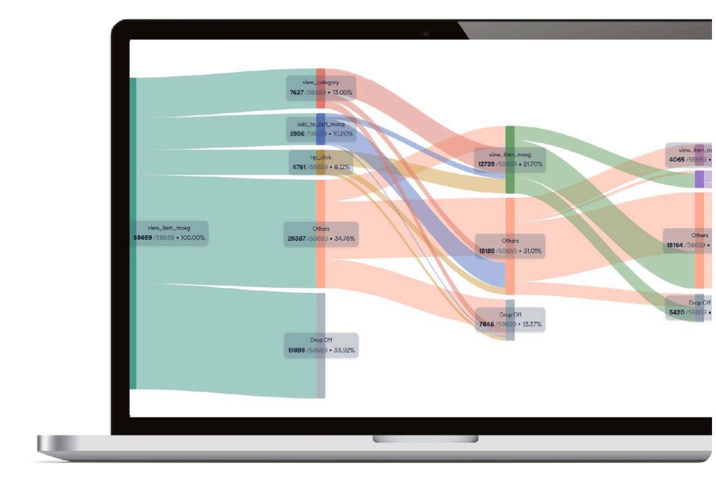
DailyObjects consolidated behavioral data, analytics, and every messaging channel onto MoEngage from January 2025, turning a set of single-channel reminders into one engine powering both large-scale promotional events and always-on lifecycle flows. The setup rested on four pillars:

1. Integrated Platform Transition: Moving from standalone tools like Mixpanel to a unified platform combining product analytics, behavior tracking, and CRM execution in one place.

2. Lifecycle Flows: A full-lifecycle flow engine covering discovery, checkout recovery, post-purchase, and win-back, powered by MoEngage's user-action recommendation model.

3. Retention Model: A cohort-based retention model built on the O1, O2, O3+ framework, RFM segmentation, and the Nectar loyalty program.

4. Omnichannel Orchestration: One orchestration layer running WhatsApp, Push, Email, and RCS-SMS, reaching each user on the channel they respond to.



Scaling Flows Across the Lifecycle

After moving lifecycle automation and product analytics onto MoEngage, DailyObjects expanded from four basic reminders to over ten always-on, full-funnel flows. Rather than relying solely on one-off broadcasts, the team uses funnel tracking to monitor user drop-offs and set up continuous journeys spanning product-page drop-offs, abandoned carts, checkout steps, payment failures, point redemptions, and cohort movement.

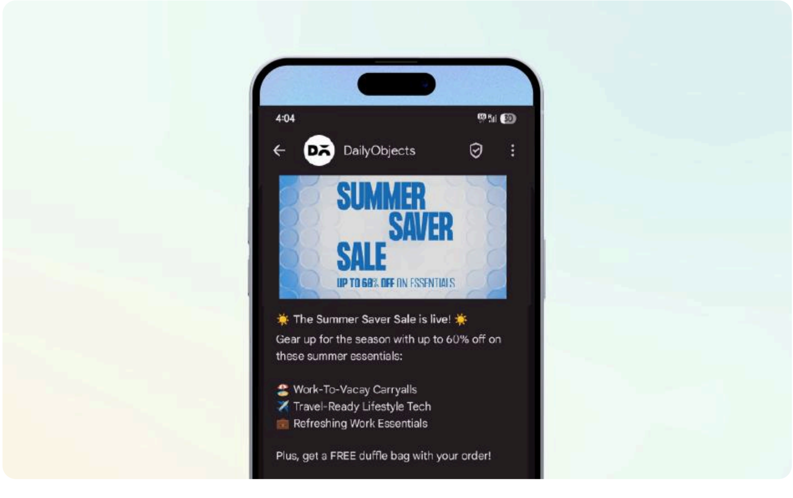
Using MoEngage's user-action recommendation model, messages dynamically adapt to show the exact products, categories, and incentives most relevant to each shopper. Flows are designed around live event triggers and user attributes (such as loyalty tier or purchase history). For instance, cart drop-off flows automatically branch based on whether a user opened or clicked an earlier message, while cross-sell journeys adjust incentive depth based on how many days have elapsed since a customer's last order.

To capture lost intent across the entire funnel, recovery journeys step across product pages, cart additions, and payment steps, while post-purchase flows use Nectar loyalty points to pull buyers back with owned currency instead of deep discounts.

Structuring Engagement for Long-Term Retention

To move buyers systematically up the loyalty ladder, DailyObjects aligned its messaging with its O1, O2, O3+ cohort framework and RFM segmentation.

During flagship sale events, targeted re-engagement campaigns reach dormant buyers across historical order cohorts, with a dedicated focus on guiding first-repeat buyers to their crucial third order. By tailoring offers to a customer's order history and recency status, the team built a repeatable mechanism for lifting repeat order value and expanding their active customer base over time.



Unified Omnichannel Orchestration Across Major Sales

During flagship Half Price Sale events, DailyObjects coordinates promotional broadcasts alongside always-on lifecycle journeys across WhatsApp, Push, Email, and RCS-SMS from a single workflow.

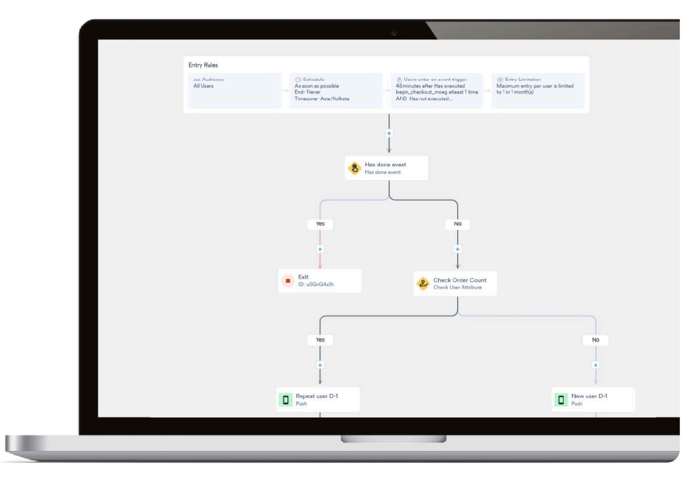
Instead of blasting every channel simultaneously, journeys step across channels based on individual user affinity. To maximize reach during high-volume sale launches, automated retries boost delivery on primary channels like WhatsApp, while RCS-SMS serves as an automated fallback layer to ensure time-sensitive promotional messages land even if a primary send fails.

One Flow, Every Channel

The same journeys now run across WhatsApp, Push, Email, and RCS-SMS from a single flow, with each user reached on the channel they respond to.

At launch, flows were effectively WhatsApp-only. By 2026, the same journeys span four channels, with WhatsApp accounting for about two-thirds of flow revenue and Push scaling from zero to the second-largest flow channel. Flows step across channels by affinity rather than blasting all at once, matching messages to the user's preferred channel.

WhatsApp delivery is maximized through automated retries, lifting delivery on key sale sends. RCS-SMS is kept as an automatic fallback so undelivered WhatsApp messages still reach the user, serving as an added layer from late 2025.



Products Used

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

Customer Journey Orchestration
Create unique, seamless experiences at every stage of your customer's journey.

Email
Create personalized emails that land in-the-box.

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

RFM Segmentation
Create nuanced segments based on recency, frequency, and monetary value of customer transactions.

WhatsApp
Trigger interactive conversations with quick replies and contextual CTAs on WhatsApp.

Results

DailyObjects achieved strong commercial scale and operational efficiency during its 2026 Half Price Sale:

- **Sale Scale:** Promotional sale revenue grew about 80% year on year; total sale revenue grew about 75%.
- **Flow Scale:** Flow revenue at the sale grew about 47% year on year, and about 14x since launch across the program.
- **Flow Efficiency:** Flows returned roughly seven times the ROMS of promotional broadcasts.
- **Personalization Lift:** WhatsApp flow click-through reached 11-22% versus about 5.5% on broadcasts, two to four times higher.
- **Dormant Reactivation:** Flagship sales reactivate dormant buyers at about three times their normal repeat rate, across roughly twice as many cohorts within a year.
- **Retention Value:** Repeat-order value grew about 19-21% year on year, with 90-day value per repeat buyer up about 20%.
- **Channel Diversification:** Email revenue grew roughly three times year on year, expanding into the second-largest promotional channel from a near-standing start.

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.