

Edamama Achieves a 213% Uplift in Conversions with MoEngage’s AI-Driven Recommendations



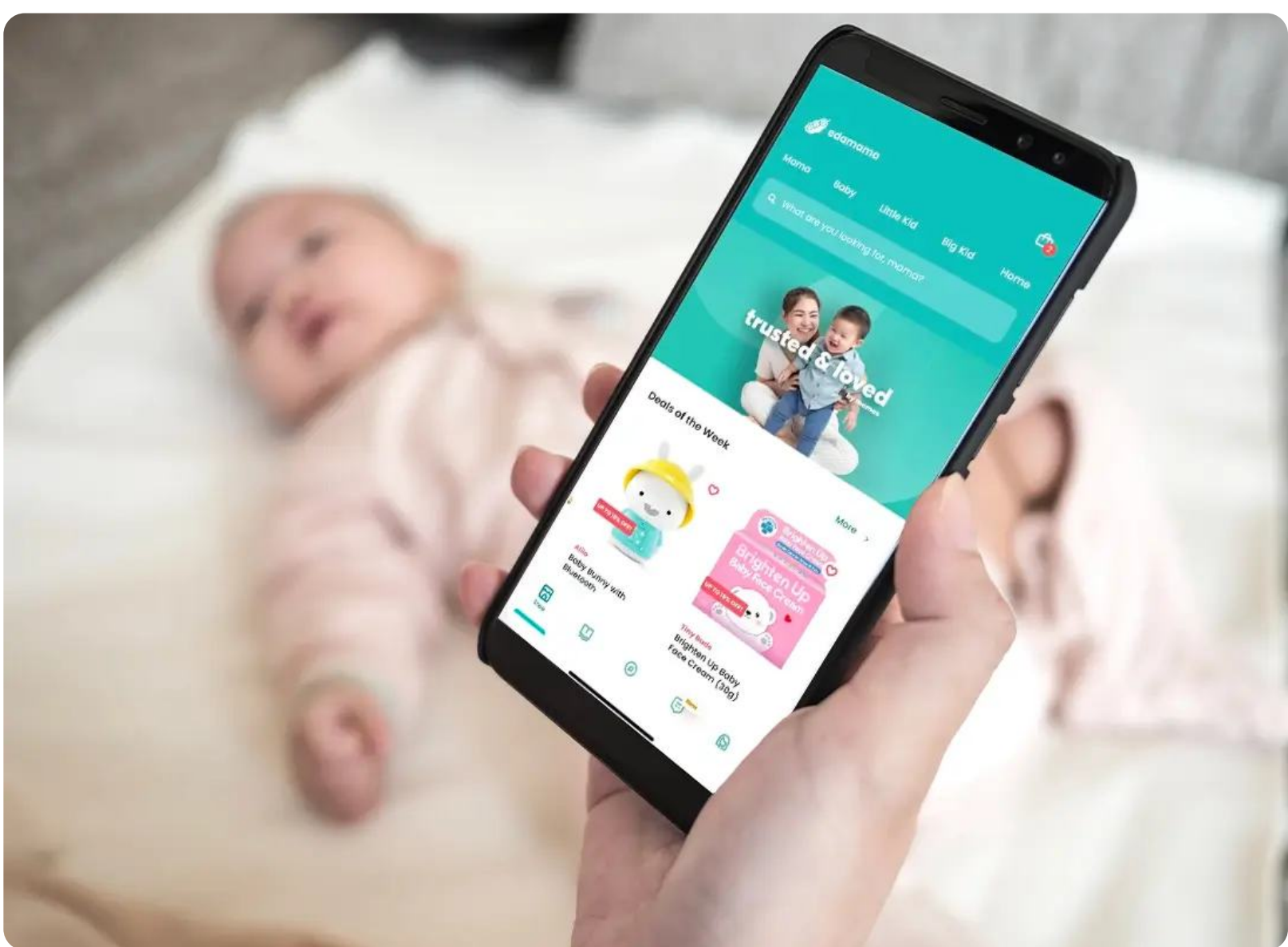
213%
Uplift in conversions

260%
Increase in CTRs



ABOUT EDAMAMA

Edamama is a leading shopping platform for new parents in the Philippines, helping them simplify their decision-making process. Since their inception in 2020, they have grown over 100x in the last three years while securing 20 million USD in Series A funding.



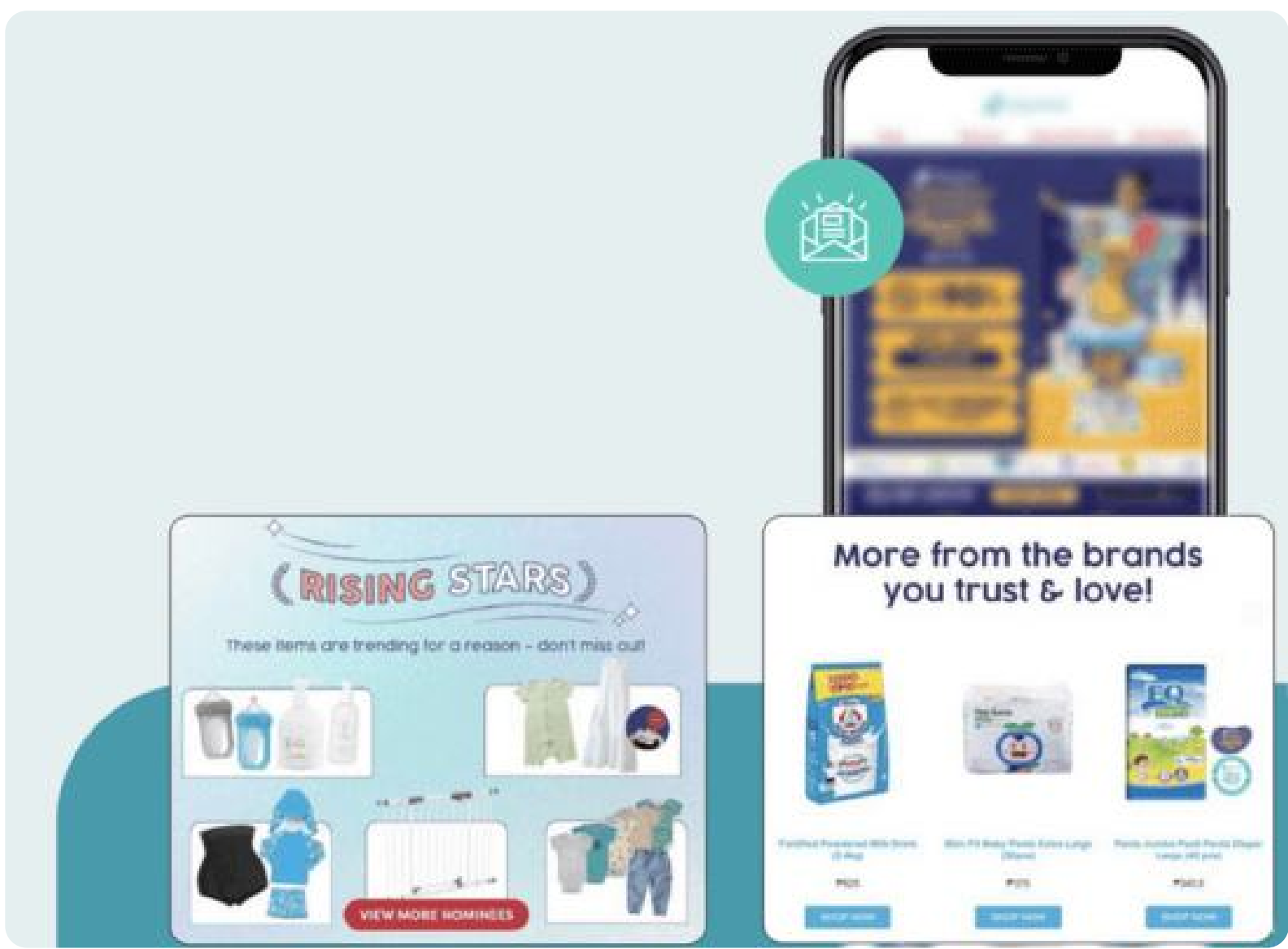
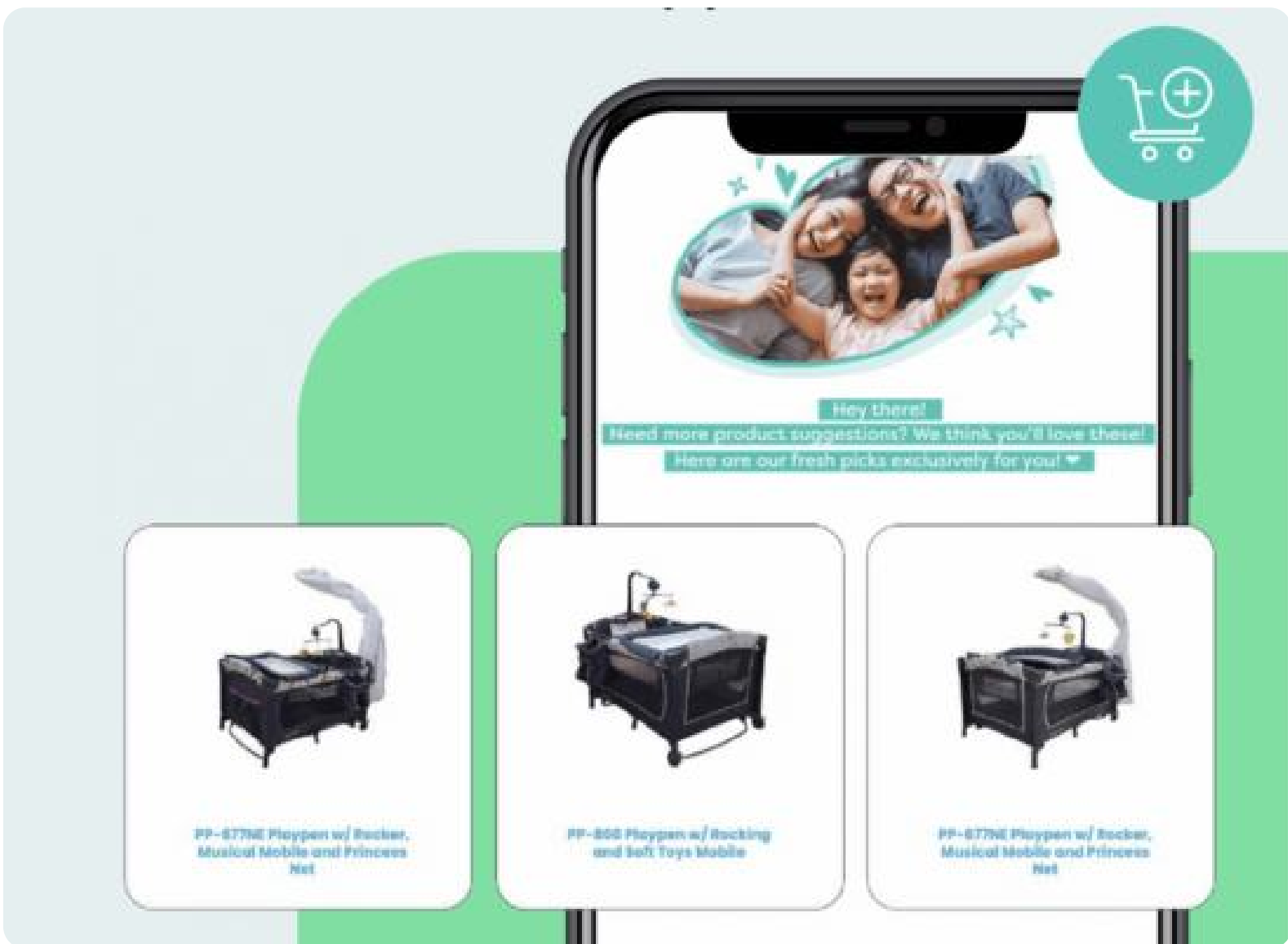
We trust MoEngage to create a unified shopping experience where we leverage MoEngage’s smart recommendations to automatically curate the right set of product recommendations based on customer actions. This feature helps us towards our mission to simplify decision-making.



Sriharsha Vavilala
Director-Revenue & Strategy, Edamama

Solution

Edamama sought to be the most trusted platform that simplifies decision-making for parents, and hence, they chose MoEngage because of the platform's trustworthiness, reliability, and scalability. Using MoEngage's AI-driven Smart Recommendations, they guide and support mothers with the right products.



Smart Recommendations to Guide and Support Mothers With the Right Products

Using MoEngage’s Smart Recommendations, Edamama sent two types of email campaigns:

Cart Abandonment: These campaigns were focused on customers who had items in their cart and were yet to checkout. The email would highlight the abandoned item and three more recommended items based on the item in the cart.

Weekly Newsletters: These campaigns provide customers with information about the latest promotional campaigns and provide AI-curated personalized product recommendations. By leveraging MoEngage’s Smart Recommendations, Edamama observed a remarkable **260% uplift in CTR** and a **213% increase in conversions**.

Products Used



Optimize campaigns and drive high ROI with [Merlin AI](#).

The Results

Using MoEngage, Edamama was able to automate and personalize their campaigns at scale and observed:

- ✓ 213% uplift in conversion with AI Recommendations
- ✓ 260% uplift in CTR (click-on-open)
- ✓ 100K+ increase in Monthly Active Users
- ✓ 27% increase in Average Product Stickiness
- ✓ 70% increase in New Customer Growth

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.