

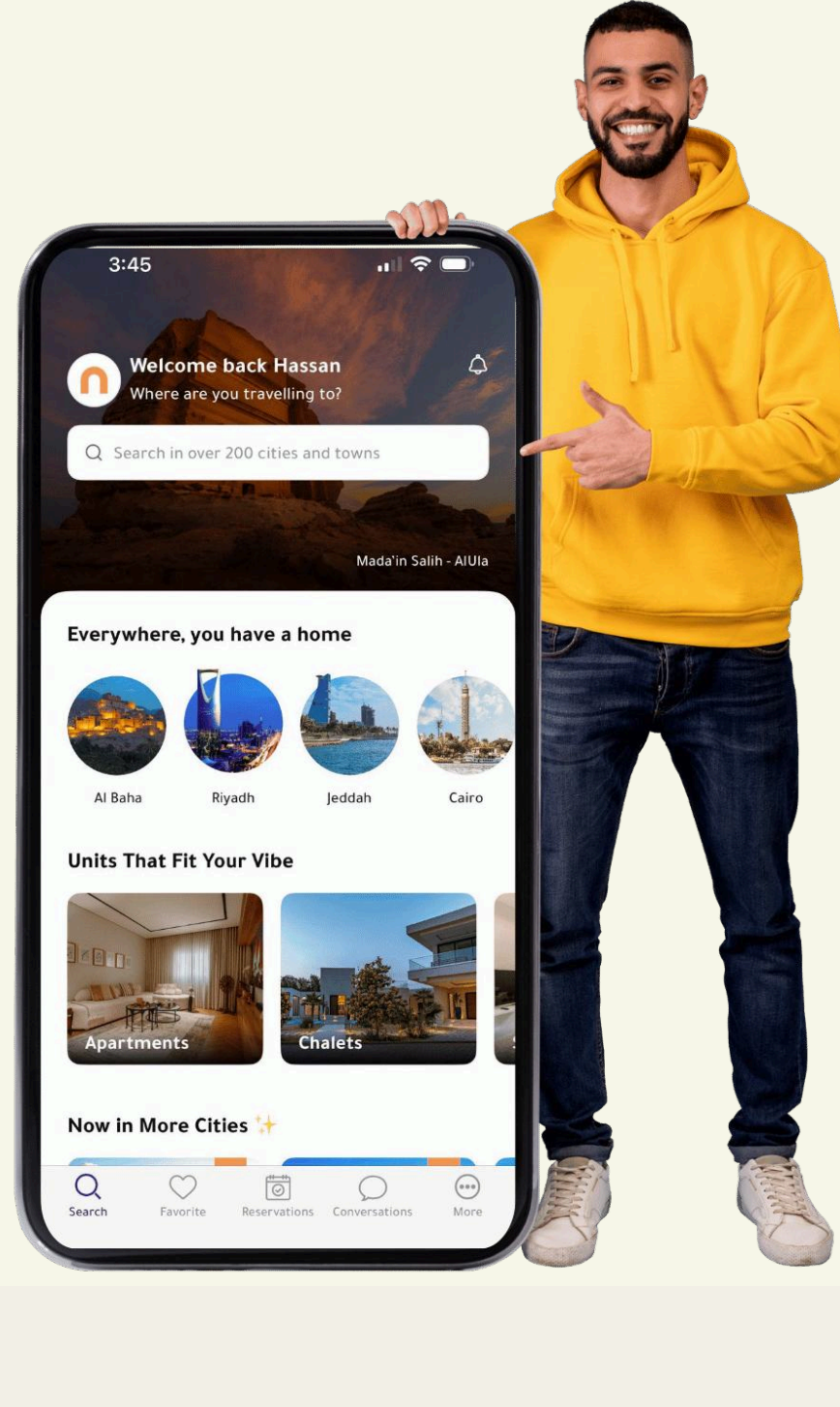
# FNP Witnesses a 40% Conversion Rate on Cart Abandonment Campaigns With MoEngage

12.86%

CVR for lead gen pop-ups using On-site Messaging (OSM)

40%

Conversion rate for shipping discount campaign (OSM)



ABOUT FERNS N PETALS

FNP (formerly Ferns N Petals) is a leading global gifting brand that offers a comprehensive range of products for every special moment. Serving as a one-stop solution for all things gifting, they transform occasions and festivals into cherished memories.

Today, Ferns N Petals Group consists of FNP Retail & Franchising, FNP E-commerce – UAE, India, Singapore, and Qatar; FNP Weddings and Events; Floral Touch – UAE and India; FNP Gardens, Handicrafts; The Flagship Store by FNP; WDH (Wedding Design Hub); FNP Cakes 'N' More and FNP Media.



## Manual Efforts Coupled With Lack of Segmentation Hindered FNP’s Engagement

Previously FNP worked with two platforms, one for emails and the other for customer journey orchestration (Flows) and website personalization. However, due to limitations in customer data profiling and manual updates, segmenting based on customer events proved challenging.

Their previous tool confined the brand to creating sequential journeys without providing insights into interactions with the communication they sent.

Their previous setup held the brand back from effectively personalizing customer journey for cart abandonment campaigns. This resulted in lower relevancy and lower conversions.

When it came to website personalization, a similar problem of manual data updates hindered getting easy access to analytics, resulting in an increase in man hours and longer TAT for each website personalization campaign.

We pride ourselves on our customer-first approach and realize how critical omnichannel personalized communication is for better customer experience. Partnering with MoEngage empowered us with a powerful customer engagement tool that helped automate all our CRM activities and seamlessly personalize different touchpoints across the customer journey. Their comprehensive engagement capabilities are complemented by exceptional customer support, ensuring effective campaign management and customer satisfaction.

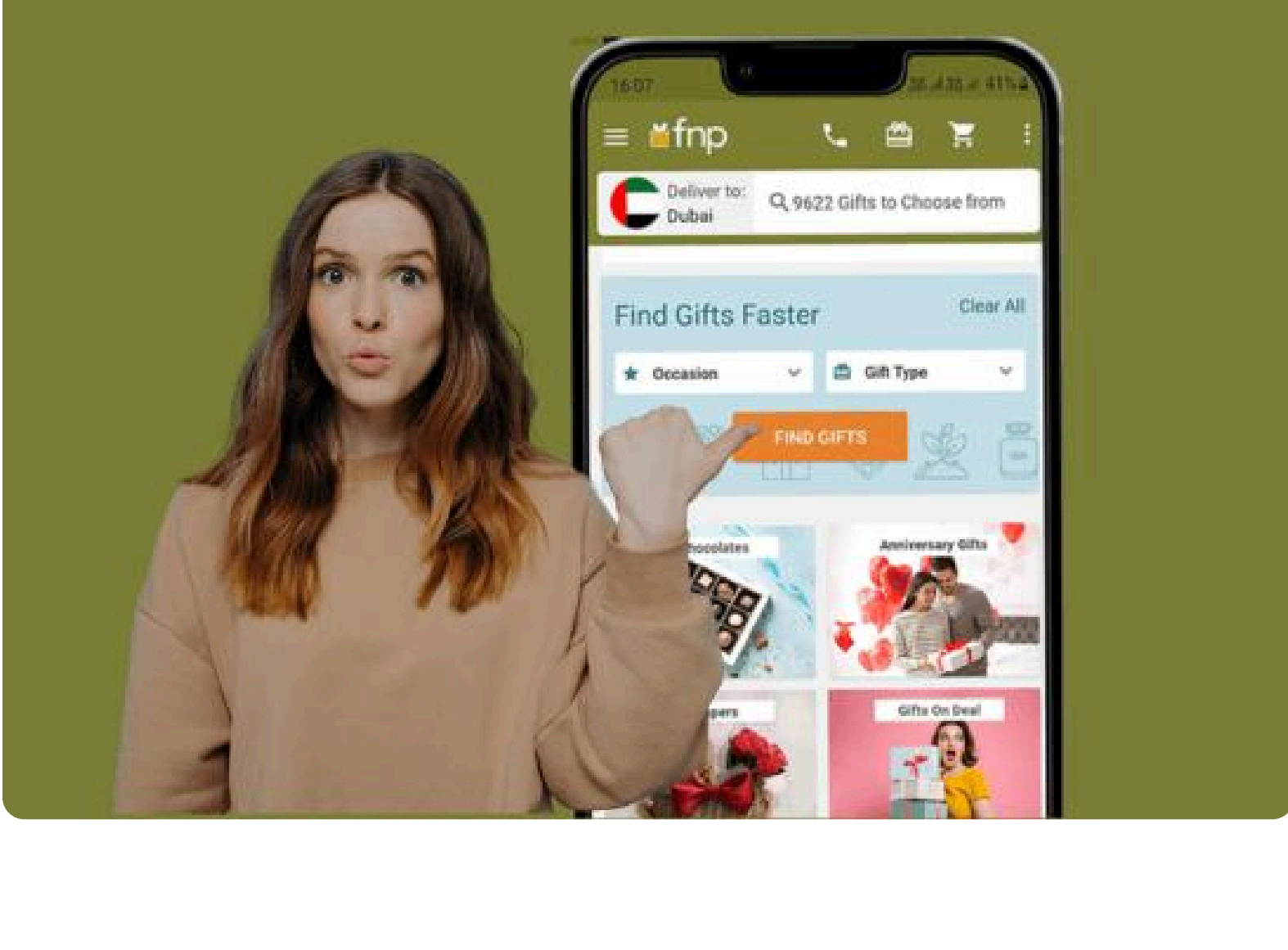
**Ritesh Thakur**  
Digital Marketing Manager

## FNP’s Omnichannel Approach Leads to Higher Conversions

From the onset, the idea behind partnering with MoEngage was to automate all CRM activities to their fullest potential and use personalization optimally.

FNP aimed to automate:

- Record collection of customers
- Activity collection
- Event insights
- All communication that was being sent to customers



## FNP Leveraged MoEngage to Optimally Personalize Their Website Across Regions

With the website being one of FNP's largest revenue-generating channels, website personalization was of the utmost importance to the brand. While they had previously personalized their website, it proved to be limited in scope.

With MoEngage, FNP created various cross-category banners that helped them engage with customers and upsell relevant products. For instance, if a customer logged into FNP's mobile website and searched for product categories like cake, chocolates, anniversaries, and birthdays, they would see certain offers between the Product Display Page (PDP) grids.

Additionally, using website personalization, the brand was also able to:

- Run A/B tests, personalize, and take campaigns live in no time
- Personalize multiple category pages rapidly and at once with multi-page
- personalization

FNP also used website personalization for the mobile website and created click-to-call on mobile (for customer support). On this call-to-action, the number for customer support changed based on the geo-location.

As a result, if a customer logs in from Dubai or KSA, the respective geo-based number for customer support is reflected on the top right-hand side.

## FNP Witnessed 2-3% Increase in Conversions Using MoEngage Journey Orchestration

The leading gifting brand migrated its Flows, including the three major Flows from the previous platform to MoEngage. With a feedback mechanism available on interactions, FNP was able to add conditions within the Flows to enhance relevancy.

For example, they were able to set conditions like - “If a customer opens the message, then send a certain type of communication”.

As a result, FNP witnessed a 2% to 3% uptick in conversions from their new flows. For instance, in their cart abandonment journeys, FNP witnessed a CVR of 14.58%.

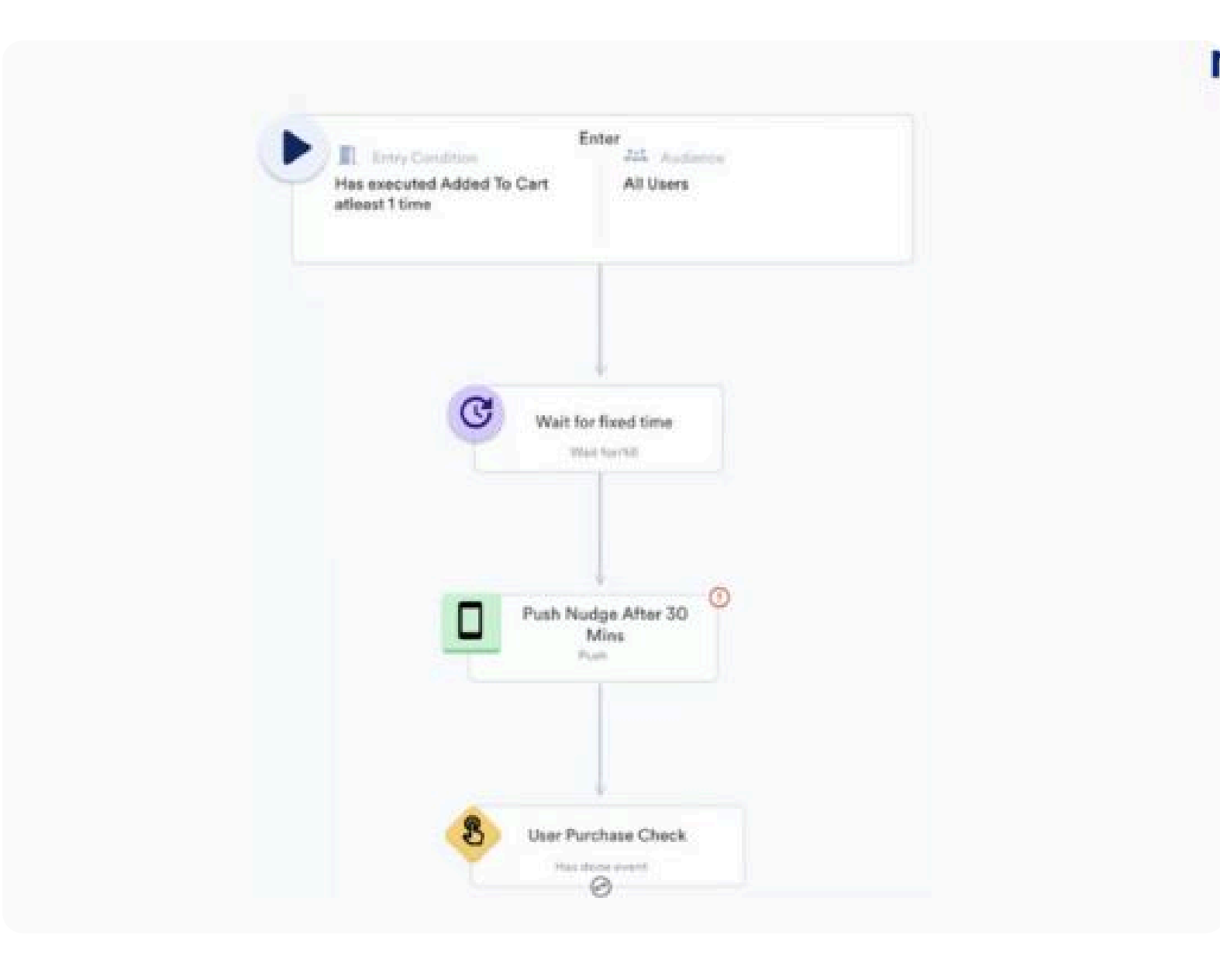
Earlier, FNP used to send out an SMS and an email at the same time during a cart abandonment journey. However, with MoEngage, they were able to add conditions to their journeys, allowing them to send relevant communication at the right time.

This allowed FNP to reduce the frequency of their communication by 14% while the sessions and orders increased by 58% and 29%, respectively.

Based on the success of these cart abandonment journeys, FNP has also started with two other journeys:

- Purchase dropout
- Payment failure

Additionally, FNP also used locales with Flows to launch campaigns in Arabic.



## FNP Leverages an Omnichannel Approach for Better Conversions

Apart from using Emails, SMS, and WhatsApp, FNP has actively been using On-site Messaging (OSM) and Web Push Notifications to engage with customers.

Since FNP allows anonymous users to make transactions, they depend on lead generation activities via OSM pop-ups to collect relevant information regarding a customer.

For instance, between October and December 2023, FNP used lead generation pop-ups for new customers who visited their website for the first time or anonymous customers who had made a purchase but had not registered. This campaign witnessed a CTR of 12.77% and a CVR of 12.86%.

Another similar campaign was done for the “Upcoming Occasion Collection Pop-Up.” In this campaign, FNP asked the customers post-checkout for details about their or their loved ones' upcoming occasions.

With this, FNP generated 1,400 leads per month, 80 incremental orders per month, and a 6% conversion rate. Another OSM campaign that FNP launched leveraging MoEngage was the “Shipping Discount Pop-up.”

For instance, if a customer drops out while selecting the shipping delivery method, a new exit intent banner pops up with a 50% discount on shipping. As a result, FNP generated 750 incremental orders with a 40% conversion rate.



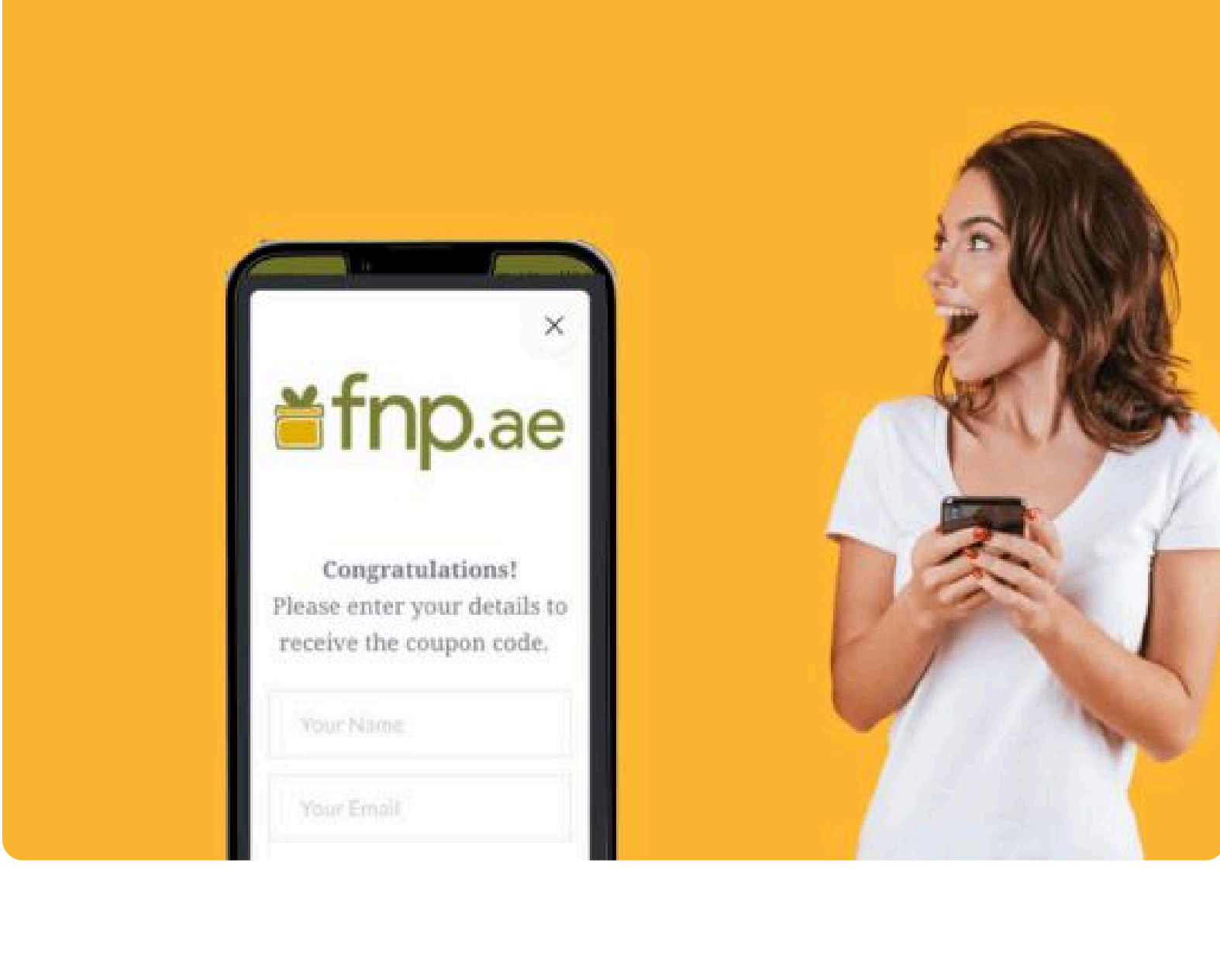
## Bridging the Gap Between Online and Offline Customer Journeys

During special occasions like Mother's Day, Father's Day or Valentine's Day, FNP sets up QR codes across various physical places like metro stations, malls, etc.

With the help of OSM Pro, FNP was able to capture all the relevant information of the customers who scanned the QR code. As a result, FNP was able to personalize the second interaction of the customer.

One campaign associated with this was “Magnet QR Code”. Through this campaign, FNP was able to garner a CTR of 7.44%.

Alternatively, if a registered customer receives relevant communication regarding any discounts/promotions on emails or other digital channels, they could visit any offline store to avail themselves of the discounts as well.



### Products Used

- Customer Journey Orchestration**  
Create unique, seamless experiences at every stage of your customer's journey.
- Omnichannel Flows**  
Create connected experiences at every stage of customer journey across channels using Omnichannel Flows.
- Website Personalization**  
Engage and convert visitors with personalized website experiences according to preferences, affinities, and behavior.

### Results

- ✓ 4.18% CVR using Website Personalization
- ✓ 2-3% increase in conversions using MoEngage Flows vs. previous journeys
- ✓ 12.86% CVR for lead gen pop-ups using OSM
- ✓ 750 incremental orders with a 40% conversion rate for the Shipping Discount OSM Campaign

## 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, Gather, 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](http://www.moengage.com).