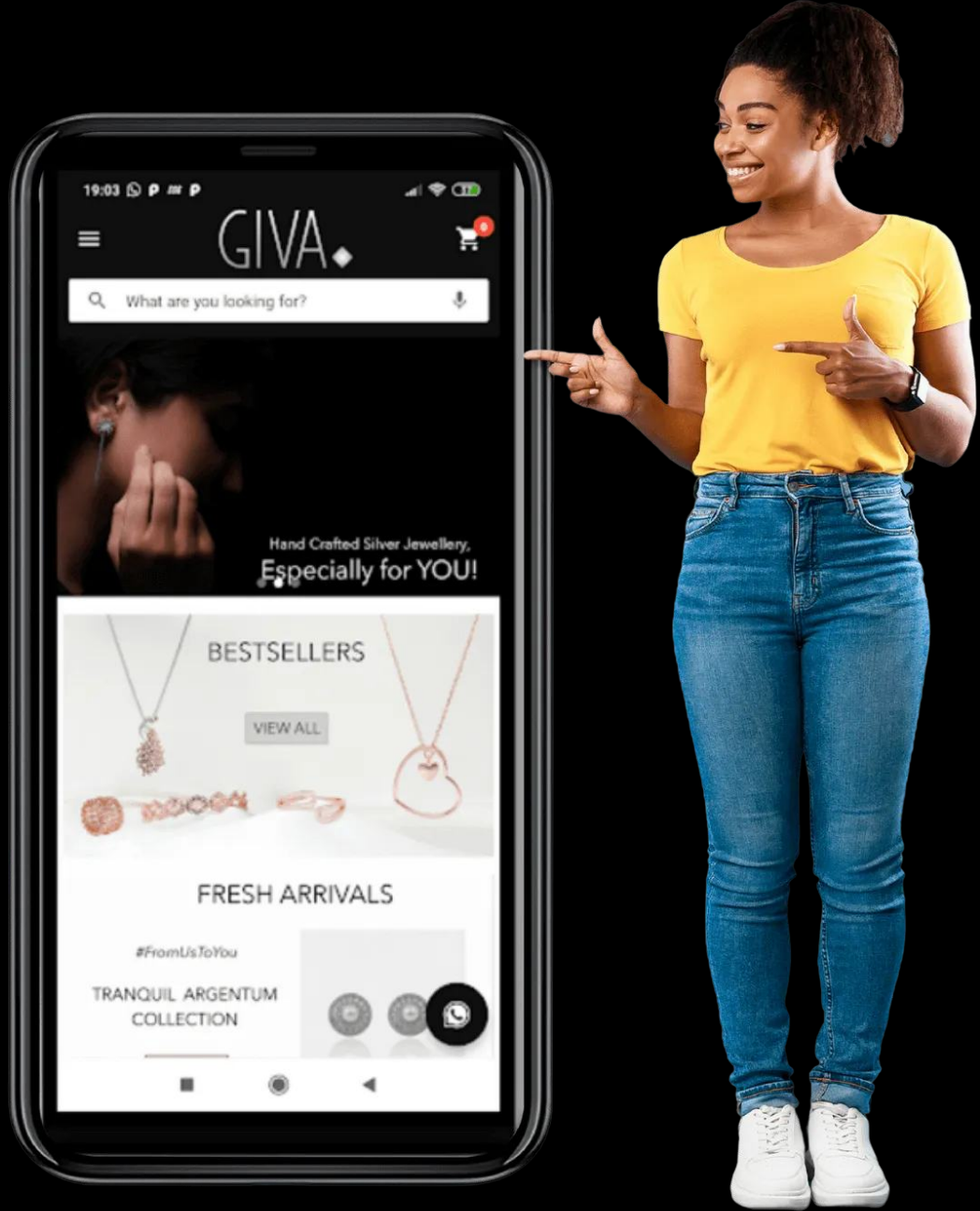


How GIVA Increased Its Repeat Purchase Rates by 50%



50%

increase in repeat purchases

5% to 10%

increase in conversions

GIVA

ABOUT GIVA

GIVA is a silver jewelry store aiming with a vision to make authentic, elegant, and fine jewelry accessible. Started in 2019, GIVA has grown rapidly to become one of India's leading silver jewelry and natural diamond jewelry brand.



Business Challenge

Here's a glimpse at the challenges that the GIVA team was facing prior to using MoEngage:

1. Finding Relevant Ways to Engage Customers: With the heavy influx of customers that GIVA was acquiring, there wasn't a precise and relevant way to engage with them
2. Hesitancy to Convert as Customers: While the user interest in products on the Giva app was high, it wasn't translating to actual conversions
3. Low Repeat Purchase Rates: The probability of customers coming back to the app to make repeat purchases was also relatively low



MoEngage's customer support is impeccable. Whenever we raise any tickets, the team addresses the issues and comes to us with a solution ASAP. Using their insights-led engagement platform, we were able to create Birthday-related Flows for our customers. This has led to an increase of 50% in our repeat purchase rates!

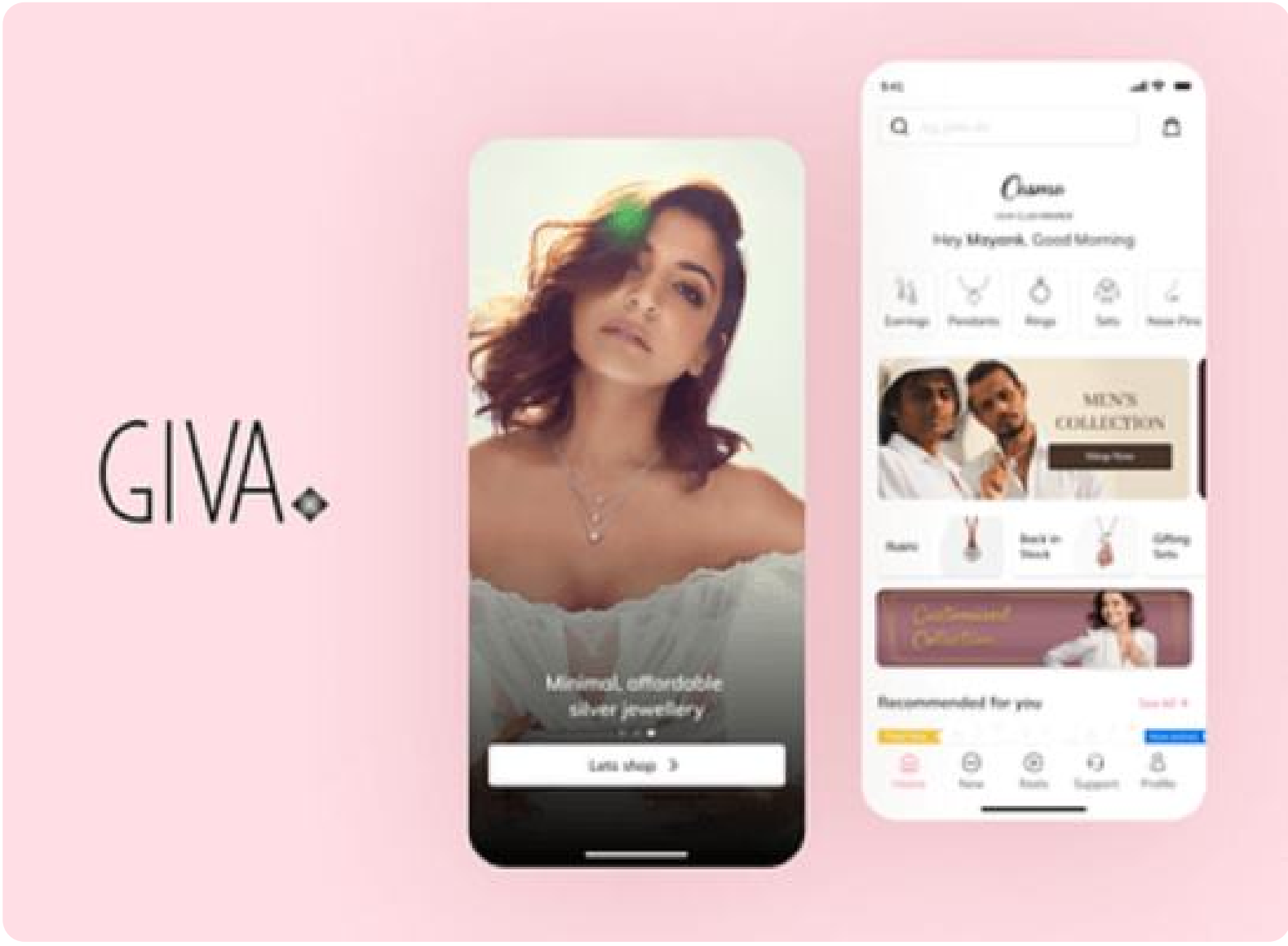


V Rathna Kishore
Product Associate, GIVA

MoEngage Solution

Using Multichannel Flows to Uplift Engagement

In the jewelry industry, most of the purchases happen during the birthday months of customers, and the GIVA team wanted to capitalize on that. Using multichannel, Birthday-related Flows by MoEngage, GIVA informed the customers that there was a surprise jewelry gift for them via Push Notifications and WhatsApp.



Second Solution

Utilizing Dynamic Product Messaging to Minimize Cart Abandonment

The team was also using in-app notification campaigns to nudge the customers to check out GIVA's bestsellers and additionally also displaying coupon codes to improve the basket sizes. The team also used Dynamic Product Messaging to counter the high cart abandonments by sending emails and push notifications with the image of the exact product that has been left in their carts.

Products Used

- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your [customer's journey](#).
- 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](#).

The Result

- ✓ Through multichannel Birthday-related Flows, GIVA clocked a 50% uplift in their repeat purchase rates.
- ✓ With MoEngage's Dynamic Product Messaging, GIVA solved their cart abandonment issues and increased their conversions from 5% to 10%!

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.