

How GIVA Uses MoEngage to Drive Deeper Customer Analysis and Omnichannel Engagement



Instant

Operational Visibility

Unified

Engagement Across Channels

Agile

Campaign Adaptation

GIVA

ABOUT GIVA

GIVA is a leading omnichannel fine jewelry brand known for its exquisite designs and commitment to quality. With a robust online presence through its app and website, complemented by over 220 physical stores across India, GIVA has become a household name for versatile, everyday luxury.



MoEngage is versatile, dependable, and a perfect fit for everything we do. It brings all our numbers together in one place, giving us that vital bird's-eye view to spot issues and identify where we can scale. Since launching our app, the MoEngage team has been a true partner — always responsive and sharing valuable suggestions each week that help us tap into new features and continuously boost our performance.

Siddhant Singh

AVP - Growth & Marketing, GIVA

Business Challenge

As a rapidly scaling omnichannel brand, GIVA recognized the need to further refine its digital strategy to match its physical growth. The team sought to:

Centralize Insights: With data flowing from various sources, they needed a way to consolidate performance metrics for a true "bird's eye view" of the business.

Adapt to Shifting Behaviors: The rise of quick commerce has shifted consumer shopping peaks closer to major events. GIVA needed to stay agile to capture these narrowing windows of opportunity.

Optimize Multi-Channel Communication: The goal was to integrate data across their app, website, and 220+ stores to ensure every user received relevant, timely communication, regardless of how they shop.

MoEngage Solution

GIVA integrated MoEngage early in its app journey, utilizing it as a versatile tool in its marketing stack to drive both analytics and engagement:

Data-Driven Decision Making: Giva's team utilizes MoEngage Dashboards to gain a consolidated view, enabling them to instantly analyze revenue, conversion rates, and session quality, thereby pinpointing issues or opportunities at a glance.

Rapid Experimentation: The team conducts constant A/B tests on imagery—such as comparing "mood shots" vs. product shots—and text length to identify and scale the most effective creative assets.

Strategic Segmentation: By creating granular user cohorts, GIVA analyzes past CRM performance to refine winning strategies and pivot away from underperforming campaigns in real-time.

AI-Driven Innovation: Through weekly strategic collaborations with the MoEngage team, GIVA explores advanced tools like MoEngage Merlin to keep their AI-driven engagement at the cutting edge.

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.

Customer Journey Orchestration

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

MoEngage Analytics

Create omnichannel, personalized experiences using AI-powered analytics.

Omnichannel Flows

Create connected experiences at every stage of customer journey across channels using Omnichannel Flows.

MoEngage Impact

✓ **Instant Operational Visibility:** Established a daily ritual of data review that allows leadership to identify and address issues within minutes of glancing at their dashboards.

✓ **Decisive Creative Insights:** Through rigorous A/B testing, GIVA identified that "mood shots" consistently outperformed other imagery, allowing them to scale this high-performing creative style across their campaigns.

✓ **Consolidated Engagement:** Successfully unified their analytics and CRM activities into a single platform, reducing manual data silos and enabling faster execution.

✓ **Agile Campaign Adaptation:** Improved the brand's ability to pivot strategies in response to real-time market trends, such as the shortening lead times in event-based shopping.

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.