

How GrowSari Engineered a Unified Lifecycle Engagement for <100k Tinderas Monthly



40.5%

Conversion Rate on Task-Based Vouchers

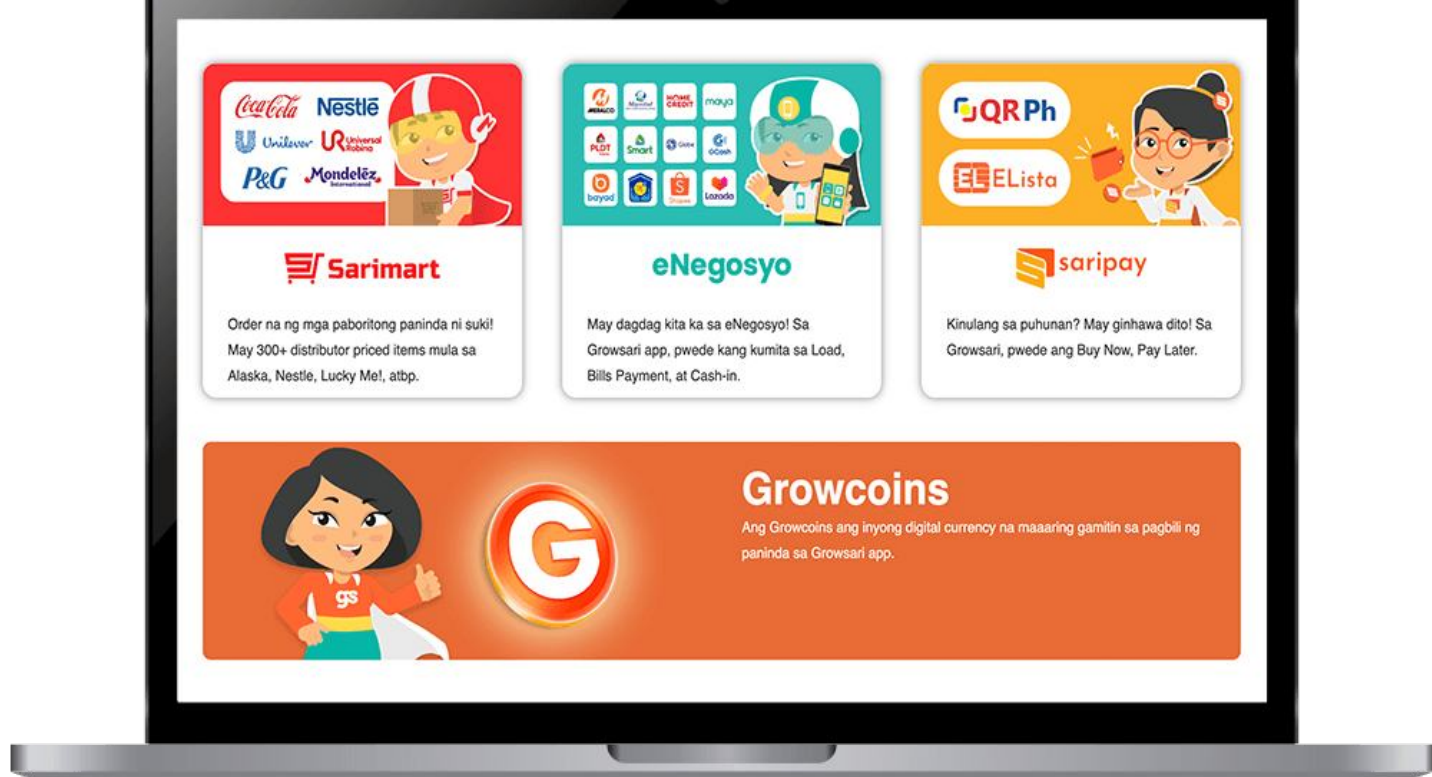
34%

Conversion Rate on Daily FMCG Deals



ABOUT GROWSARI

GrowSari is the premier B2B ordering and store solution platform dedicated to empowering the Philippines' massive network of over 1 million sari-sari stores (traditional mom-and-pop micro-retailers). Present across 23 key cities and 400 municipalities, the tech-enabled ecosystem equips grassroots MSMEs with critical inventory supply, pricing tools, working capital, and a dedicated Buy Now Pay Later (BNPL) arm called **SariPay**. By converting basic physical retail outlets into modernized financial and service hubs, GrowSari drives digital inclusion for millions of traditionally unbanked and offline merchants nationwide.



The Scenario

Operating a high-scale marketplace tailored for non-tech-native entrepreneurs presents unique friction. GrowSari's audience of small storefront owners (tinderas) typically operates in low-bandwidth digital environments and lacks formal training in retail business strategy. To win in this highly competitive space, GrowSari recognized that their communication framework could not afford to overwhelm them. As GrowSari scaled to double its geographic footprint, its trigger-based engagement setup began to show its limits. The platform could fire messages after individual user actions but had no way to map the full merchant lifecycle - from first app download to first inventory order to long-term retention. Managing multi-stage merchant journeys manually across 400 municipalities was no longer viable. GrowSari needed to move from reactive, event-driven messaging to a lifecycle-first model that could scale without proportional increases in effort.



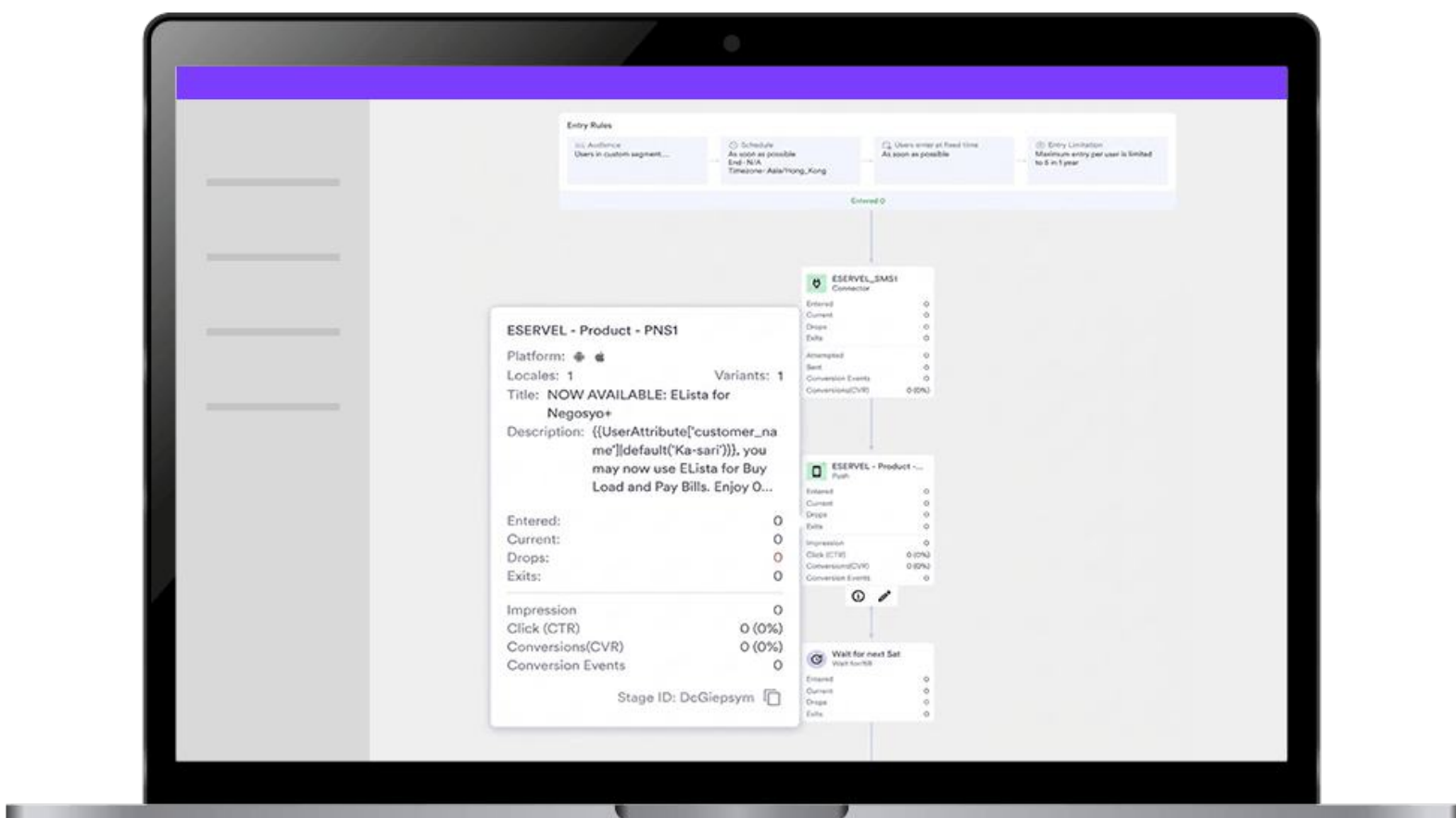
MoEngage has been a true growth partner for GrowSari. They did not just hand us a platform; they helped us think through how to build meaningful journeys for our tinderas. The joint value creation has been real - better engagement, better onboarding, and a communication strategy that meets each tindera exactly where she is in her journey.



Echo Bueno
Head of Growth Marketing

Transitioning to a Journey-first B2B Architecture via Flow Builder

GrowSari transformed its CRM approach by moving away from standalone broadcasts to sophisticated, automated paths within MoEngage's Campaign Flows. Instead of looking only at a user's isolated last action, the marketing team now charts the end-to-end merchant onboarding experience. Utilizing advanced behavioral filters, the platform automatically determines exactly what a tindera needs to see next based on their progress. This transition from fixed sequences to dynamic, logic-driven journeys served as the foundational pillar for maximizing user session depth and increasing day-one app adoption.

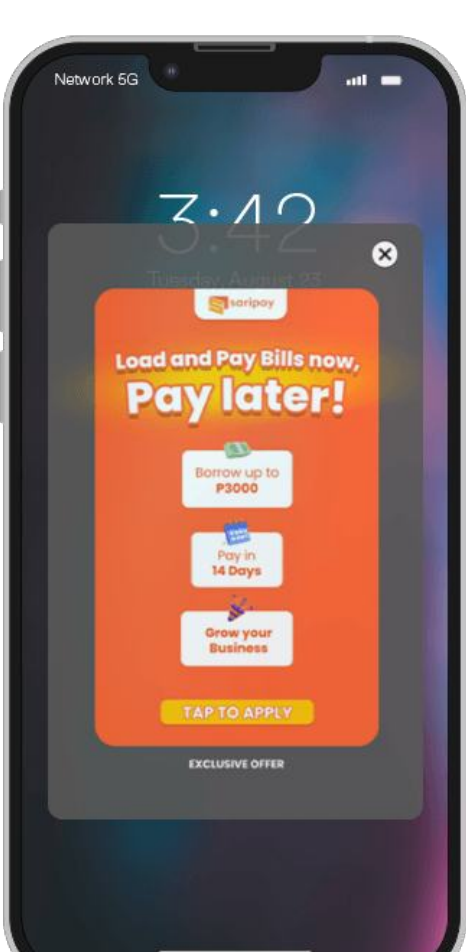
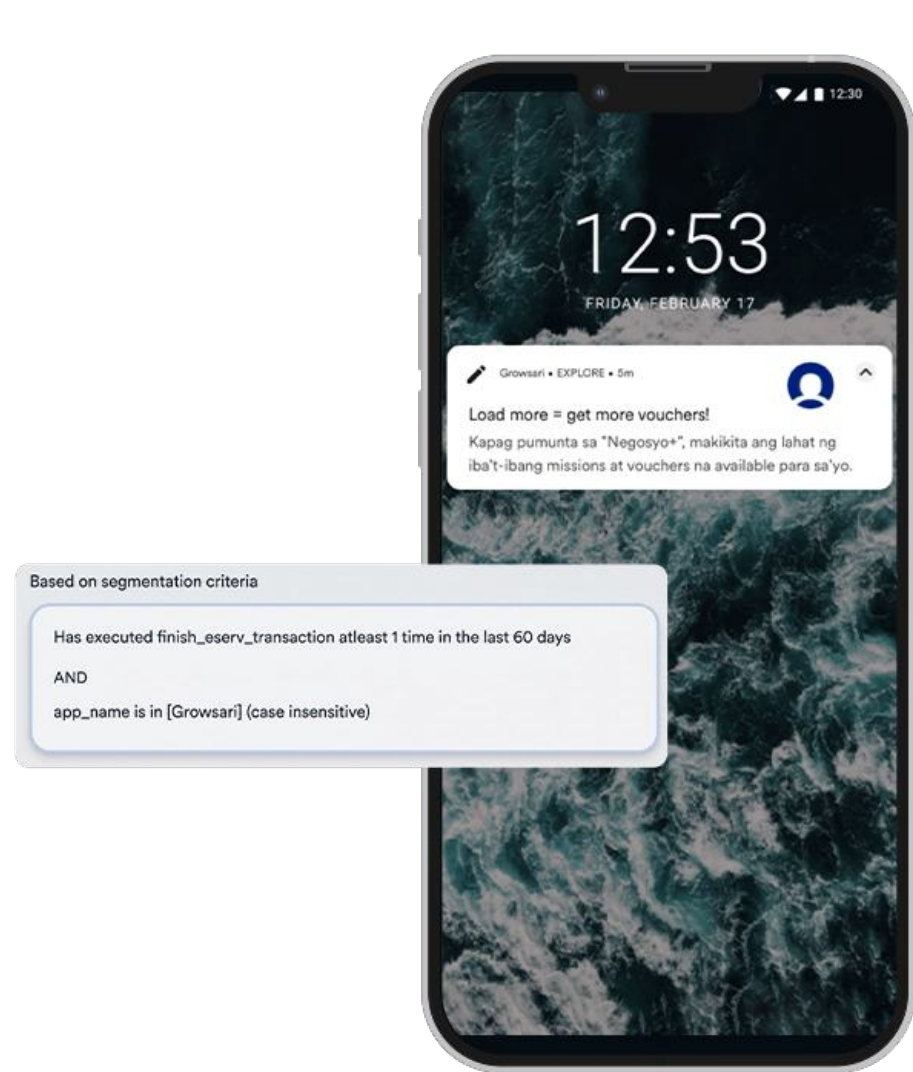


Driving High-intent FMCG Conversions with In-App Engagement

Because the platform is engineered specifically for low-bandwidth devices and first-time smartphone users, the in-app experience must be clear and frictionless. GrowSari utilized MoEngage In-App Notifications to push highly contextual, localized daily deals on Fast-Moving Consumer Goods (FMCG) directly within the user workflow. By delivering these targeted promotions natively while the merchant is actively compiling an inventory list, GrowSari achieved an exceptional 34% conversion rate on daily grocery deals, bypassing traditional messaging friction entirely.

Optimizing the Retention Funnel with Smart Cross-channel Segments

To maintain strong engagement without causing fatigue, GrowSari leveraged deep customer behavior insights to build precise segmentation rules across Push Notifications and SMS. For example, when a user completes an internal app task or reaches a milestone transaction, MoEngage automatically triggers hyper-focused campaign nudges containing tailored vouchers or prepaid mobile load combos. This precise, context-driven method yielded a stellar 40.5% conversion rate on task-based voucher campaigns, keeping tinderas highly active without cluttering their devices.



Unifying the Grocery and Financial Ecosystems Under One Roof

GrowSari's operational model spans two distinct business divisions: its core B2B grocery marketplace and its specialized credit arm, SariPay. MoEngage allowed GrowSari to manage both distinct user profiles from a single, centralized dashboard. By tracking custom entry conditions across both entities simultaneously, the team can craft cross-functional journeys, such as offering a targeted inventory incentive when a merchant qualifies for BNPL financing, providing a cohesive, unified brand relationship across the entire merchant ecosystem.

Products Used

- In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- Omnichannel Flows**
Create connected experiences at every stage of customer journey across channels using [Omnichannel Flows](#).
- Push Notification**
Reach customers at the right time using AI-powered, targeted, [push notifications](#).

Results

- Up to 40% Conversion Rate:** Paired sharper behavioral targeting with a push notifications and pop-up communications delivery model to serve the right offer, on the right channel, at the right moment.
- Multi-Arm Ecosystem Consolidation:** Unified merchant engagement strategies across both core wholesale grocery business and the SariPay BNPL credit arm.
- Operational Scale Acceleration:** Empowered a centralized digital team to efficiently manage retention and activation across 400 municipalities.

About MoEngage

MoEngage is an agentic customer data and engagement platform trusted by 1,350+ global consumer brands, including Unilever, 7-Eleven, The Coca-Cola Company, Grab, Samsung, Domino's, Kredivo, TGV Cinemas, Nestle, Zalora, Air Asia Move, Robinsons Retail, Angkas and more.

The platform combines deep customer analytics, agentic marketing workflows through its Merlin AI Agents, and omnichannel orchestration across messaging and surfaces, helping marketing and product teams deliver experiences that feel personal at any scale. MoEngage operates globally with 15 offices across Asia, North America, and EMEA.

Learn more at www.moengage.com.