moengage

Middle East's #1 CDEP

RETAIL & E-COMMERCE | ANALYTICS

Homzmart Boosts Conversions by 20% with Efficient Automation and Powerful Customer Engagement Insights
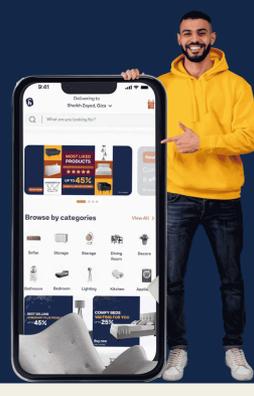
20%	**Fast time-to-value**
Boost in Conversion with Personalised Campaigns	Deployed Campaigns in Minutes

homzmart

ABOUT HOMZMART

Homzmart is a leading one-stop E-commerce platform for all home goods, furniture, decor, and appliances. Based in **Egypt and Saudi Arabia**, Homzmart offers homeowners more than **300,000 trendy products** from local and international brands to furnish their homes. Despite entering the industry only half a decade ago, Homzmart has managed to grow its **Daily Active Users (DAUs) and Monthly Active Users (MAUs) by 50%, making it one of the fastest-growing E-commerce startups** in Egypt.

Business Challenge

Homzmart wanted to explore Martech platforms that could enable rapid growth by enhancing the customer experience. This meant enabling in-depth analysis of customer behaviour and the ability to create segment-specific campaigns at scale. The need of the hour was a deeper understanding of customer behaviour and which campaigns were effective with customers. They set out looking for a full-scale, comprehensive Martech platform. One that would help them seamlessly carry out different engagement goals for their two markets, Egypt and Saudi Arabia, and personalise engagement campaigns for their vastly different customer bases. All this could only be achieved with an effective Customer Engagement and Data Platform (CDEP). After a **rigorous evaluation of over 13 platforms, Homzmart chose MoEngage for its data management and engagement capabilities.**

> At Homzmart, our primary goal is to give our customers the best value for their money by offering top-quality products at the best possible prices. Our partnership with MoEngage has been crucial in helping us achieve this. MoEngage allows us to highlight our unique selling propositions through targeted campaigns and provide personalised offers to our customers based on their behaviour. While our category consists of many big-ticket and one-time purchases, our collaboration with MoEngage has helped us drive repeat purchases and increase customer lifetime value. By intelligently cross-selling and upselling other product categories like lighting and appliances, we've seen a significant uptick in purchase frequency, which ultimately contributed to overall growth.

Maha Elansary
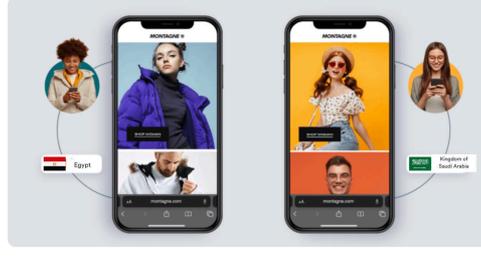Head of Growth - EG & KSA at Homzmart

> Before MoEngage, setting up and deploying campaigns took several days, resulting in a delayed time to value. With MoEngage's Customer Data and Engagement Platform, we are able to obtain data from our online sources, and will soon acquire data from in-store. This agility has enabled us to plan and deploy campaigns much faster, allowing us to go live in just a few minutes! Such quick time-to-value and the steady growth in DAUs and MAUs that we have witnessed have reinforced our plan to expand to new markets by early next quarter.

Amira Maghraby
CRM Manager, Homzmart
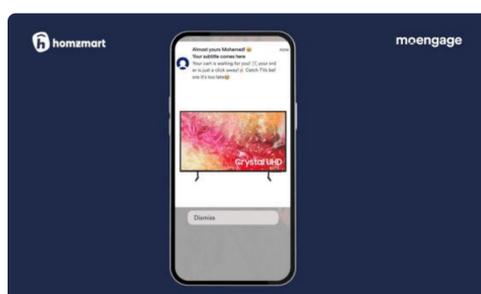
MoEngage Solution

Homzmart's decision to onboard MoEngage was driven by its need for a comprehensive tool that would eliminate reliance on multiple point solutions and manual efforts. **MoEngage's exceptional segmentation and analytics capabilities, combined with its engagement features and unwavering support from MoEngage's Professional Services and Customer Success team, solidified their choice.**

Deploying Hyper-Personalised Campaigns For Multiple Use Cases

Homzmart transformed its customer experience by leveraging the **MoEngage Customer Data and Engagement Platform (CDEP)**, enabling **seamless personalisation across all channels, including email, SMS.** Through **MoEngage's On-site Messaging (OSM),** Homzmart successfully **identified and engaged anonymous website visitors.** This proactive approach allowed them to tap into an often-overlooked segment with relevant content, significantly boosting engagement. To effectively **re-engage cart abandoners,** the brand sent out **personalised push notifications** that created a sense of urgency and nudged them to complete their purchase. This resulted in a **noticeable drop in cart abandonments and an overall increase in conversions.**

Furthermore, Homzmart utilised features like **Advanced Segmentation** to deliver tailored product suggestions via in-app messages, emails, SMS, and push notifications. With this holistic customer view, Homzmart sent out personalised product recommendations that closely aligned with individual preferences. For example, customers who purchased lighting systems received push notifications for similar decor products, while those who bought office chairs were offered other office furniture. This customer-centric, data-first approach resulted in improved campaign performance and better engagement. The brand's personalisation efforts weren't just limited to product recommendations but also extended to local language. Homzmart could **localise and send distinct campaigns for its two key regions, Egypt and Saudi Arabia,** ensuring that messages resonated authentically with customers in **both locations.**

Improving Time-To-Value From Days To Minutes

Before MoEngage, Homzmart lacked an integrated CDEP and spent days creating and deploying campaigns with point solutions and manual efforts. The limited visibility into customer preferences and campaign effectiveness also hampered the brand's ability to send messages at the right moment. With **MoEngage's Flows,** Homzmart has identified the optimal timing and set up campaigns to engage customers in minutes. By **reducing campaign deployment time from days to minutes,** Homzmart is now reaching customers quickly and maximising overall engagement.

Improving Email Deliverability With Domain Reputation Management

After setting up the email domain, MoEngage also assisted Homzmart with managing domain reputation. This allowed Homzmart to understand email campaign performance and implement the right fixes to improve email deliverability. Thanks to MoEngage's domain reputation management feature, Homzmart no longer needed to log in to Google Postmaster to check the reputation. MoEngage would send an alert whenever it detected a decline in domain reputation. This helped Homzmart **protect its reputation and enhance email deliverability.**
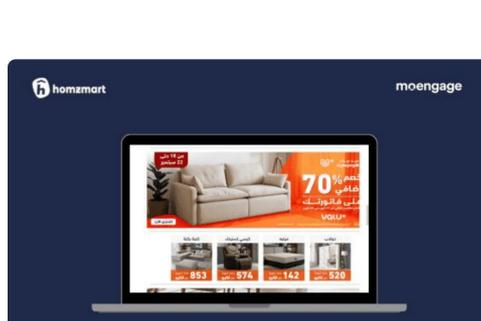
Products Used

📧 **Email**
Create personalized emails that land in the-box.

📱 **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.

🖥️ **On-site Messaging**
Engage your visitors with personalised on-site messages tailored to their preferences and behavior.

Results

☑ Personalised cross-sell campaigns resulted in an **uplift of 20% CVR**

☑ Improved accuracy and quality of analysis through stronger, real-time insights from automated flows

☑ **Improved email deliverability** and domain reputation management by receiving real-time alerts on reputation decline

☑ Quick time-to-value by deploying campaigns in **minutes** instead of days

☑ Enhanced customer engagement by sending targeted campaigns for different use cases like cart abandonment, product wishlist, and product viewed list

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, Gathern, 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.