

Jimmy Brings Grows Revenue by 2.6X Using Affinity Segmentation



2.6X
Growth in revenue

34.8%
Growth in DAUs

JIMMY BRINGS

ABOUT JIMMY BRINGS

Jimmy Brings, Australia’s largest on-demand alcohol delivery service, provides alcohol delivery services to consumers across Australia. This alcohol delivery brand serves top drinks from a curated list to more than 800K of happy customers. Even though top cities in Australia have other alcohol delivery brands, Jimmy Brings stands out to all its customers because it promises to deliver products ready-to-drink in minutes.



Customers Located Across Different Cities

Jimmy Brings’ customer base is positioned across six states across Australia (and growing), and its product catalog is localized in some states. As a result, the Jimmy Brings marketing and product team needs to showcase suitable products for customers in those states. This necessitated that the team understand their customers’ demographics and purchase history and segment them accordingly.

However, their current segmentation approach was limited and manual. Jimmy Brings’ marketing team decided to onboard a platform that allowed to:

- Analyze and segment customers based on various attributes.
- Enable them to create automated customer journeys based on customer behavior and attributes.
- A/B test on campaigns.

Jimmy Brings’ team wanted an insights-led customer engagement platform to:

- Improve engagement and surpass industry standards for open rates, click-through, and conversion rates, along with low unsubscribe rates.
- Retain customers by providing relevant and personalized content.

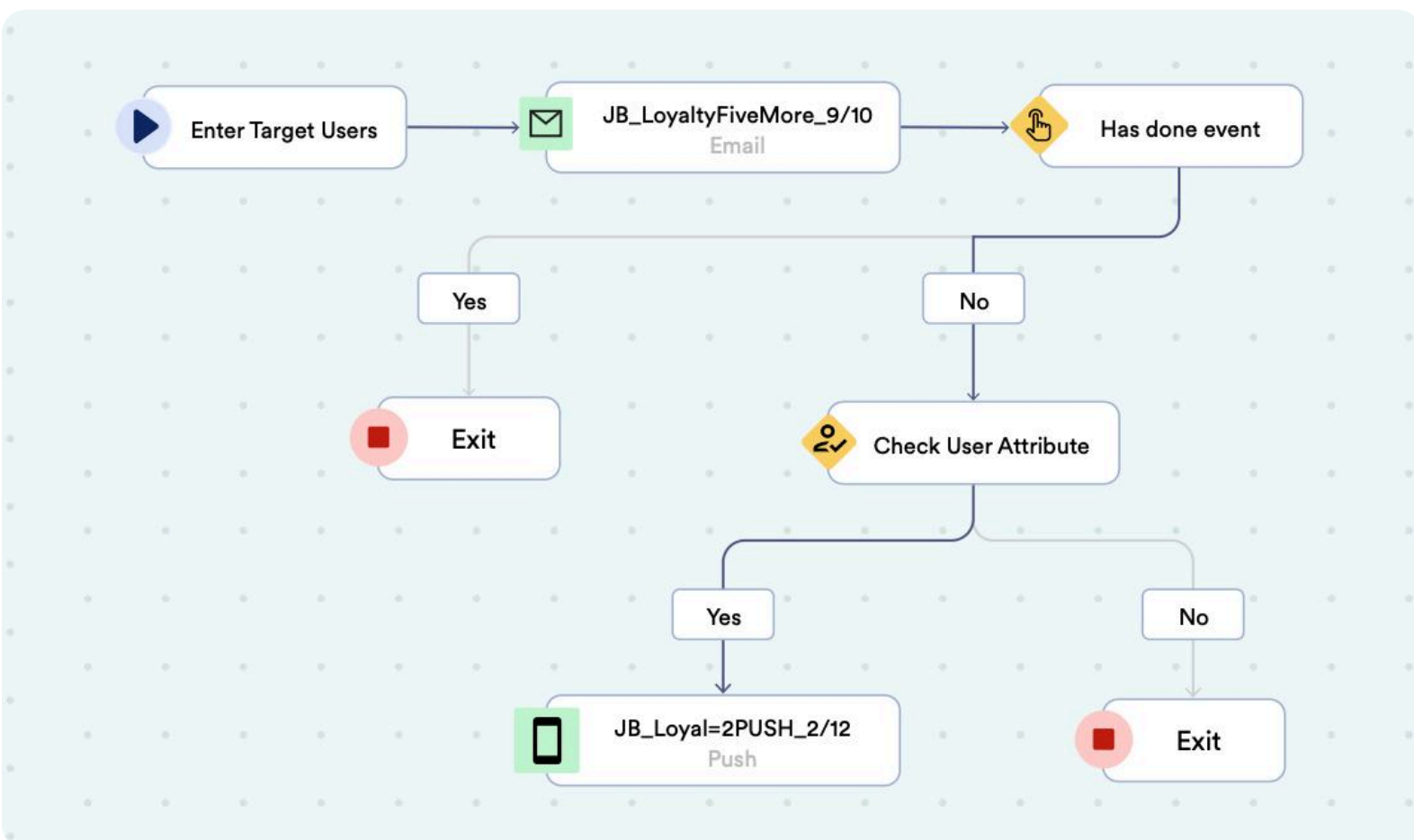
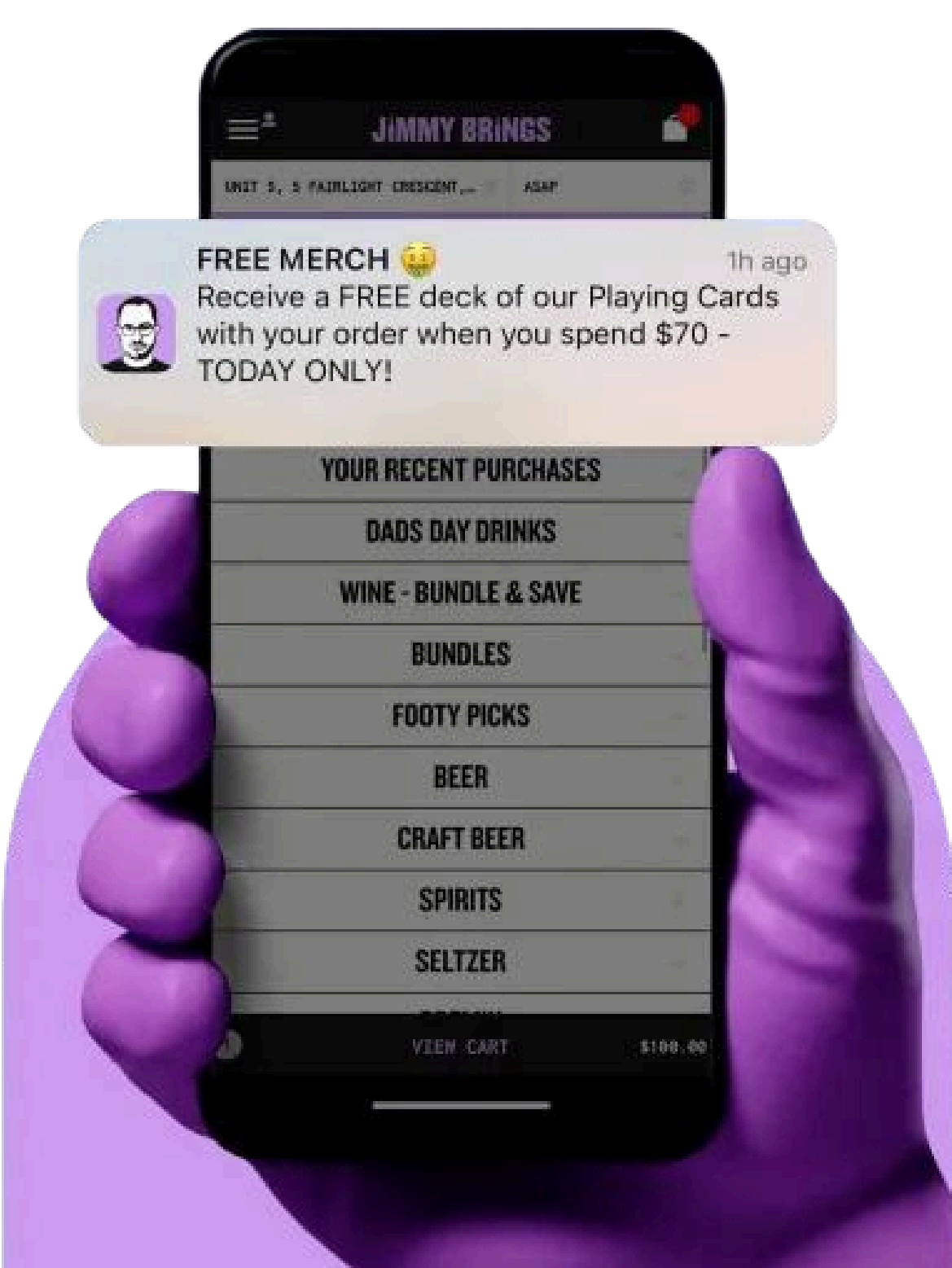


MoEngage has allowed us to reach our customer base and communicate to them effectively and on time. It is one of the major platforms we use to keep customers engaged throughout their lifetime journey with the brand while also allowing us to collect valuable customer insight. As the brand evolves, we want to ensure that content remains relevant, and MoEngage’s personalization capabilities enable this.

Angela Lo
CRM Manager, Jimmy Brings

Exceptional Customer Service Helped Jimmy Brings to Consistently Score an NPS of Over 80

The team was gearing up to create new promotional campaigns, including the summer period and occasion-based, e.g. Valentine’s Day, Mothers Day, Fathers Day, and product or supplier specials, they wanted to engage customers more. As Jimmy Brings’ team wanted to communicate to their customers across email, website, and app, they first decided to understand customers’ purchase flow and segment them accordingly for different campaigns. Once the segmentation was complete, the team planned to build out journey workflows. With MoEngage’s Journey Flows, Jimmy Brings’ team could automate customer journeys that form a large portion of their customer engagement strategy. These journey workflow campaigns include welcome or onboarding, loyalty, and reactivation. From the time customers onboard with the brand to becoming loyal, i.e., customers who have made more than several orders, the team engages them based on their preferences and ongoing offers. The team moved them to loyalty messaging that focuses on engaging customers based on their number of transactions and sent automated communication to drive customers to finish at least seven orders to get their eighth order free of cost.



Seasonal and Exclusive Campaigns

The team also utilized this segmentation approach for some seasonal, exclusive campaigns. For instance, in their latest campaign for Summer (Nov 2021 – Jan 2022), they created various segments to an engagement workflow that included push notifications and email as their core engagement channel. The team sent out 100+ push notifications and emails over campaign period, allowing customers to use various seasonal offers. Another such exclusive campaign was ‘Cooking with Jimmy’ last year, where the team focused on showcasing wines to be paired with different foods. The team segmented customers who prefer wine and triggered exclusive emails to these customers using the ‘best purchase day’. The team have since experimented with ‘best time to send’ coupled with ‘best purchase day’ to make the engagement even more meaningful and timely. These exclusive campaigns were critical for the brand to ensure the content was sent to the relevant customers at the right time and channels.

Products Used

Customer Insights & Analytics
Create omnichannel, personalized experiences using AI-powered insights and analytics.

Relevant Segmentation Improves Overall CVR

The brand now segments the customer database more than ever (compared to a year ago) to create a journey-based, behavior-based engagement. Overall, this helped the team to engage customers based on their purchase category. The growth in engagement improved their DAUs and 2x increase in new customers.

The brand has recently commenced trialing customer affinity on the day of purchase for some campaigns, including best send time, and observed some excellent CVR numbers. Overall, the team observed their customer were 53.4% more likely to take the desired action when the messages were sent during the preferred time. 44.7%.

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.