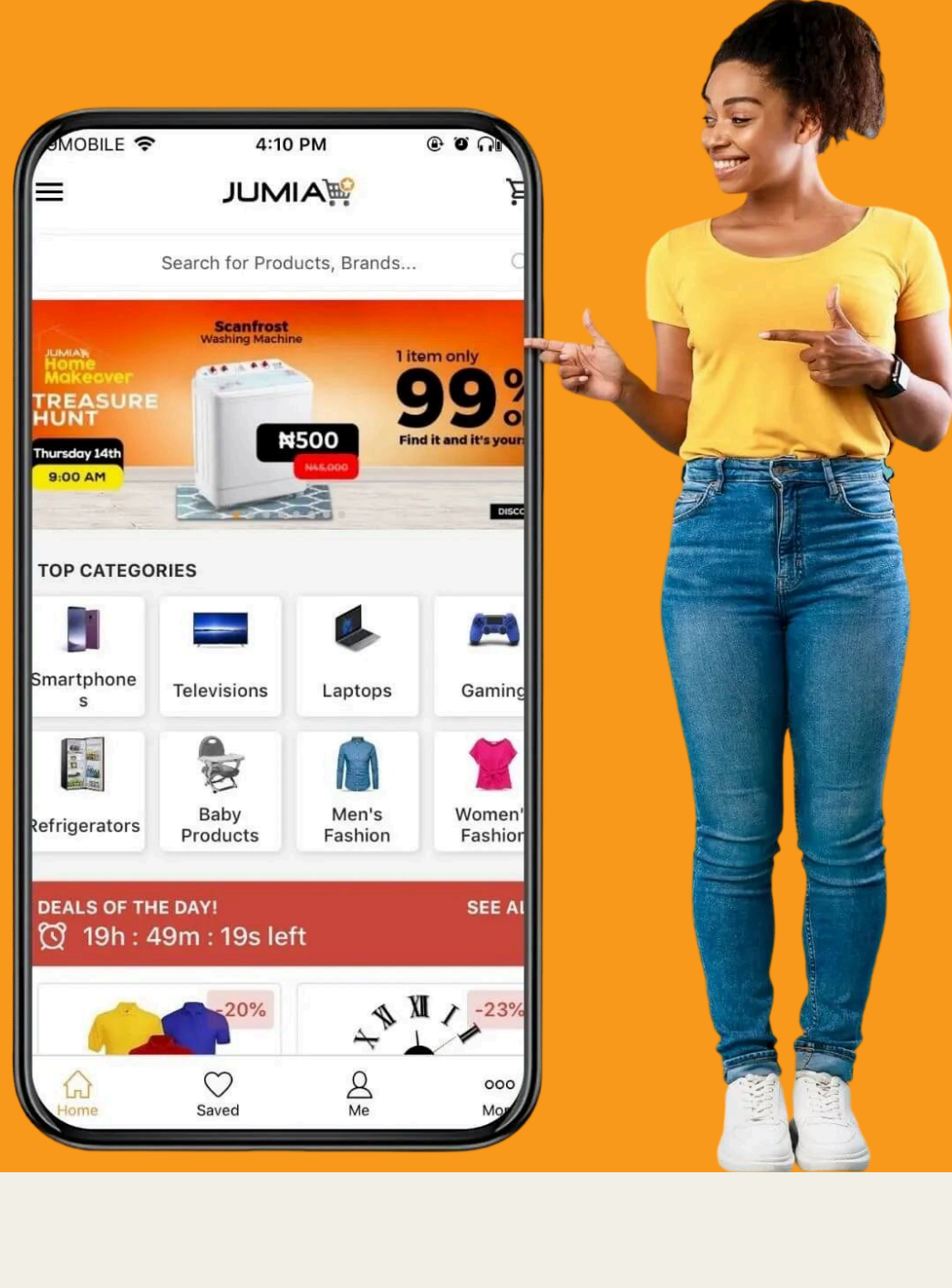


Jumia Achieves 19% Uplift in Conversion with MoEngage's AI-Powered Personalization



13%

Growth in the Number of Purchase Events QoQ

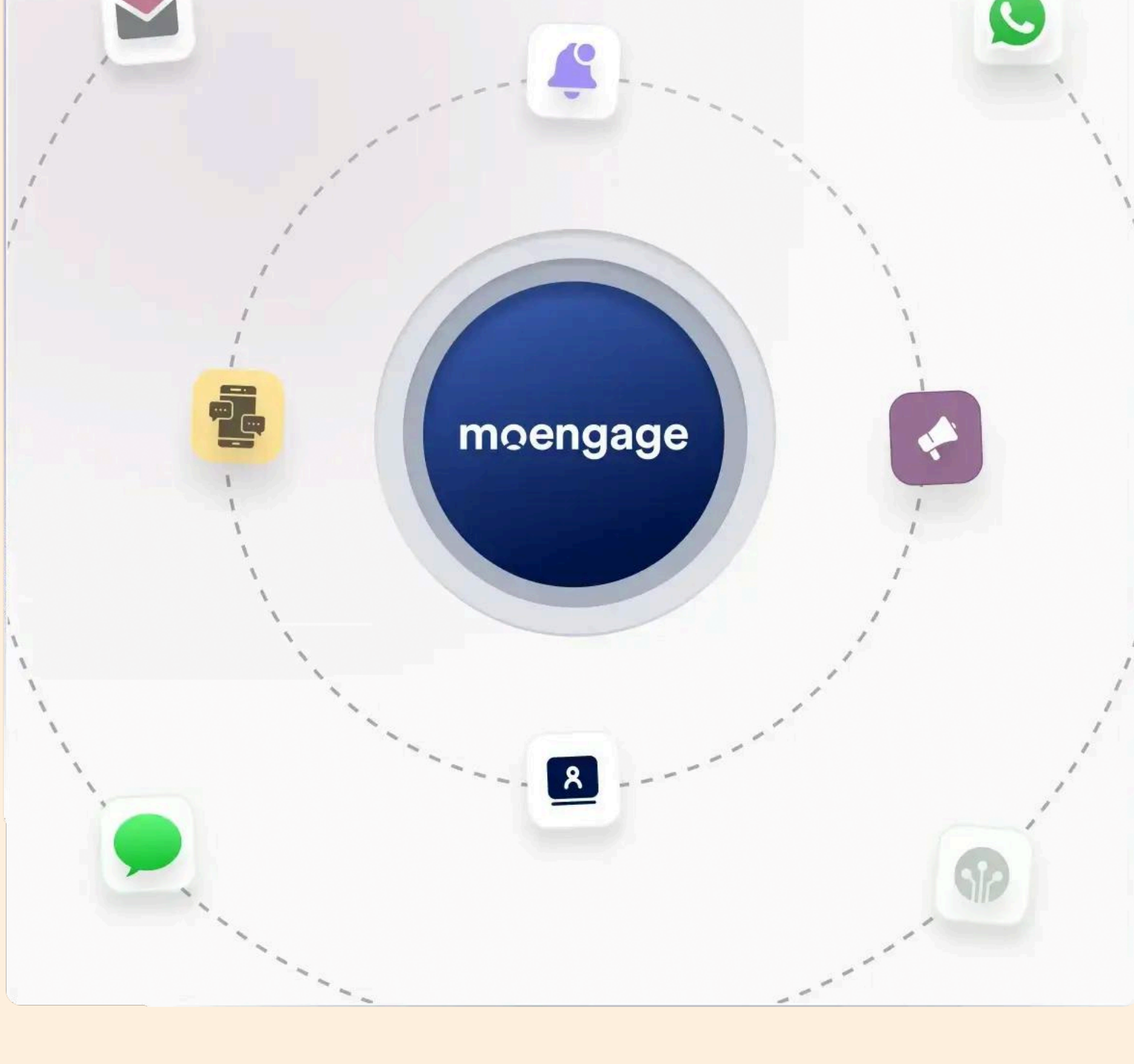
18.78%

Uplift in QoQ Conversions

JUMIA

ABOUT JUMIA

Jumia (NYSE: JMIA) is a leading E-commerce platform in Africa, active across multiple countries on the continent. Its mission is to leverage technology to transform everyday life in Africa, helping consumers access millions of goods and services conveniently and at the best prices. The Jumia ecosystem is built around a comprehensive online marketplace that connects thousands of sellers to millions of consumers. **Jumia Logistics**, which enables the seamless delivery of packages, and **JumiaPay**, a digital payment and fintech platform that facilitates online transactions and the distribution of digital and financial services.



Business Challenge & Objective

As Africa's leading E-commerce platform, Jumia's Performance Marketing team sought to transition their Customer Relationship Management (CRM) strategy onto a unified, data-driven platform. They were moving away from older, fragmented tools to find a solution robust enough to handle the immense surge in traffic and high-stakes planning required during peak sales periods like Black Friday and to support the massive scale Jumia generally operates on.

The team needed a platform that could not only support their core strategic focus of increasing repurchase and retention but could also enable sophisticated, hyper-personalised campaigns during their most crucial commercial events.

The E-commerce leader aimed to:

- **Increase Repurchase Rates and Retention:** Achieve a sustainable, significant increase in the rate at which existing customers make repeat purchases.
- **Scale Seasonal Success (e.g., Black Friday):** Implement advanced personalisation and path-optimisation capabilities to maximise revenue and conversion rates during high-volume Black Friday campaigns and other seasonal events.
- **Improve CRM Performance:** Drive significant quarter-over-quarter growth, evidenced by an increase in total orders originating from CRM channels.



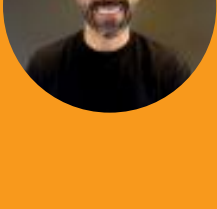
As a fast-paced, technology-first brand, we needed a unified and flexible engagement platform that helped us connect with our customers at massive scale. Since onboarding MoEngage, our CRM's performance has grown multifold. The AI-powered platform enabled us to run highly intelligent, personalised campaigns at a massive scale, especially for high-demand periods like Black Friday. The ability to apply sophisticated AI tools like the Intelligent Path Optimiser has been critical in achieving a notable increase in our overall repurchase rates, proving that data-driven engagement is key to our retention story.



Fatma Hamdi
Group Director - Growth, Jumia Group



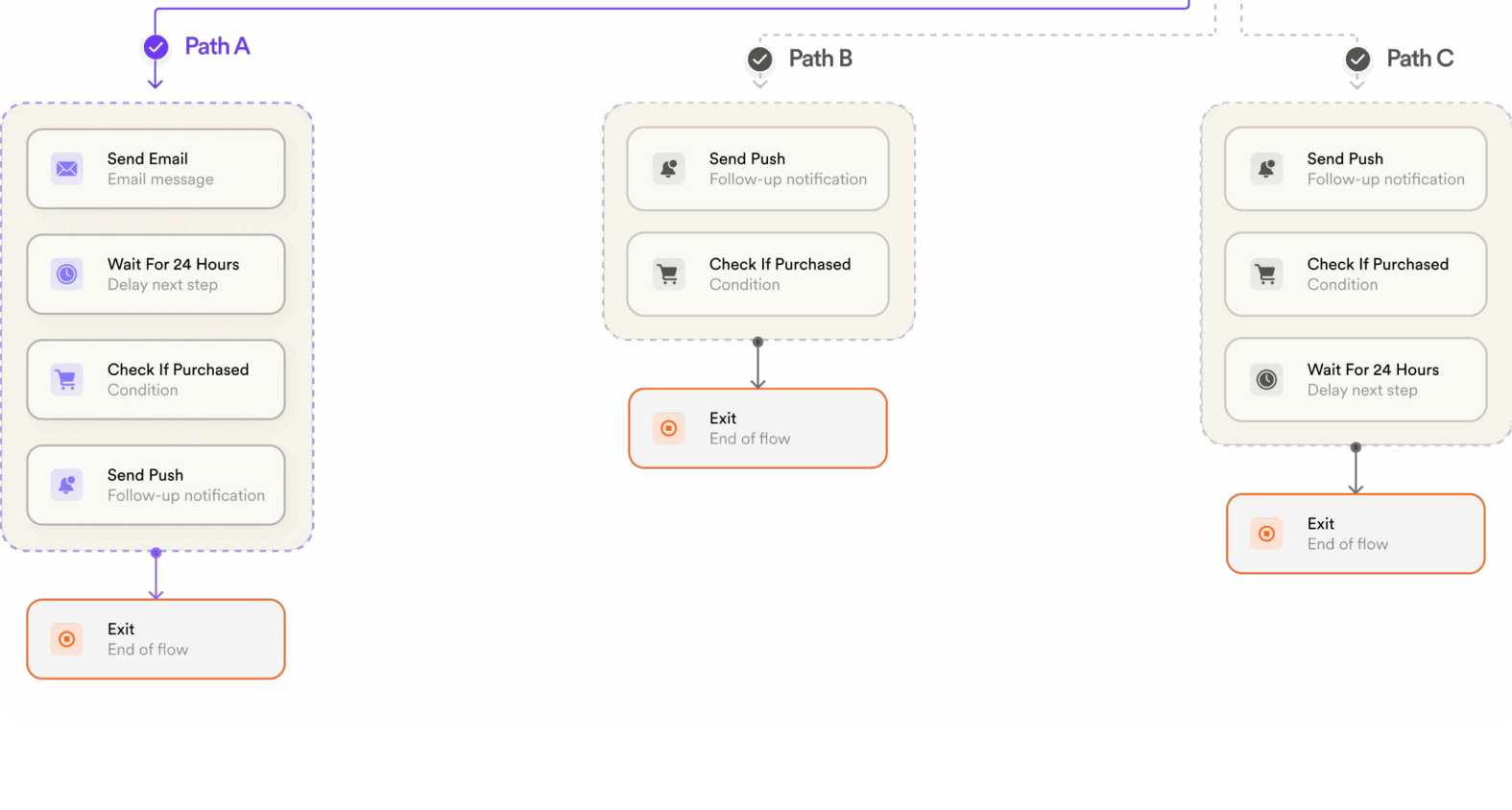
During the evaluation phase, our priority was data unification and ease of integration. MoEngage's comprehensive APIs and robust SDK made the implementation seamless, quickly allowing us to consolidate our customer data and establish a reliable, unified data layer. This instant data quality meant the Marketing team could immediately build complex flows and trust the platform's ability to handle high-volume events like Black Friday without constant engineering overhead. The speed and stability were game-changers for our stack



Pedro Ribeiro
Director of Software Engineering, Jumia

The Solution: Hyper-Personalised Customer Journeys

Jumia selected MoEngage's Customer Data and Engagement Platform (CDEP) to unify their customer data and build a personalised engagement engine that drives CRM growth. They leveraged MoEngage's AI-powered suite, including advanced recommendations and Intelligent Path Optimiser (IPO), to maximise performance during major campaigns like Black Friday and for general customer retention.



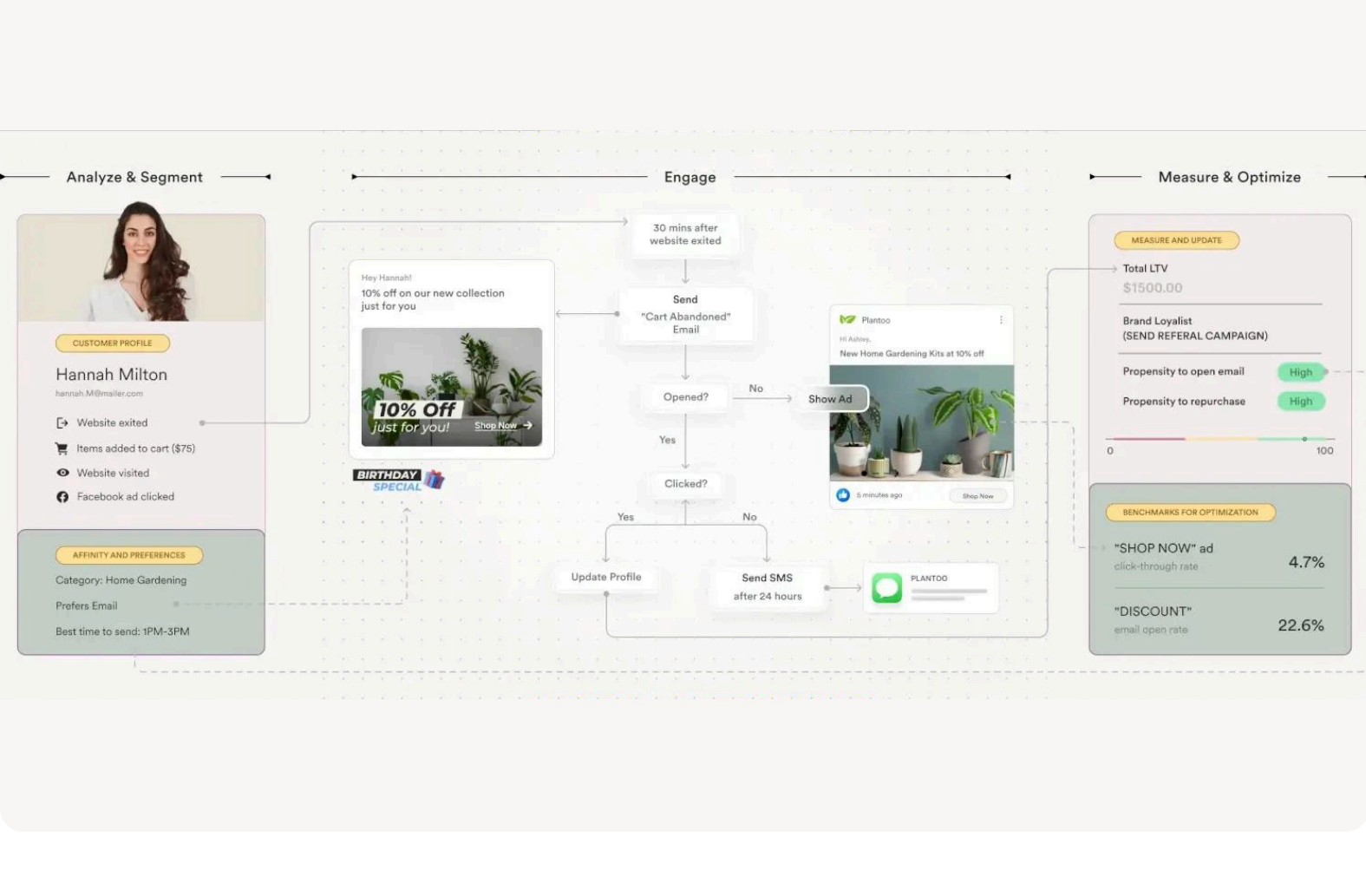
Driving First Purchase and Engagement

Jumia employed a targeted customer journey automation (Flows) for monetisation that segments customers immediately upon opening the app or site to ensure highly personalised engagement, maximizing conversions outside of peak seasons.

- **Purchasers (Driving Conversion):** For existing customers who have made a purchase, Jumia sends **personalised cross-sell or upsell products based on their previous purchases and products that are frequently bought together**. These recommendations are dynamically tailored by brand or category to encourage a repeat purchase.
- **Non-Purchasers (Addressing Abandonment):** Customers with high purchase intent who have not yet converted (those who have added products to their cart) are immediately targeted with a Push Notification. This message includes recommendations that specifically showcase previously abandoned products, serving as a reminder to complete the transaction.
- **New Users (Driving Acquisition):** Customers with low initial intent (who have NOT purchased and NOT added to the cart) are directed into targeted promotional campaigns designed to educate and incentivise the user, ultimately working to drive their first-ever purchase on the platform.

Re-engaging Recent Purchasers with Cross-Sell

To maintain momentum post-purchase, Jumia built automated customer journeys (Flows) that monitor the recency of a customer's last engagement and purchase to deploy targeted targeted cross-selling strategies. The goal was to encourage a rapid second or third purchase, solidifying the customer's long-term value. **For each segment, the Flow checks the customer attribute for reachability (i.e., whether the customer is reachable on push)**. The customer is then targeted with personalised emails or push notifications to cross-sell products in a similar category. This proactive cross-selling strategy ensures continued engagement without over-communication.



Advanced Retention and Reactivation with AI

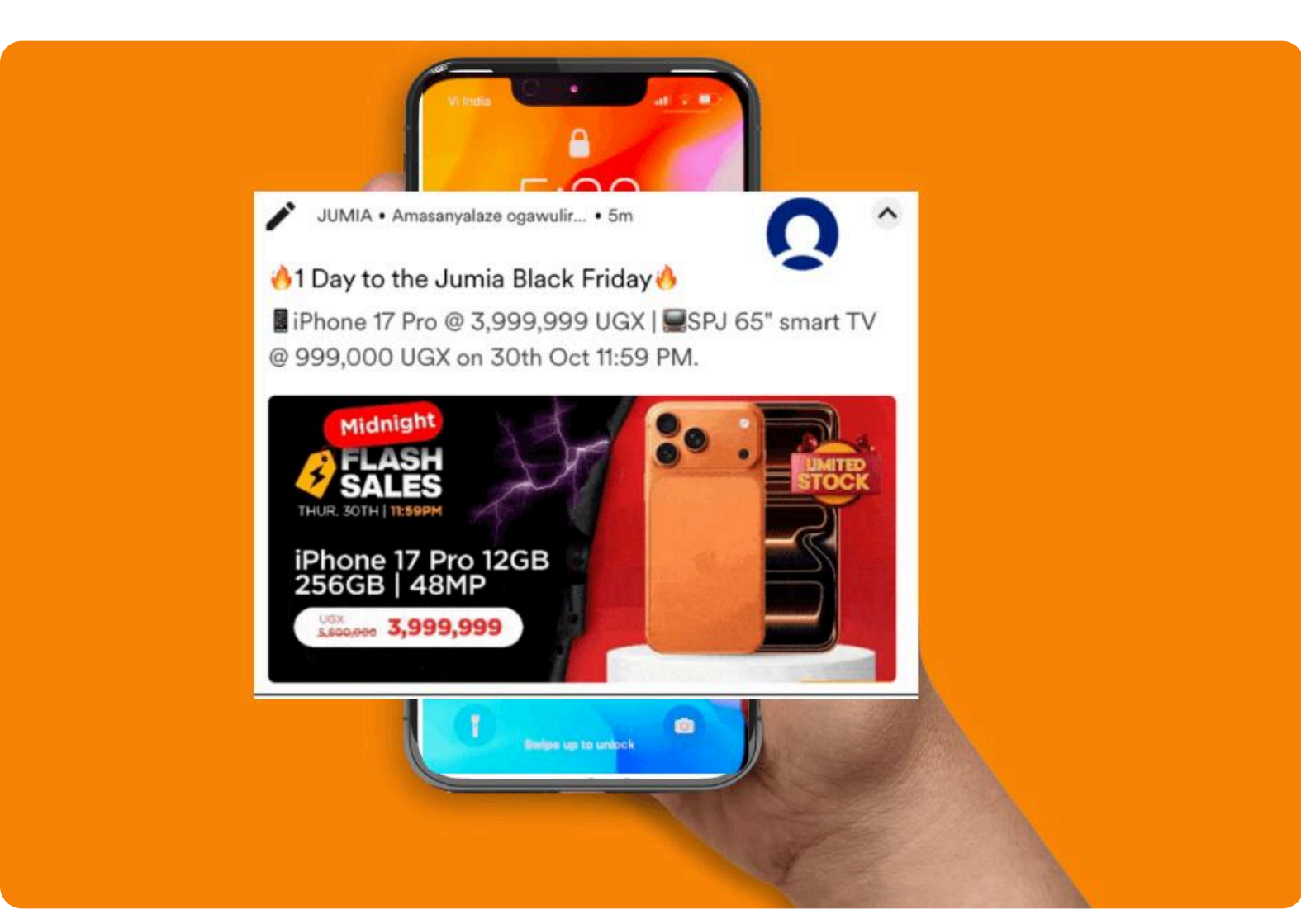
Jumia deployed MoEngage's AI-powered suite to maximise engagement for active customers and bring back dormant ones, fundamentally bolstering their long-term retention efforts and optimising campaign delivery. The leading E-commerce brand leveraged advanced recommendation models to suggest frequently purchased categories to repeat buyers. For dormant customers, Jumia extensively used the **Intelligent Path Optimiser (IPO)** to automatically determine the most effective combination of channels and time to deliver targeted campaigns, a capability that is particularly vital for cutting through the noise during Black Friday to reach customers when they are most receptive.

Jumia also targeted inactive customers (i.e., those who haven't opened the app in the last 90 days) with targeted promotional campaigns. These **Flows leveraged MoEngage's Next Best Action to automatically select the right channel and time, ensuring promotional spend and effort are utilized optimally to drive customer re-engagement for dormant customers**.

Effectively Engaging with Customers During Black Friday

Jumia leveraged MoEngage's Customer Data and Engagement Platform to design precise, high-impact campaigns that captured customer attention and drove conversions throughout the Black Friday sales period.

- **Pre-Sale Awareness and Teasing:** To build excitement and drive early app opens, Jumia ran email and Push Notification campaigns to notify customers of the upcoming sale. These emails were personalised using the trending items to showcase products that were already popular, capturing customer interest and driving initial demand.



- **In-Sale Real-Time Alerts:** During the sale, Jumia focused on urgency and visibility. They used In-App messages with engaging GIFs and short videos to deliver flash sale alerts immediately when a customer opened the app. This approach was mirrored on Push Notification channels to ensure customers received time-sensitive updates on high-demand deals.

- **Scaling Execution with Single Customer View:** The success of this high-volume strategy was boosted by MoEngage's ability to unify customer data and automate decision-making across channels. This allowed Jumia to segment millions of customers instantly based on real-time behaviour, ensuring every customer received the most relevant deal or product recommendation at the precise moment they were most likely to convert.

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](#).
- 🧙 **Merlin AI**
Optimize campaigns and drive high ROI with [Merlin AI](#).
- 🔄 **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](#).

The Result

By leveraging MoEngage to unify their customer engagement and implementing sophisticated AI-driven flows, Jumia achieved significant improvements in key retention and repurchase metrics, showcasing the platform's value during peak sales periods, such as Black Friday.

- ✓ 13% growth in the number of purchase events QoQ
- ✓ 3.76% higher conversion rate for flows with Advanced recommendations
- ✓ 18.78% uplift in QoQ conversions

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, HomeSmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Qatna 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.