

MANO Observes a 50% Rise in App Activation Rates Using Personalised Communication



51%

Increase in app activation rates

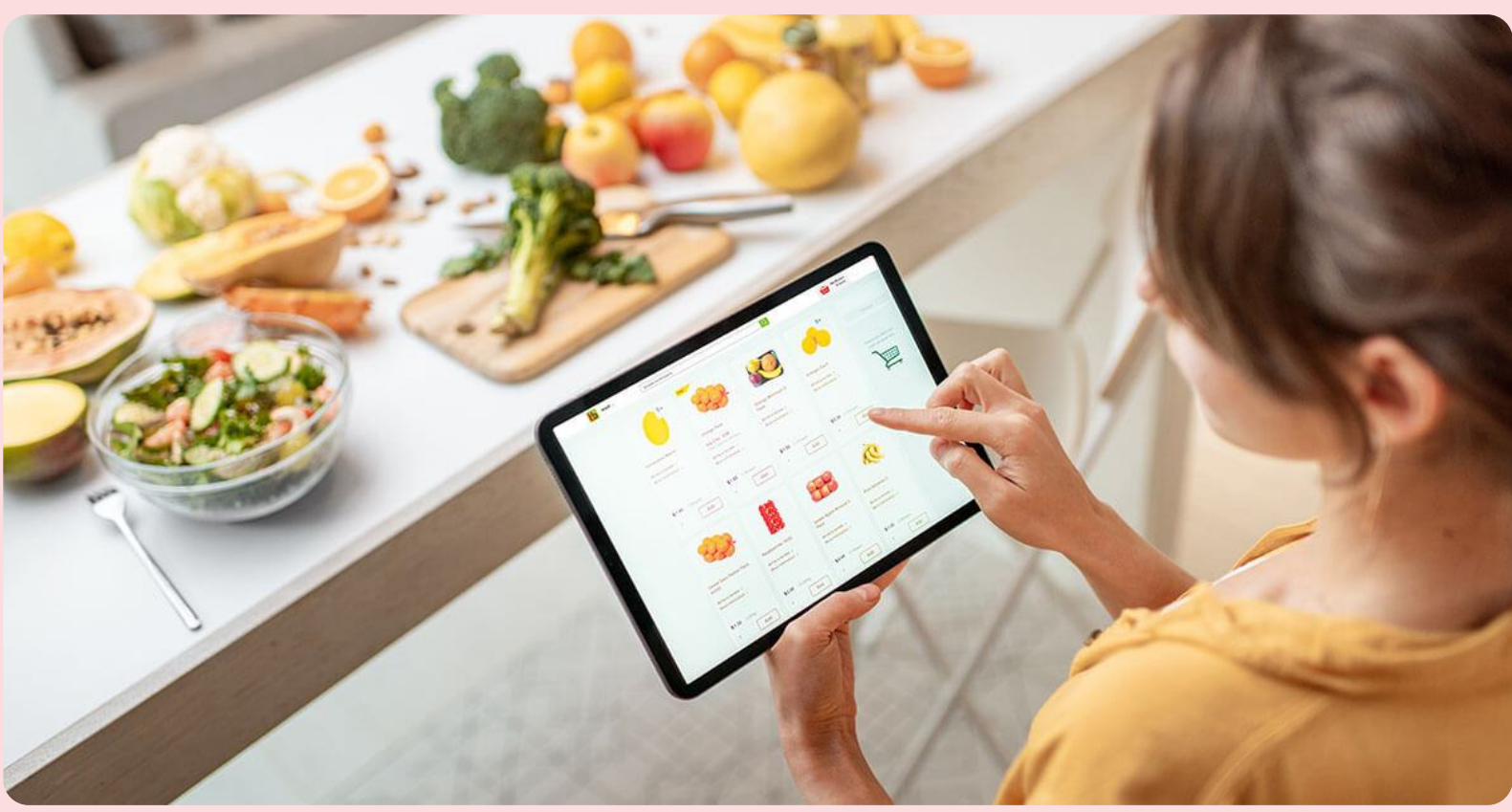
27%

Increase in engagement through win-back campaigns



ABOUT MANO

MANO is a next-generation E-commerce brand pioneering ultra-fast grocery delivery in Africa by combining sophisticated technology with a strong network of riders. The brand focuses on improving customer experience, expanding delivery operations, and increasing product categories.



Drop-off Due to Gaps in Current Customer Journey

MANO observed a drop in engagement due to customers installing the app but not purchasing. This included lower usage of coupon codes and promotional offers, and limited awareness of grocery delivery platforms. They realized that dependence on a few channels like push notifications and SMS alone wouldn't help them build a frictionless customer journey from onboarding to repeat purchases.



Our core goal was to create an omnichannel strategy and personalise real-time communication. To successfully engage with your customers, you must reach out to them at the right time, through the right channels with the right content. MoEngage has allowed us to do that and given us complete visibility into customer activity across channels on one platform, making it very easy to build engagement campaigns.

Rodrigo Sciammarella
CRM Lead at MANO

Frictionless Experience from Onboarding to Purchase

MANO adopted an insights-led omnichannel approach, using MoEngage's RFM (Recency, Frequency, Monetary) Segmentation and Flows to unify and personalise their engagement campaigns. This ensured a frictionless onboarding experience and helped them educate customers on how to use the app to get maximum value. The brand also used insights on customer activity and the most preferred channel to increase holiday purchases during Christmas.



Personalized Communication Across Channels

The cornerstone of MANO's new customer engagement strategy was to map the customer journey and micro-moments to personalise communication across multiple channels like push notifications, SMS, emails, in-app notifications etc.

Products Used

-  **Customer Insights & Analytics**
Create omnichannel, personalized experiences using AI-powered insights and analytics.
-  **In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, in-app messages.
-  **RFM Segmentation**
Create nuanced segments based on recency, frequency, and monetary value of customer transactions.

The Result

With MoEngage, the brand was able to achieve:

-  **51%** Increase in app activation rates
-  **27%** increase in engagement through re-engagement/win-back campaigns
-  **2X** sales through an omni-channel customer engagement strategy, powered by personalization and RFM segmentation

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.