

How Nobero Grew its App Revenue Contribution from 0 to 35% using MoEngage



15%
Increase in Repeat Rate

8 Lakh
Gross App Downloads From Zero

35%
Growth in App Revenue



ABOUT NOBERO

Nobero is a fast-growing Indian D2C activewear brand built around performance, style, and community. The brand sells primarily through its own digital channels and has scaled quickly by putting retention and owned-channel CRM at the center of its growth strategy. With a lean team and ambitious targets, Nobero has used technology and AI to do more with less.



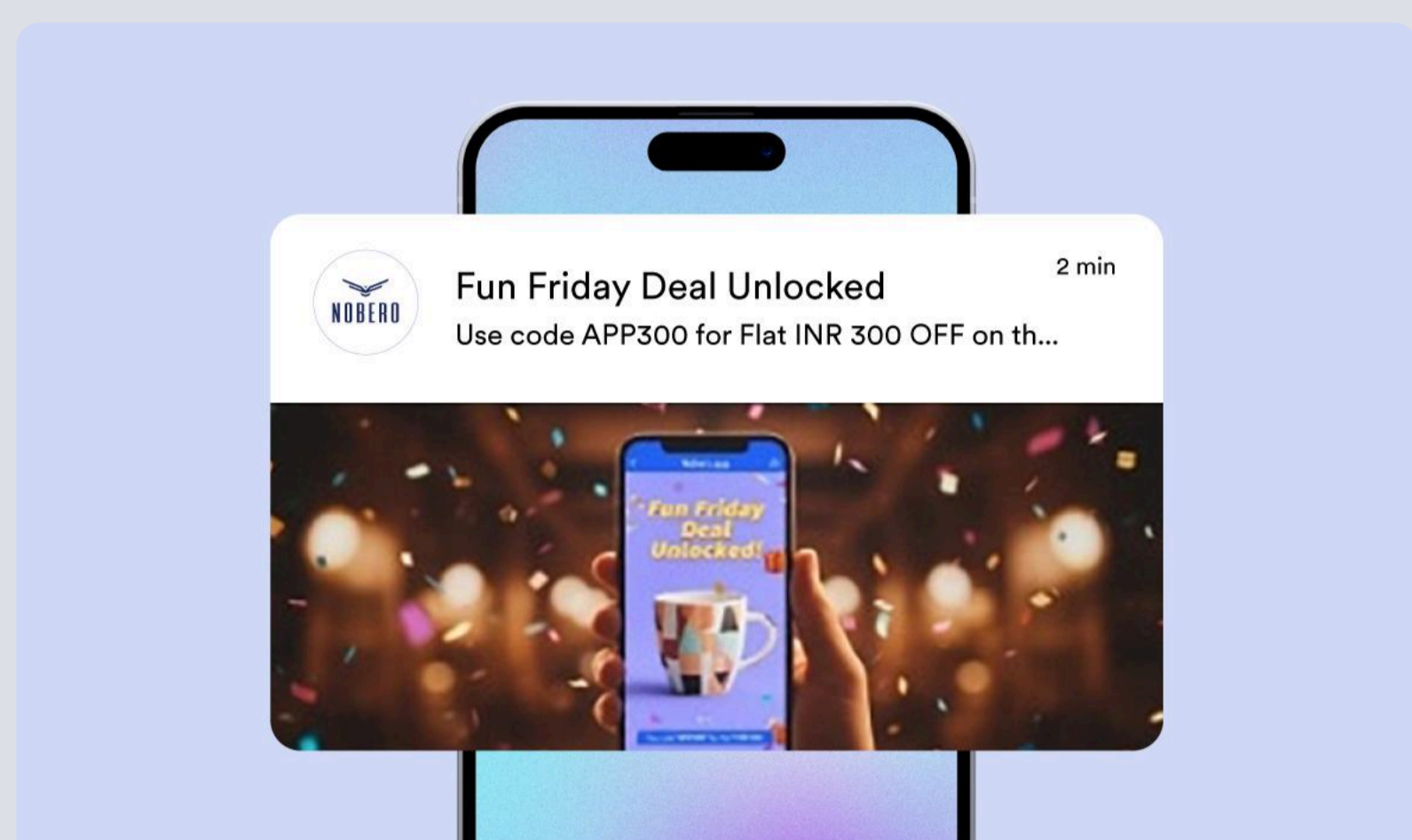
Finding Smarter Ways to Grow Efficiently

As Nobero scaled, their lean team faced three distinct hurdles:

Manual Campaign Bottlenecks: Re-engaging past buyers needed more precision than generic blast campaigns. But producing high-volume content across SMS, WhatsApp, email, and push was stretching team capacity.

Building App Growth Journey: The team saw mobile as a major growth lever to lift repeat rates, but early data showed heavy user drop-offs and churn within the first 7 days of app installation.

Stagnant Lead Capture: While standard website popups captured a steady 3% of visitors, the team wanted to build their email list faster to fuel their expanding retention campaigns.

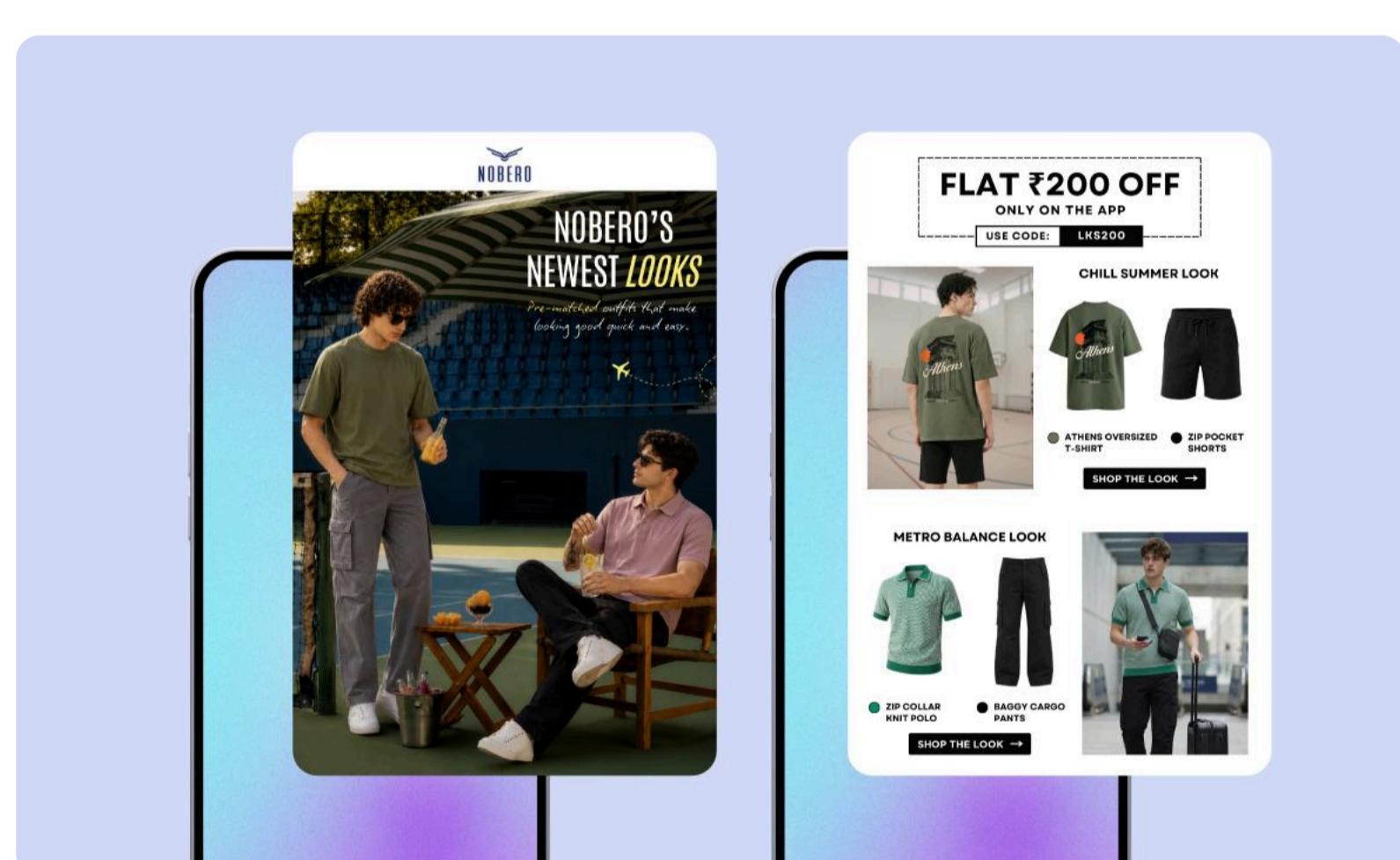
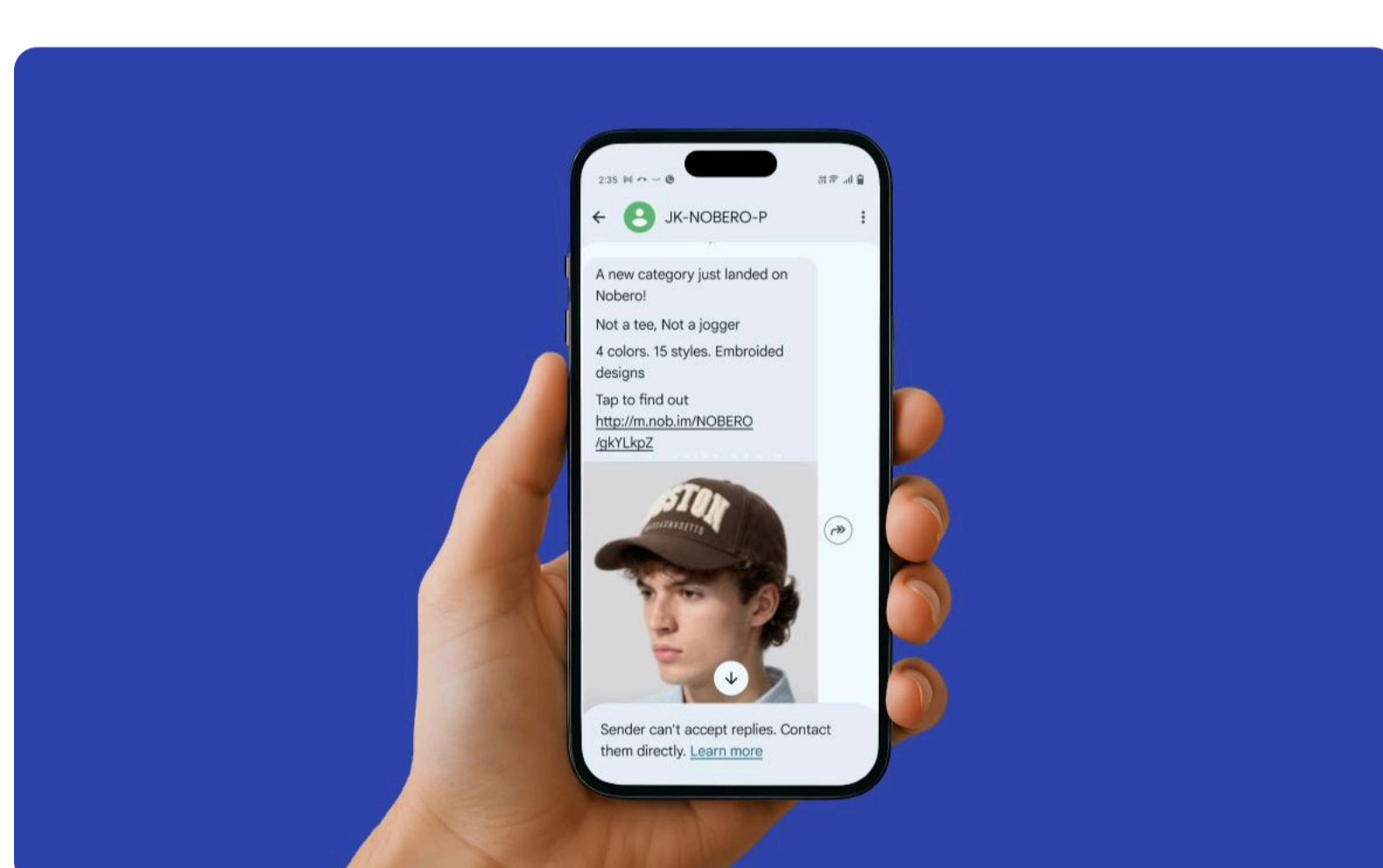


MoEngage has been central to how we've built our CRM engine, from unified journeys to Merlin AI and analytics. The ability to act on real behavioral data and automate at scale has been the difference between running campaigns and running a growth system.

Simran Mishra
Sr. Retention Executive

Shifting to AI-Driven Retention Across Every Channel with Merlin AI

Nobero partnered with MoEngage to consolidate its communication channels and transition from isolated marketing campaigns to a unified growth system. With MoEngage, they also wanted to move from generic messaging to AI-powered personalization.



1. Scaling content production with Merlin AI Copywriter

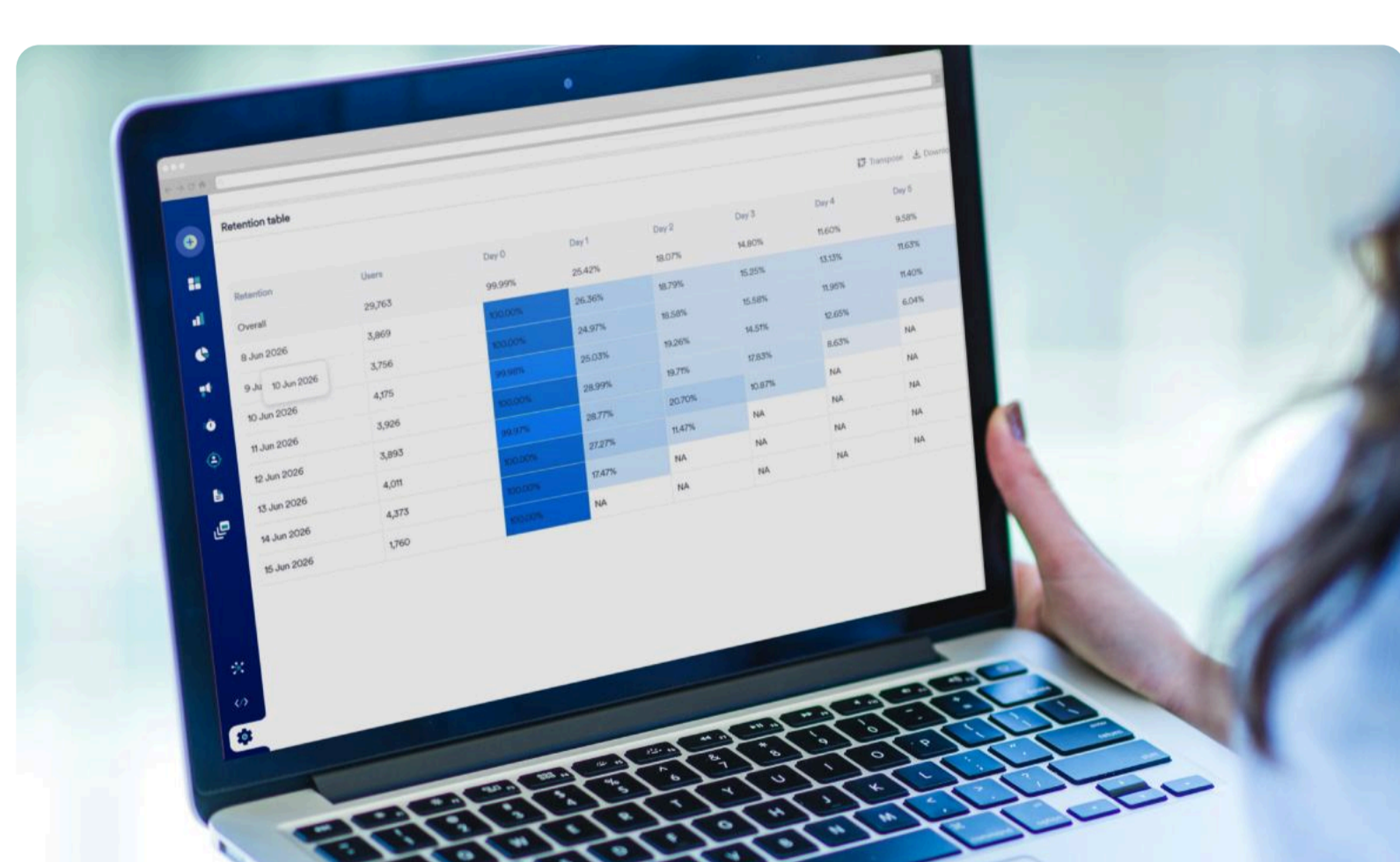
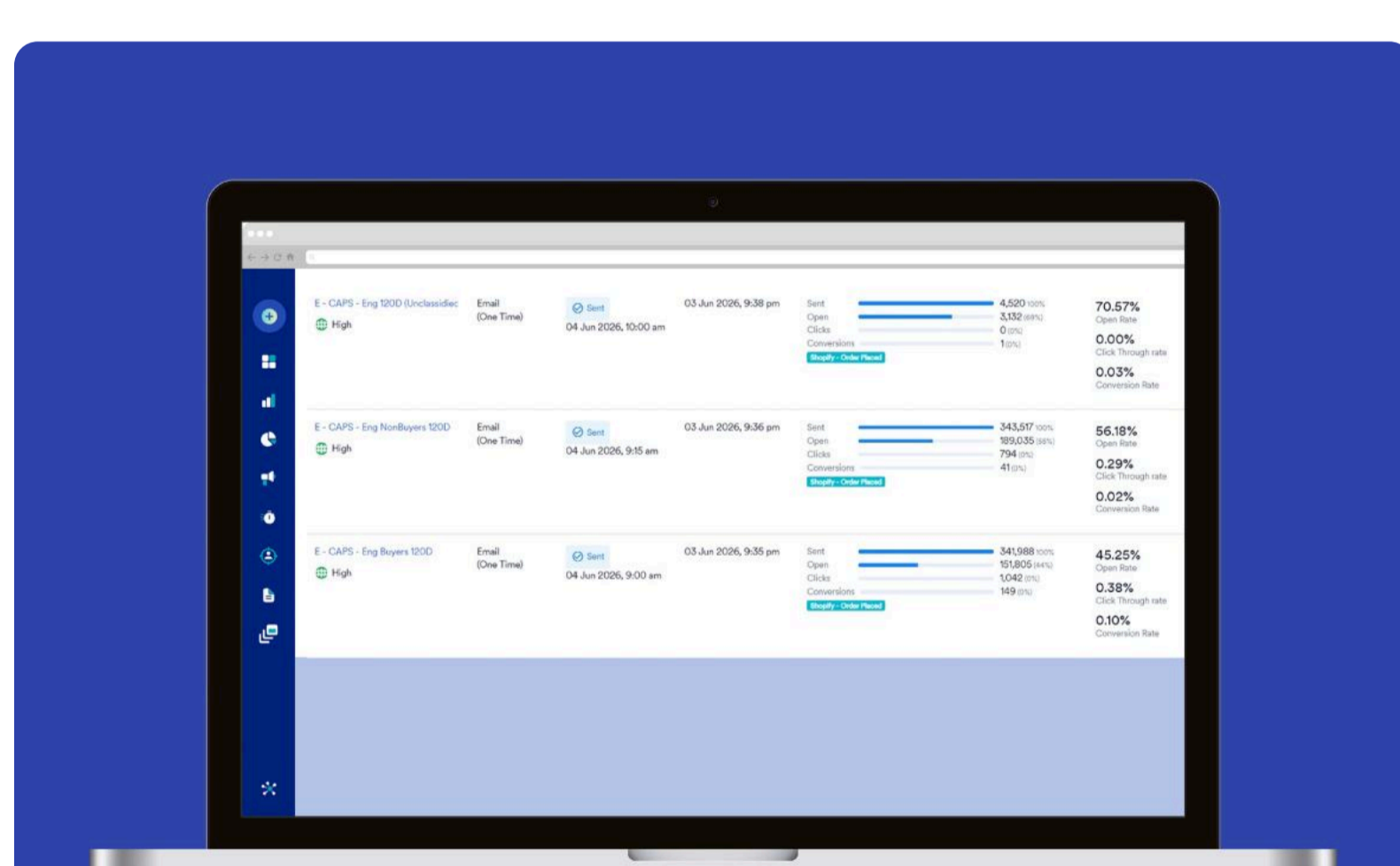
To increase campaign volume without growing the team, Nobero integrated MoEngage's Merlin AI workflows across its core channels. The team deployed automated agents trained in the brand's writing style to generate end-to-end communication briefs for WhatsApp, SMS, and email.

For email and push channels, Nobero used Merlin AI to generate and A/B test subject lines at scale. This push lifted broadcast email open rates to 45%. On mobile push, the team used Merlin AI to deliver targeted copy variants by segment, helping scale daily push broadcast revenue to ₹1 lakh per day.

2. Orchestrating 25+ lifecycle journeys

Nobero replaced standalone outreach with structured, multi-channel sequences. Using MoEngage Customer Journey Orchestration, the team runs 25+ active flows simultaneously across email, SMS, WhatsApp, and push.

Every user enters a coordinated path from day one, spanning across welcome series, pre-purchase nurture, and post-purchase follow-ups. To deepen retention, Nobero's team also built unique milestone journeys, including automated flows celebrating a customer's 100-day purchase anniversary. These milestone journeys are designed to make customers feel genuinely valued.



3. Converting app churn into a revenue engine

To solve early installer drop-offs, the team used MoEngage Analytics Suite to pinpoint exactly where users dropped off. Recognizing that the app repeat rate was inherently strong at 67% but first-time conversions were weak, Nobero built a focused 7-day post-install journey.

This automated flow combined personalized push notifications, in-app messaging, and a cashback incentive to convert users within the critical first-week window. This single operational pivot scaled mobile app revenue from zero to 35% of total brand revenue.

Products Used

- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your customer's journey.
- Merlin AI**
Optimize campaigns and drive high ROI with Merlin AI.
- Push Notification**
Reach customers at the right time using AI-powered, targeted, push notifications.
- Push Notification Templates**
Craft beautiful notifications in minutes using no-code templates.
- Tactical Gamification**
Uplift engagement significantly by gamifying in-app experiences.

The Results

- Overall repeat rate increased from 37% to 52%, the compounding result of milestone journeys, reactivation campaigns, and personalized engagement across channels.
- App revenue grew from zero to 35% of total revenue, built from scratch on a 7-day post-install retention journey supported by MoEngage Retention Analytics.
- App repeat rate reached 67% vs. 50% on web the strongest repeat performance across any channel.
- Broadcast email open rates hit 45% vs. an industry average of ~10% powered by Merlin AI subject line A/B testing.
- Daily push broadcast revenue reached ₹1 lakh/day, driven by Merlin AI-generated copy variants by segment.
- CRM flows drive 50% of total CRM revenue, built on 25+ unified journeys running simultaneously across all channels.

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by 1,350+ global consumer brands, including Unilever, Airtel, PNB, The Coca-Cola Company, IndusInd Bank, Titan, Tanishq, Samsung, Tata Capital, Flipkart, The Indian Express, Nestle, OYO, Akasa Air, NDTV, and more.

Built for enterprises, MoEngage operates at a vast scale, processing 1 Trillion+ Data points per month, sending 80 Billion+ Messages and 1 Billion+ Emails per month, and engaging 900 Million+ MAUs per month. By increasing campaign velocity, reducing the time to go live, and eliminating redundancy while maintaining data security and privacy, MoEngage helps enterprises become more agile, efficient, future-ready, and independent.

To learn more, visit www.moengage.com.