

# How Rain Increased Email Deliverability by 3X and Cracked Email Inboxing

3X

Improvement in Email deliverability, reaching industry-leading delivery rates.

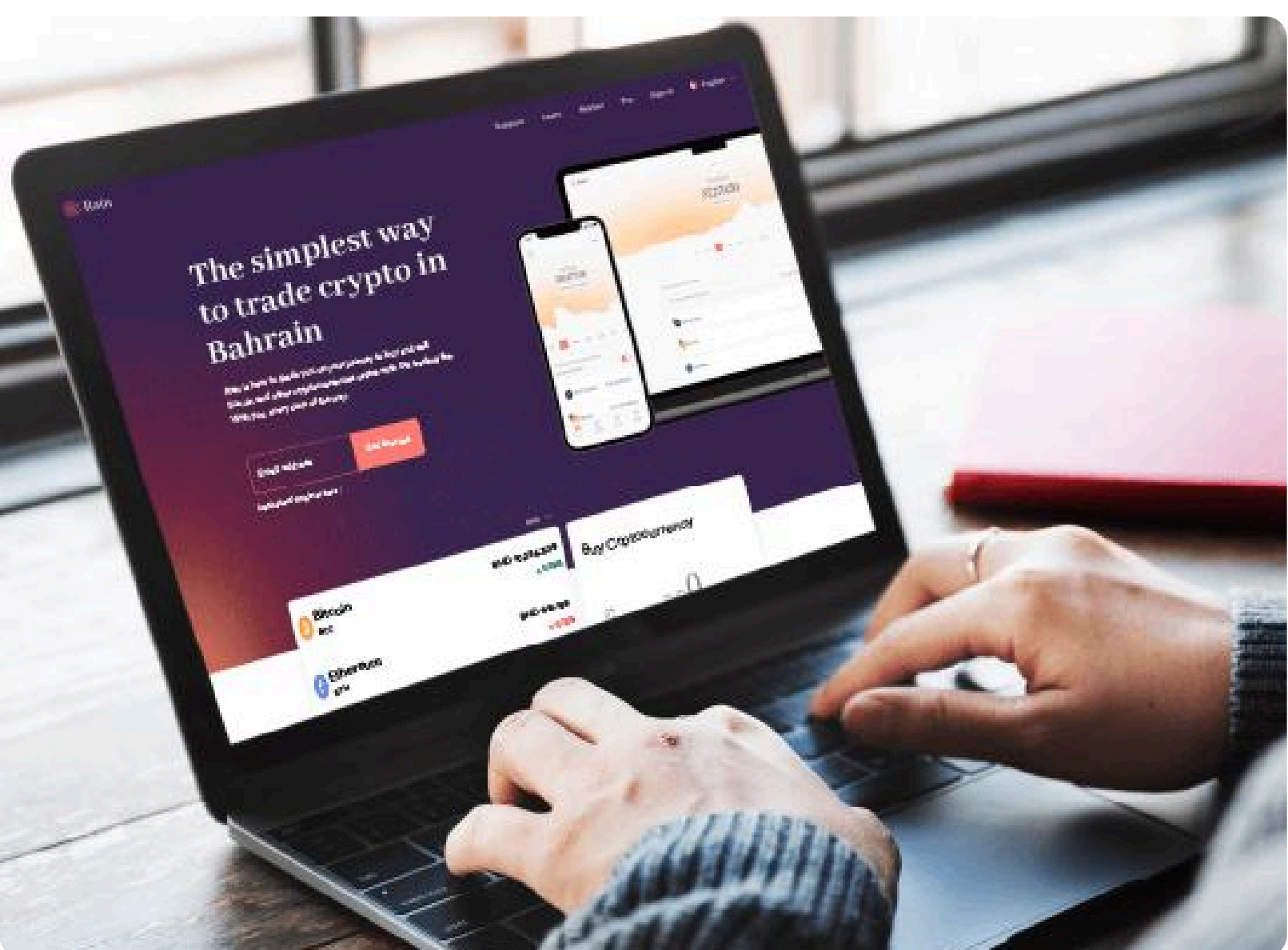
~60%

Open rates for highly responsive segments respectively.



ABOUT RAIN

Rain is a crypto assets brokerage that offers institutional and retail clients across the Middle East and Turkey the ability to buy, sell, and store virtual assets. Rain has established itself across the Middle East and Turkey as a trusted and secure platform through the fundamental belief in the regulation of the virtual assets industry. Rain became the first licensed virtual assets service provider in the Middle East in 2019 and is regulated by the Central Bank of Bahrain. The crypto platform was recently granted Financial Services Permission (FSP) by Abu Dhabi Global Market's (ADGM) Financial Services Regulatory Authority (FSRA) to operate a regulated virtual assets brokerage and custody service in the UAE.



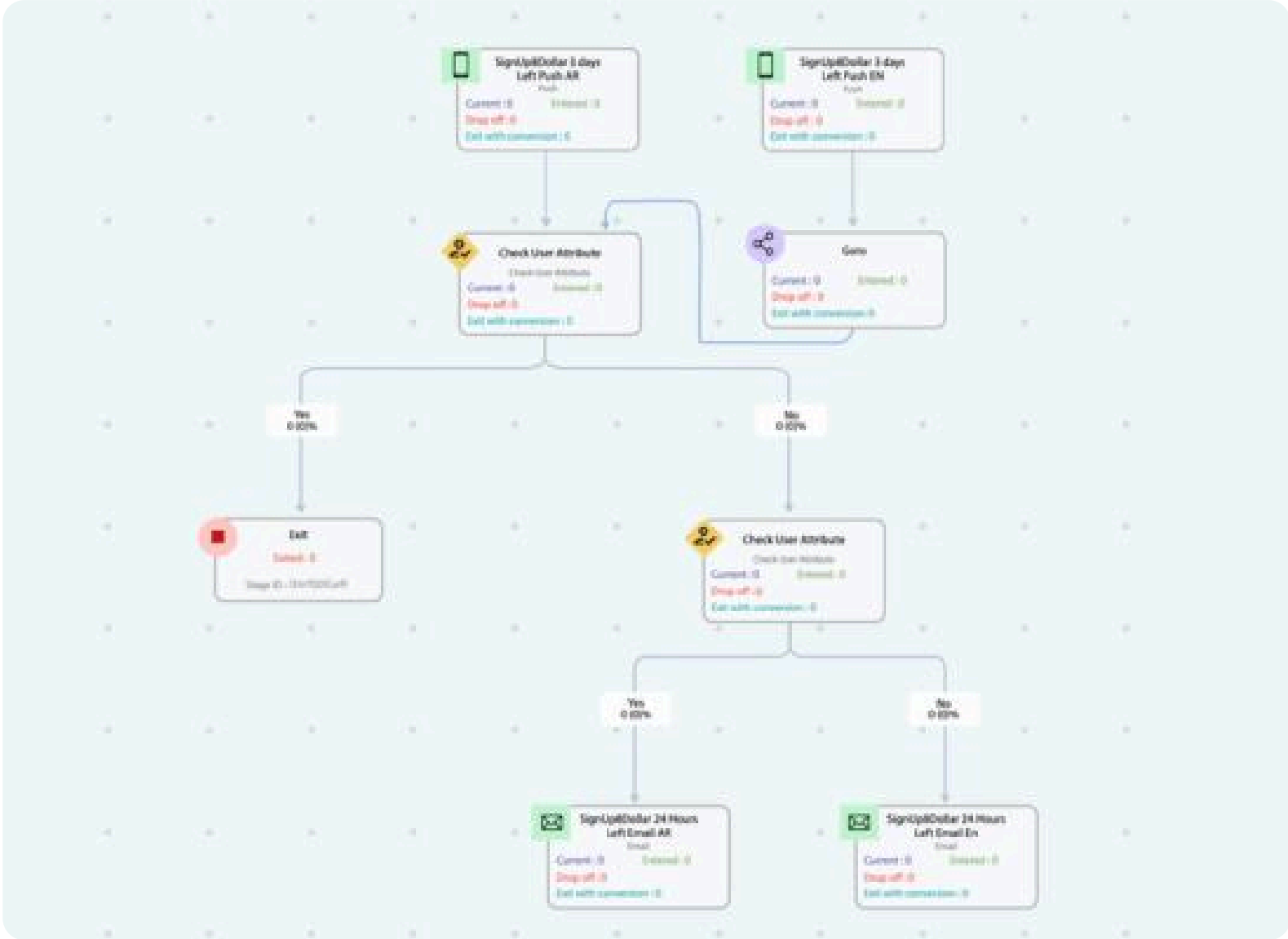
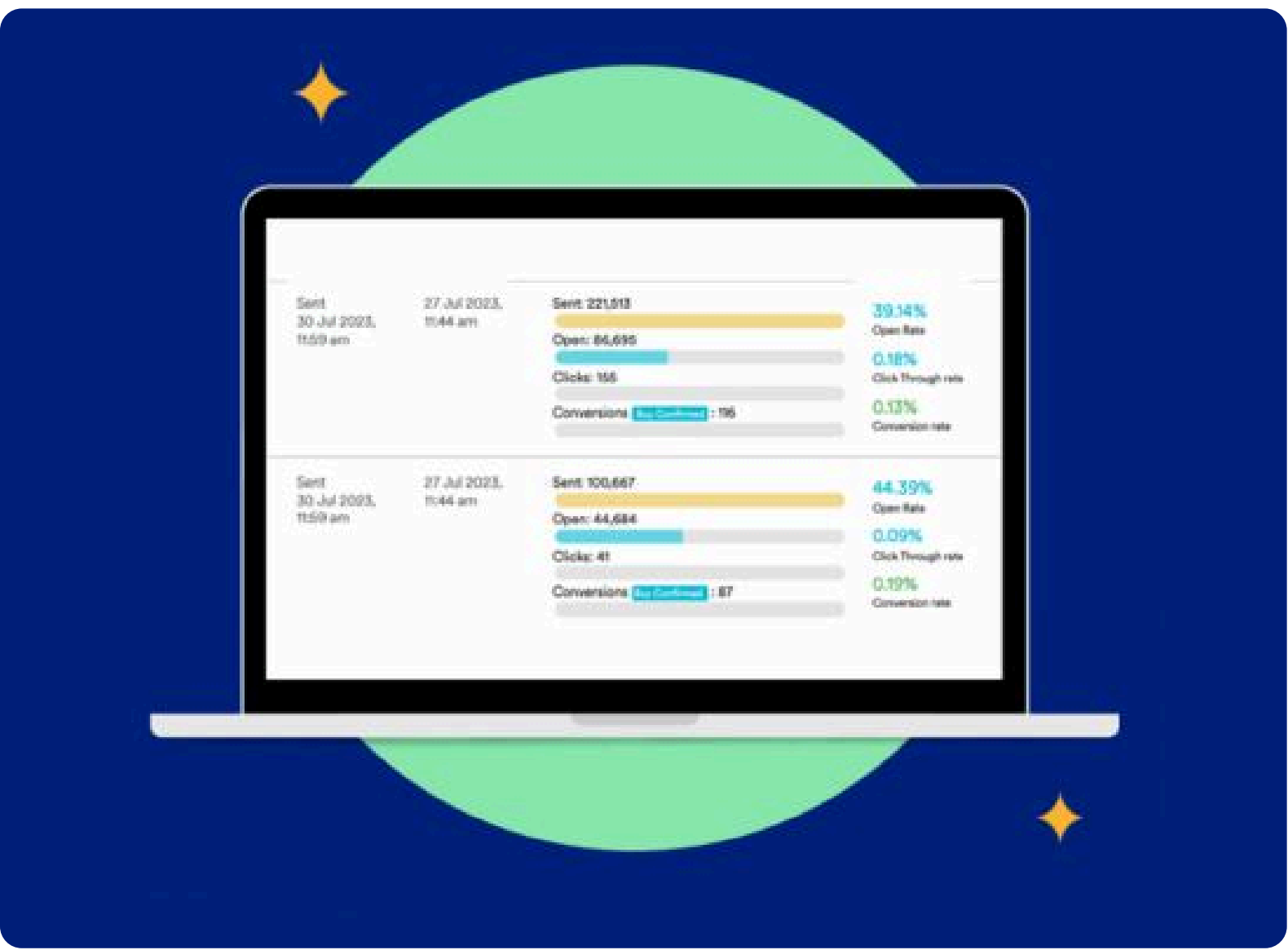
One notable obstacle revolved around email delivery, a common concern in the cryptocurrency industry due to the tendency of certain email servers to flag messages mentioning crypto-related content as spam. Through the collective efforts of the MoEngage team, Rain was able to significantly mitigate this issue and enhance the deliverability of their emails.



Haris Khan  
Vice President of Growth

## Cracking the Email Inboxing

MoEngage's support, along with their email deliverability consultancy (EDC) worked from scratch, setting up dedicated IPs, conducting IP warm-ups, and gradually increasing send limits. This enhanced inboxing and deliverability.



## Segmented and Personalized Communications Through Actionable Analytics

After collaborating with MoEngage, Rain segmented customers based on various events and attributes. For instance, one such segment was for highly responsive customers. Here, Rain optimized communication, leading to higher open rates and better engagement.

MoEngage's integration capabilities also ensured a smooth flow of data between systems, providing comprehensive insights into customer behavior and preferences.

## Products Used

- RFM Segmentation**  
Create nuanced segments based on recency, frequency, and monetary value of customer transactions.

## The Result

- 3x improvement in Email deliverability, reaching industry-leading delivery rates.
- ~60% and ~3.9%, Open rates and CTRs for highly responsive segments, respectively.
- 7.3% Increase in sign-up completion rate with automated customer journeys.

## 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](http://www.moengage.com).