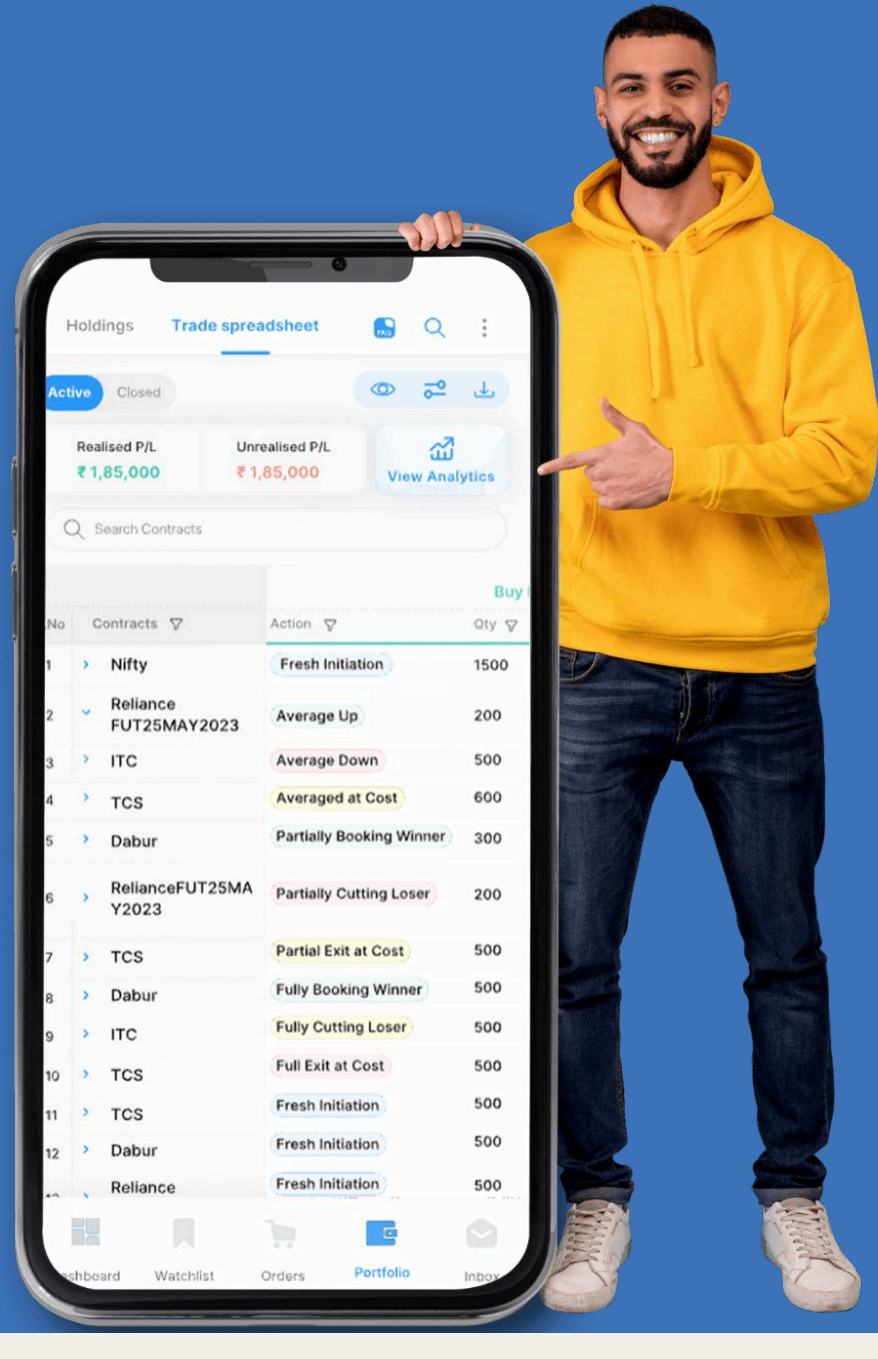


How Samco Securities Reduced Cost by 40% and Boosts Click Rates by 5%



40%
Uplift in Average Order Value

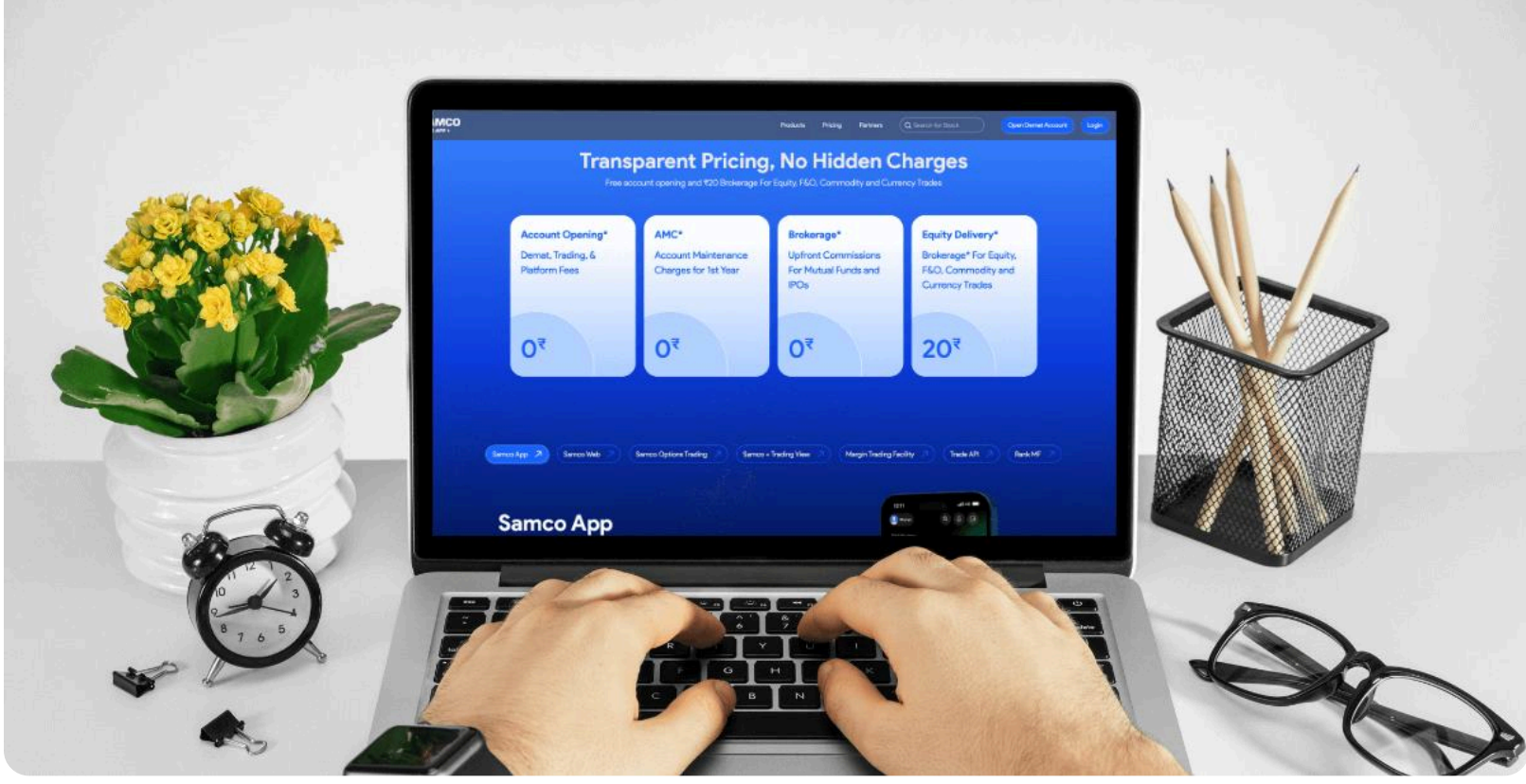
15%
Boost in DAUs

3.33x
Higher conversions than industry benchmark



ABOUT SAMCO SECURITIES

Samco Securities is a technology-led discount stock broker registered with India's leading stock and commodity exchanges, such as BSE, NSE, MCX, MCX-SX, and NCDEX. Samco helps every stock market participant consistently beat the market and achieve their best financial performance. They have built a simplified trading and investment platform that enables stock market participants to analyze their actual stock market performance.



Low Customer Engagement and Stagnant Trading Activity

Samco Securities struggled with keeping newly onboarded customers engaged and active on their platform, particularly within the crucial initial 90-day period. This led to a lack of consistent trading activity, hindering their ability to upsell and cross-sell products like MTF and SIPs. As a result, their average order per user and overall revenue growth were constrained. They needed a way to proactively nudge users towards higher trading volumes and ensure long-term retention.



MoEngage sits at the core of our communication strategy. We're building a 360-degree information engine around it, integrating crucial data from our contact center and sales teams—customer behavior, real-time events, segmentation, and enriched transactional data. This comprehensive approach allows us to assimilate all insights and feed them back to MoEngage, enabling us to truly personalize the customer experience.



Mrinal Nidhi
Chief Digital Officer (CDO), Samco Securities



MoEngage has been a game-changer for us. Through personalized 30-day journeys, we've seen a 15% uptick in DAUs and an incredible 10% conversion rate, far surpassing the 3% industry benchmark. Features like 'Intelligent Path Optimizer' cut our communication costs by 40%, while 'Best Time to Send' boosted our open rates by 20% and click rates by 5%. It's truly empowered our engagement strategy.

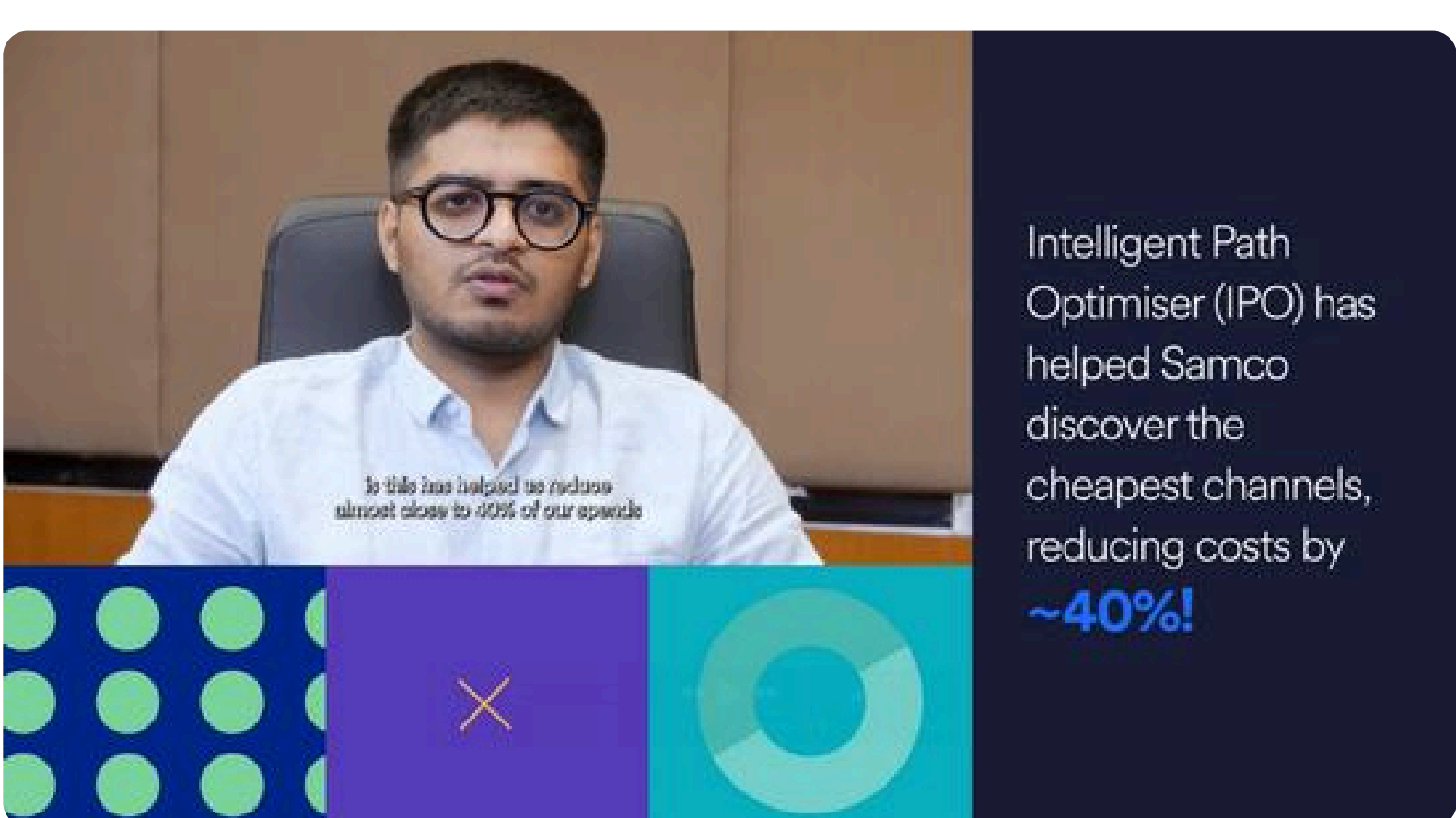
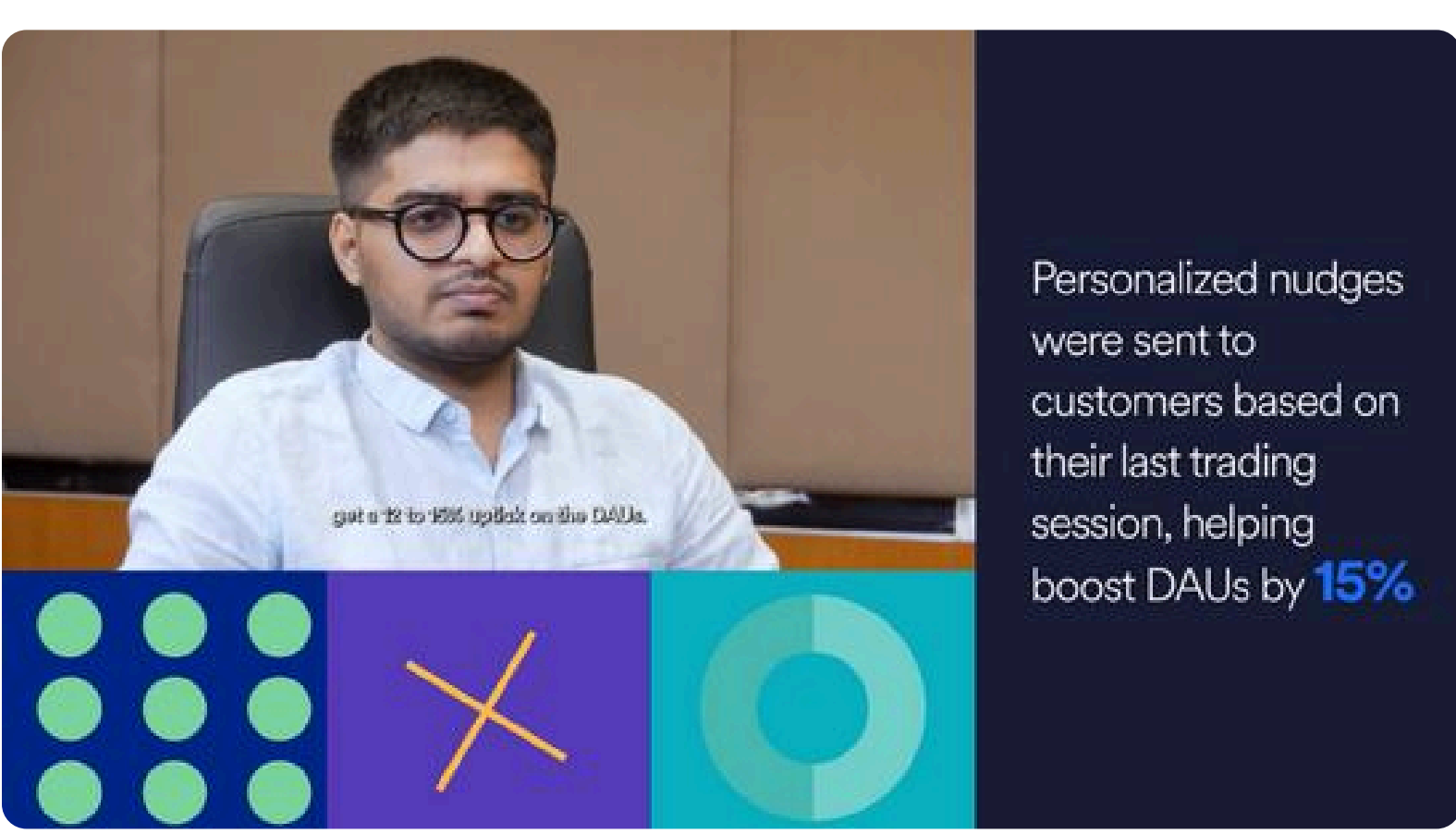


Rahi Mehta
Lead - Digital Revenue & Communications, Samco Securities

Personalized Customer Journeys and Behavioral Nudges for Increased Trading Frequency and Retention

Samco Securities leveraged MoEngage to create **cohort-specific customer journeys**. They identified that users who traded within the first 90 days are more likely to become lifelong customers. To capitalize on this, they developed automated communication flows and **trade-wise journeys** with specific nudges for users at different trading milestones (e.g., 5, 10, 15, 20 trades). This personalized approach aimed to encourage users to increase their trading frequency.

Furthermore, they created specific journeys for the initial 30 days after onboarding, broken down into 0-7, 7-15, and 15-30 day periods, to ensure app logins and initial engagement. This strategic use of segmentation and journeys helped them increase their average order per user from 9-10 to 13-14 and significantly improve daily active user (DAU) uptake by 12-15%, with conversion rates as high as 10% (compared to an industry benchmark of 2-3%).



Optimized Communication Channels and Timings for Reduced Costs and Higher Engagement

Samco Securities utilized MoEngage's **Intelligent Path Optimizer (IPO)** feature to understand which communication channels (email, SMS, WhatsApp) users were most responsive to. This allowed them to prioritize the most cost-effective channels while still effectively reaching their audience. By intelligently reducing the number of users contacted via WhatsApp, they achieved a significant **40% reduction in communication spend**.

Additionally, they leveraged MoEngage's **Best Time to Send** feature, which automatically determines the optimal time to send communications to individual users. This eliminated the guesswork and led to a **20% increase in open rates** and a **5% increase in click rates**, demonstrating a more efficient and effective communication strategy.

Products Used

- Customer Insights & Analytics**
Create omnichannel, personalized experiences using AI-powered insights and analytics.
- Email Builder**
Create out-of-the-box, personalized emails that convert, with fastest and easiest email builder.
- 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.

The Result

- Using MoEngage, Samco Securities was able to:
- ✓ Increase click rates by 5% and open rates by 20%
- ✓ Improve Average Order Per User by 40%
- ✓ Reduce (marketing) communication costs by 40% by identifying the cheapest communication channels
- ✓ Boost DAUs by 15% through personalized activation and engagement journeys

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.