

# Speedi Witnesses a 6X Increase in Retention Rate Using Segmentation and Personalization



2.42%

RFM Segmentation CTR

19.8%

Personalized In-app CTR

## speedi®

### ABOUT SPEEDI

Speedi is a leading E-commerce application established to give the customer the easiest shopping experience by offering a wide variety of products with the best offers. Based in Riyadh, Saudi Arabia, Speedi 's goal is to improve the quality of shopping by using the latest technology and provide its customers with groceries and favorite products at the best prices and deliver them straight to their doorstep at a preferred time slot. In terms of reach, Speedi is currently present in Riyadh with plans to expand its operations to 7 different regions within Saudi Arabia.



## Data integration, Cart Abandonment and Reduced Basket Size

Considering the competitive space Speedi is in, the brand wanted to form a habit loop and improve retention. But, there were certain challenges that the brand faced in terms of offline and online data integration and enhancing its basket size. Additionally, Speedi also wanted to increase its retention rate, decrease cart abandonment rate and personalize campaigns.



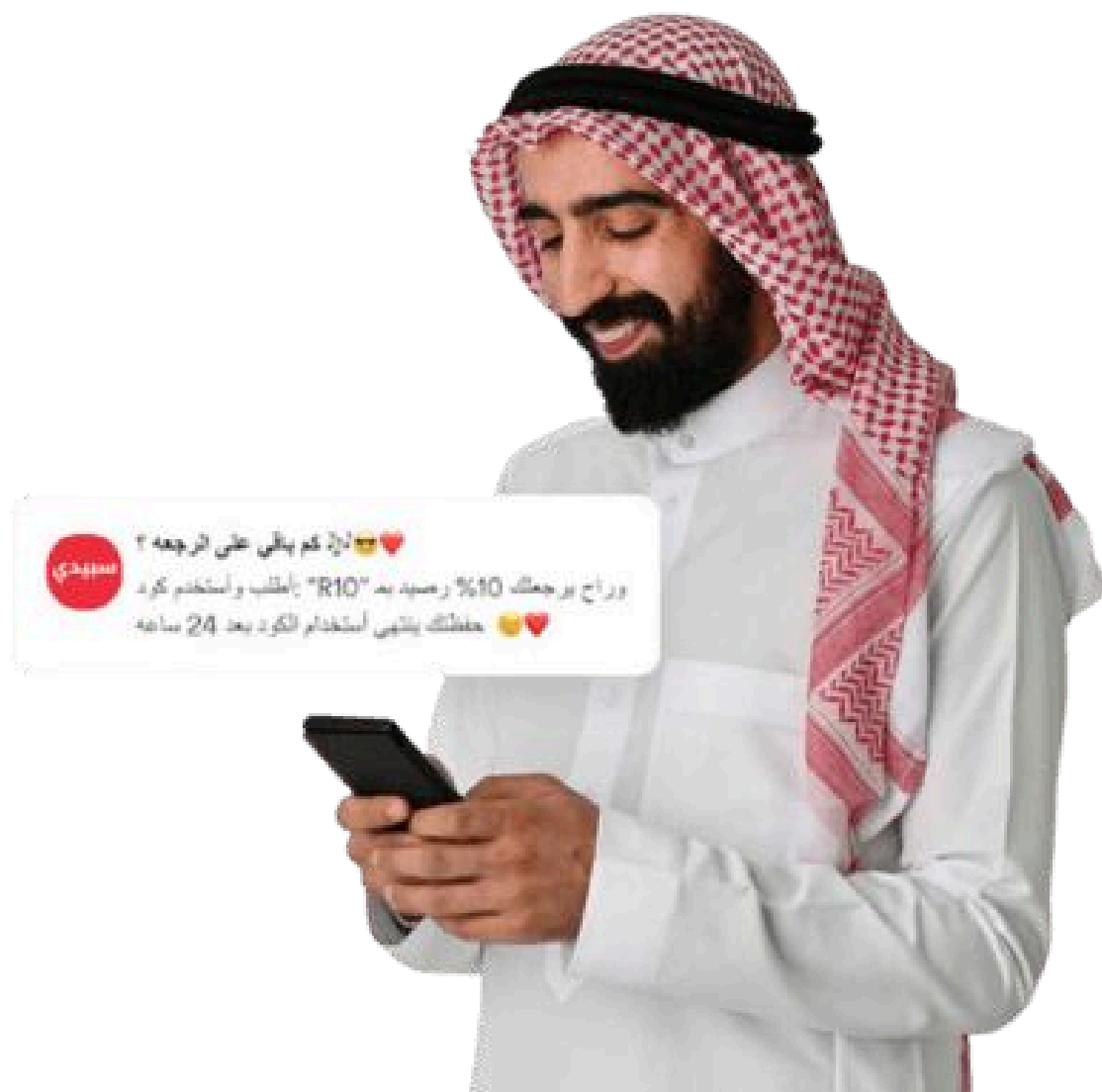
One of our biggest challenges was the integration of offline and online data. We understand that to have a truly effective omnichannel experience, we need to stitch the offline and online data and build a holistic customer view. This is where MoEngage's insights-led customer engagement platform has helped us. Using MoEngage's platform, we have been able to integrate our PoS data with our CRM. As a result, understanding customer behavior in terms of purchases or browsing has been more effective.



Ahmed Fahmy  
Marketing Manager

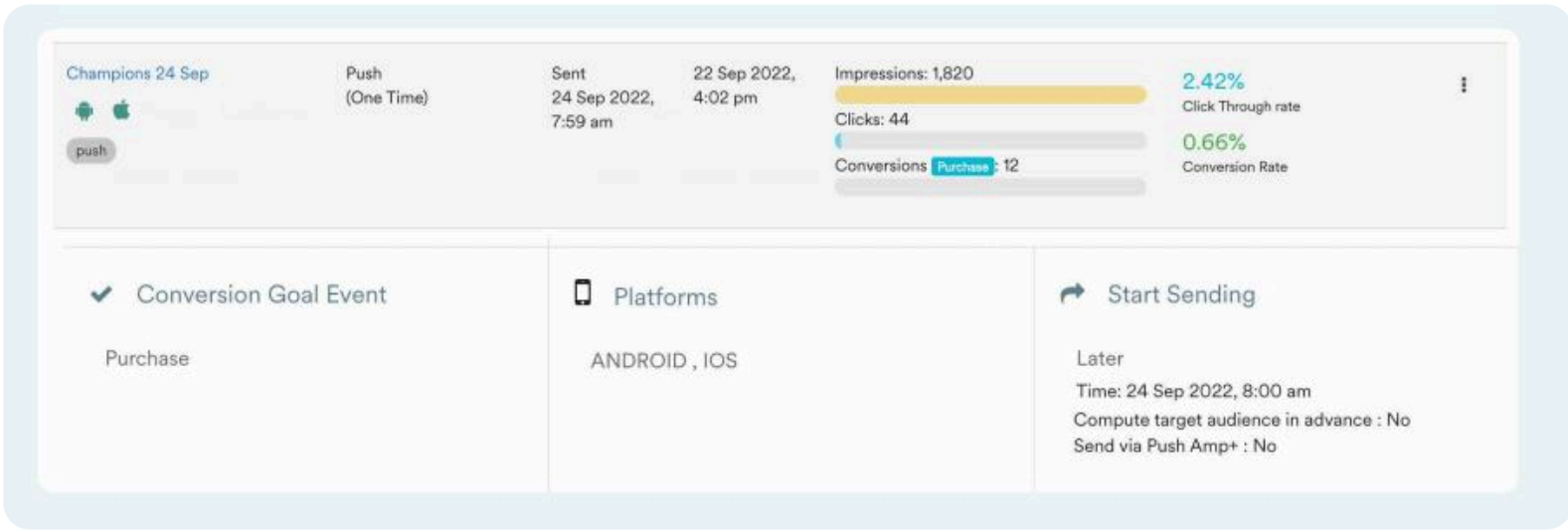
## RFM Segmentation to Increase Conversion Rates

The E-commerce brand utilized the segmentation feature of MoEngage to understand customer behavior and send them messages via push notifications and in-app. Upon running custom segmentation using RFM, the brand was able to witness a higher conversion rate and click-through rates. One of the campaign example that the brand ran using RFM segmentation was for "LOST USERS". To reactivate these customers, Speedi used their push channel to communicate curated offerings (discount of 10%) and nudge customers to complete action.



## Personalized Messages to Lower Cart Abandonment

The brand noticed that many customers were dropping off at the last moment. To overcome this complication, the brand used personalized in-app messages to nudge customers to complete the purchase action. One such campaign that Speedi.sa ran was providing a 50% discount to customers who had dropped off before completing their purchase. The action to prompt this in-app message was "Has Executed Add To Cart At least Once". Ultimately Speedi reduced its cart abandonment and increased its basket size per order.



## Products Used

- Push Notification**  
Reach customers at the right time using AI-powered, targeted, push notifications.
- RFM Segmentation**  
Create nuanced segments based on recency, frequency, and monetary value of customer transactions.

## The Result

- Using MoEngage, Speedi was able to:
- ✓ Increase its active users by **3X**
  - ✓ Increase conversion rate by **28%**
  - ✓ Using personalization and segmentation, the brand was able to increase the retention rate by **6X**

## 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).