

V Perfumes Leverages MoEngage to Drive 32% Revenue Uplift and Reduce Churn by 8% with an AI-Powered Strategy



20.35%

Increase in revenue directly attributed to automated journey

32.3%

Growth in revenue generated from CRM campaigns

25.6%

YoY increase in conversions across digital channels

V PERFUMES

ABOUT V PERFUMES

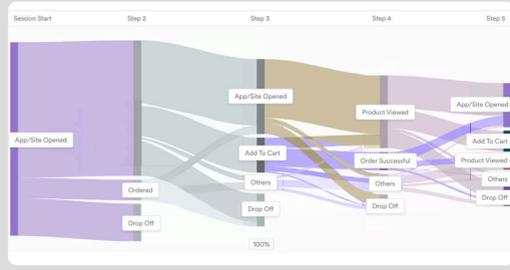
V Perfumes is a premier luxury fragrance retailer in the UAE, operating over 54 retail outlets and a rapidly growing E-commerce platform. Known for its extensive collection of prestigious international brands, V Perfumes has become the go-to destination for luxury fragrances in the GCC region.



The Customer Engagement and Retention Challenge

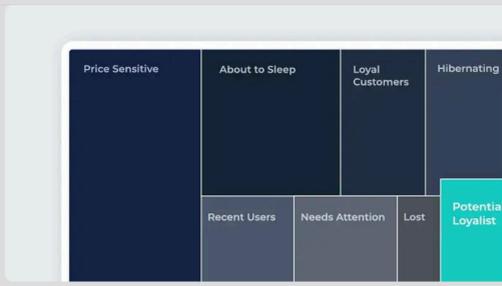
Despite a strong market presence, V Perfumes identified key opportunities to further enhance the digital customer experience and maximize lifetime value.

- **Fostering Long-Term Loyalty:** The brand aimed to transform single-purchase interactions into long-term relationships by establishing a system for ongoing, meaningful engagement.
- **Optimizing Conversion Paths:** Recognizing that customers who added items to their carts have high intent to purchase, V Perfumes sought to implement a robust mechanism to re-engage these customers and guide them toward completing their purchases.



- **Scaling Personalization:** To ensure relevance at scale, the team wanted to move beyond standard communication and leverage AI to deliver the right message at the exact right time for every customer.

The goal was to integrate a powerful engagement platform to eliminate data silos and orchestrate a seamless, cross-channel customer journey. V Perfumes turned to **MoEngage's AI-powered Customer Data and Engagement Platform** to achieve this goal.



MoEngage has evolved from an engagement platform into a critical revenue driver for V Perfumes. The synergy between their AI capabilities and seamless omnichannel orchestration allows us to predict customer intent with precision, turning every digital touchpoint into a monetization opportunity. With AI-powered analytics guiding our strategy, we've moved beyond standard conversions to generating sustainable, long-term value, directly fueling an uplift in our E-commerce revenue.

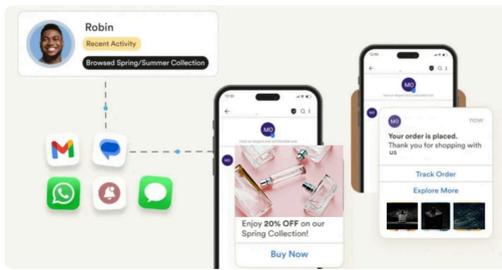


Jahangeer Elayedath
Head of Marketing and E-commerce

The 3-Pronged Strategy

1. Unified Cross-Channel Orchestration
V Perfumes strategically orchestrated customer journeys across multiple digital channels to ensure a seamless experience.

- **Integrated Touchpoints:** The team integrated customer data across Push Notifications, In-App Messages, Email, and On-site campaigns.
- **Seamless Experience:** This cross-platform approach ensured that customers received a unified experience, regardless of the platform on which they engaged, thereby improving overall retention and driving repeat purchases.



2. The Revenue Recovery Engine
V Perfumes deployed sophisticated, multi-stage automated flows to nurture customers back to purchase, specifically targeting high-intent drop-offs.

Cart Abandonment & Payment Failure
The team set up dynamic flows that triggered immediate actions after a drop-off.

- Push Notifications** were sent almost immediately as a reminder.
- Follow-Up Emails** with personalized offers were triggered if the customer did not respond.
- In-App Messages** encouraged active customers to complete their purchases.

Impact

- The **Payment Failure** journey achieved a **21.2% conversion rate**.
- The **Cart Abandonment** journey delivered a **9.14% conversion rate**, significantly outperforming industry benchmarks.

3. AI-Driven Personalization & Optimization

To scale personalization, V Perfumes leveraged MoEngage's AI suite to predict behavior, generate content, and optimize delivery.

- **AI-assisted Content:** Used to create visually appealing, personalized content for push notifications and emails. This led to a **160.8% increase in Click-Through Rates (CTR)** for push notifications compared to non-personalized campaigns.
- **AI-powered Analytics:** The team identified customers most likely to convert and targeted them with relevant offers, resulting in a **60% improvement in conversion rates**. They also analyzed customer journeys to identify drop-off points, allowing the team to optimize journeys and **achieve a 324% increase in conversions from automated flows**.
- **AI-powered Orchestration:** By ensuring messages reached customers when they were most likely to engage, V Perfumes **improved email open rates by 38% and push engagement by 25%**.



Products Used

- **In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, [in-app messages](#).
- **Merlin AI**
[Merlin AI](#) combines the creative genius of LLM with campaign performance to create data-driven copy and compelling visuals, enabling marketers to maximize engagement and deliver more impactful campaigns independently while overcoming creative blocks.
- **MoEngage Analytics**
Create omnichannel, personalized experiences using [AI-powered analytics](#).
- **Push Notification**
Reach customers at the right time using [AI-powered, targeted, push notifications](#).

The Result

By shifting from manual, siloed campaigns to an AI-led, automated framework, V Perfumes has achieved unprecedented growth.

- ✓ 20.35% Increase in revenue directly attributed to automated journeys
- ✓ 32.3% Growth in revenue generated from CRM campaigns
- ✓ 25.6% YoY increase in conversions across digital channels
- ✓ 160.8% Increase in CTR on Push Notifications using AI-personalized copy
- ✓ 8% Churn Reduction over 90 days via retention analysis
- ✓ 22% Increase in Customer Retention through targeted messaging
- ✓ 21.2% Conversion Rate in automated Payment Failure 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 for the Forrester Wave™: Real-Time Performance, 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.