

Wakefit Accelerates Campaign Go-Live from 4 Days to Hours Using Automation



10% Revenue Growth

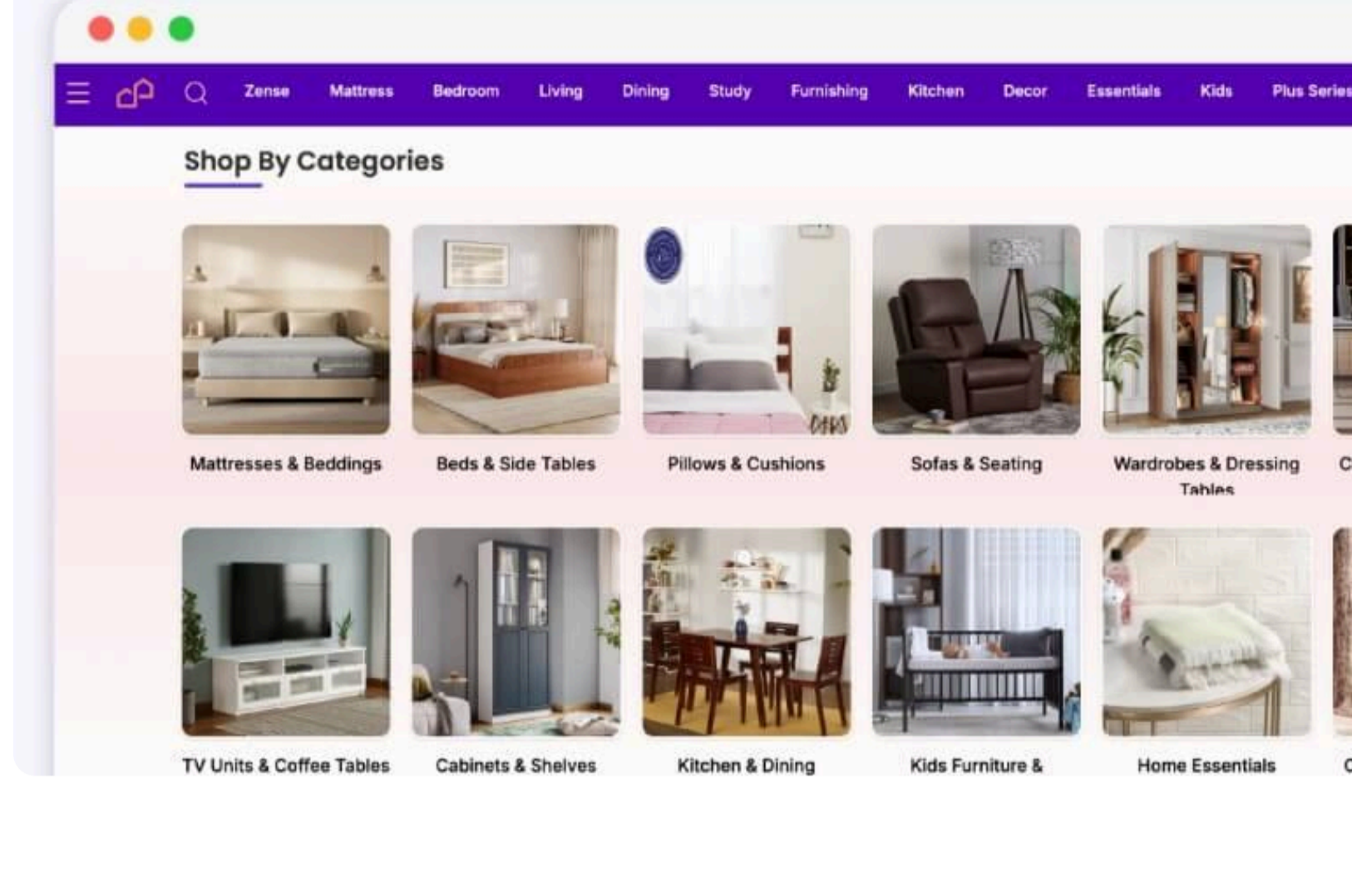
52% Increase in ROAS

64% Uplift in CTR



ABOUT WAKEFIT

Wakefit is a premier Indian home and sleep solutions brand, renowned for its research-driven approach to mattresses, home furniture, and bedroom accessories. Since its inception, the brand has focused on democratizing sleep health through high-quality products and a customer-centric digital experience. With a rapidly expanding footprint across both e-commerce and physical retail stores, Wakefit serves millions of customers, helping them improve their quality of life through better sleep.



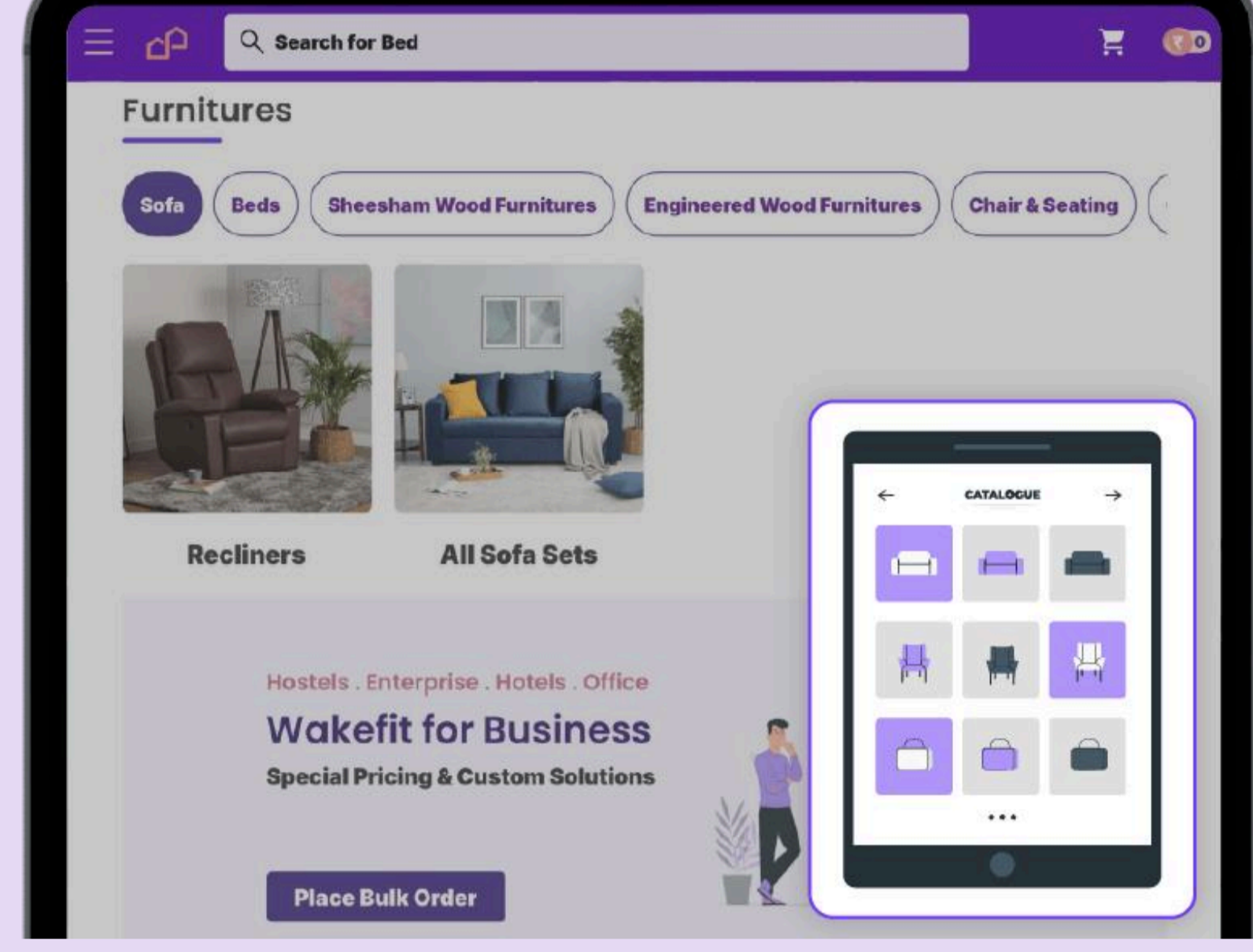
Scaling Precision Across the Lifecycle

As Wakefit's product catalog and user base grew, the team identified three strategic areas to refine their CRM performance:

Moving Beyond Simple Triggers: Wakefit aimed to replace basic "smart triggers" with complex, multi-stage automated flows that could cover the entire customer lifecycle—from initial browsing to post-purchase retention.

Overcoming Data Limitations: The team needed to identify and target high-intent users across longer windows (e.g., 1-year cohorts) to drive long-term repeat purchases, moving beyond standard 60-day tracking defaults.

Replacing Cumbersome Manual Processes: Previously, executing a single campaign was a time-intensive and cumbersome manual effort, often taking 3 to 4 days to go live. With 50+ flows running simultaneously, Wakefit sought to leverage automation to eliminate these bottlenecks and ensure every communication was performing at its peak without constant manual intervention.



The fundamental reason for moving to MoEngage was to achieve a true omnichannel approach and a unified view of user behavior. Previously, running a single campaign was a cumbersome, 3-to-4-day manual process. MoEngage helped us build an automated system that has made campaign execution significantly faster and more efficient, allowing us to manage over 50 automated flows with precision.



Upasana Ghosh
CRM Manager

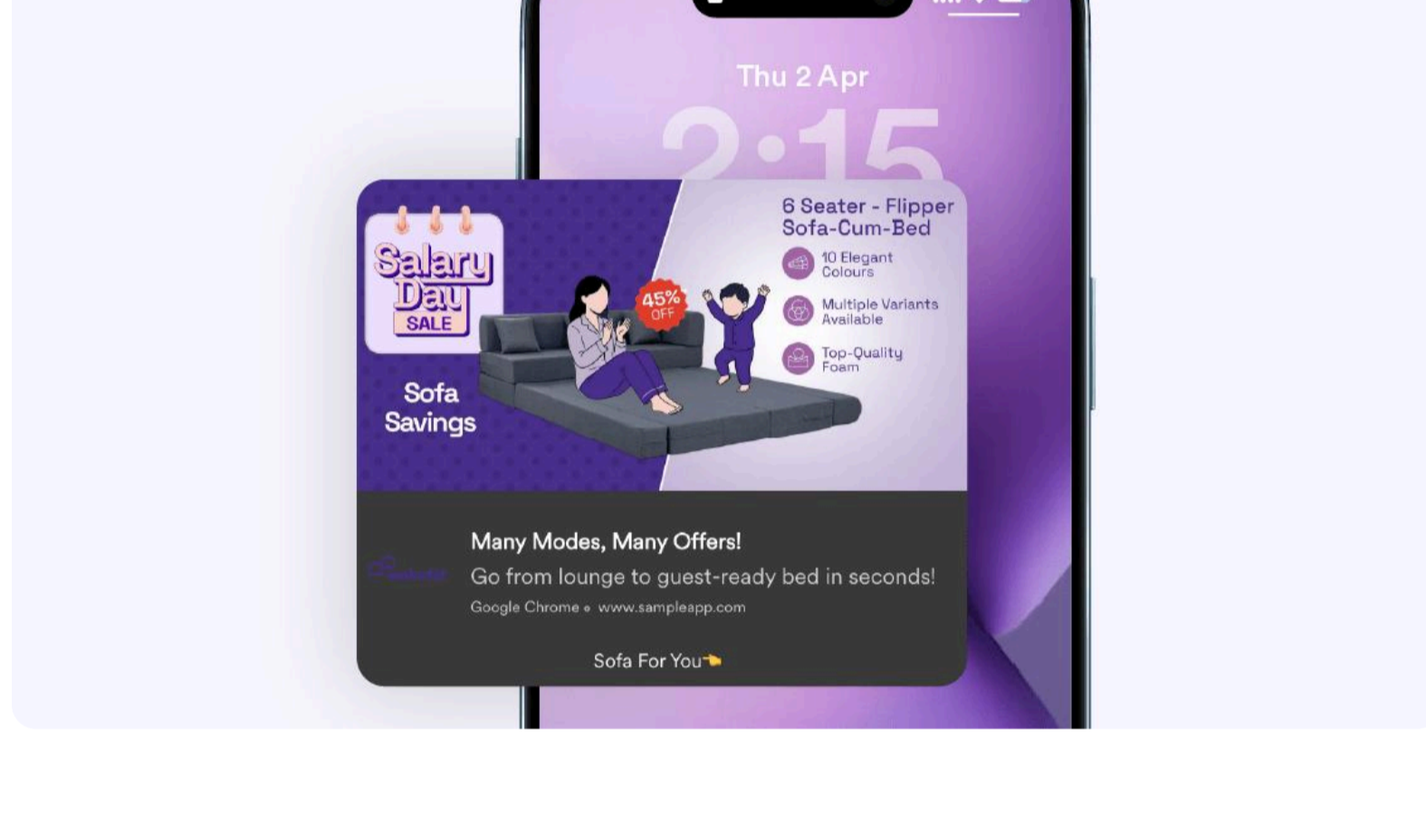


MoEngage has allowed us to move from static messaging to an engagement engine that responds to what customers actually do. By observing patterns in MoEngage Analytics and leveraging AI features like Merlin for optimization, we've built journeys that speak directly to each customer's moment of need while eliminating the friction of manual setup.

Wakefit Leadership

Scaling Content and Context with AI-Powered Automation

Wakefit recognized that as they scaled, manual campaign execution could no longer keep pace with their diverse customer base. The strategy shifted toward building a sophisticated **Automated Engagement Engine**—one that uses AI to optimize delivery, behavioral signals to drive content, and deep analytics to ensure the entire ecosystem remains healthy and high-performing. They partnered with MoEngage to transition from a campaign-led approach to a data-driven AI automation framework.



Phase 1: High-Performance Automation with Dynamic Product Messaging (DPM)

The core of Wakefit's success lies in Dynamic Product Messaging (DPM). By replacing static templates with DPM-powered flows, the brand began delivering hyper-personalized content based on real-time website behavior.

The Result: Users receive communications featuring the exact SKU they viewed or added to their cart. This behavioral precision transformed their CRM into a personalized recommendation engine, driving a 64% uplift in CTR.

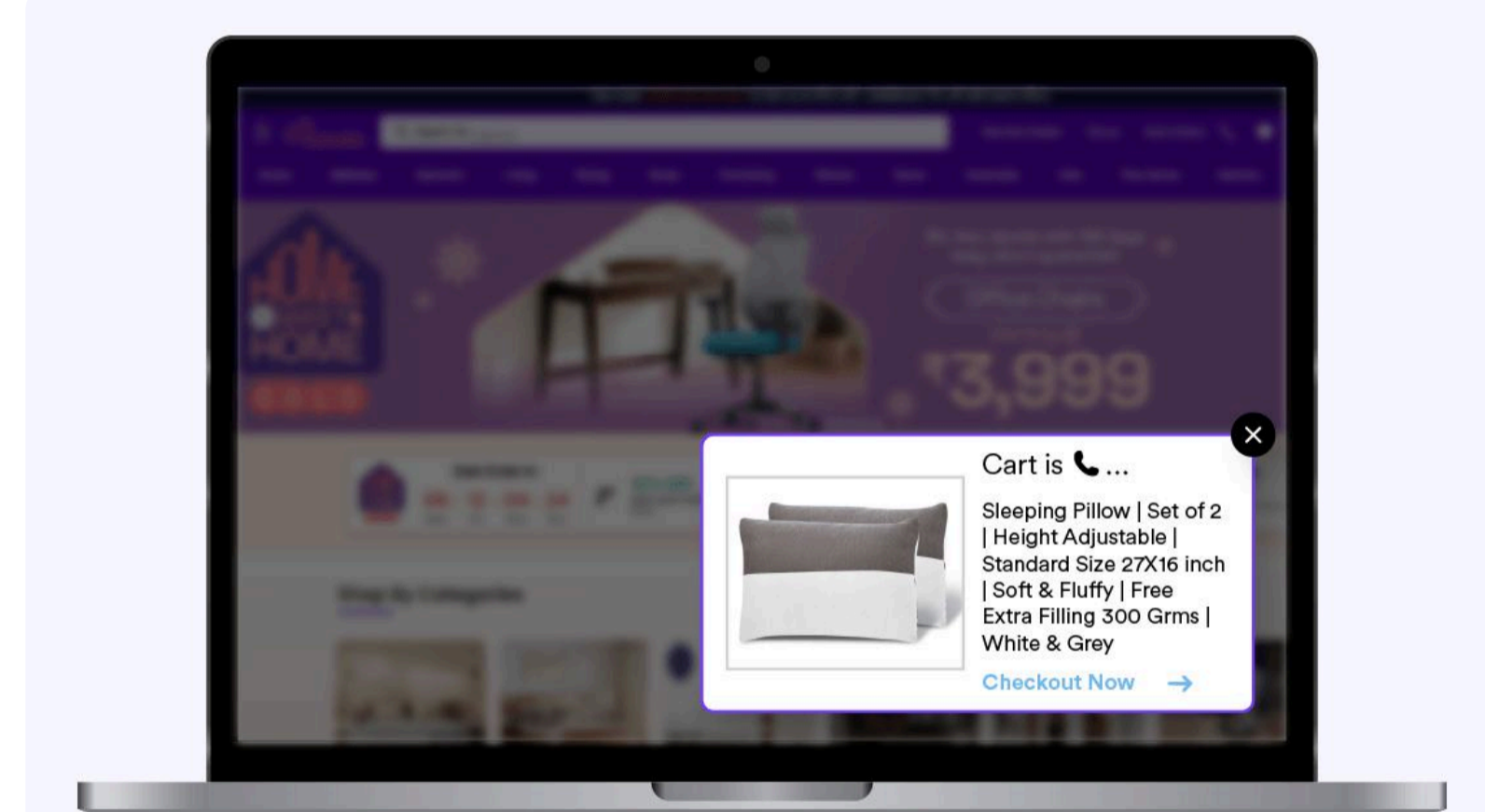
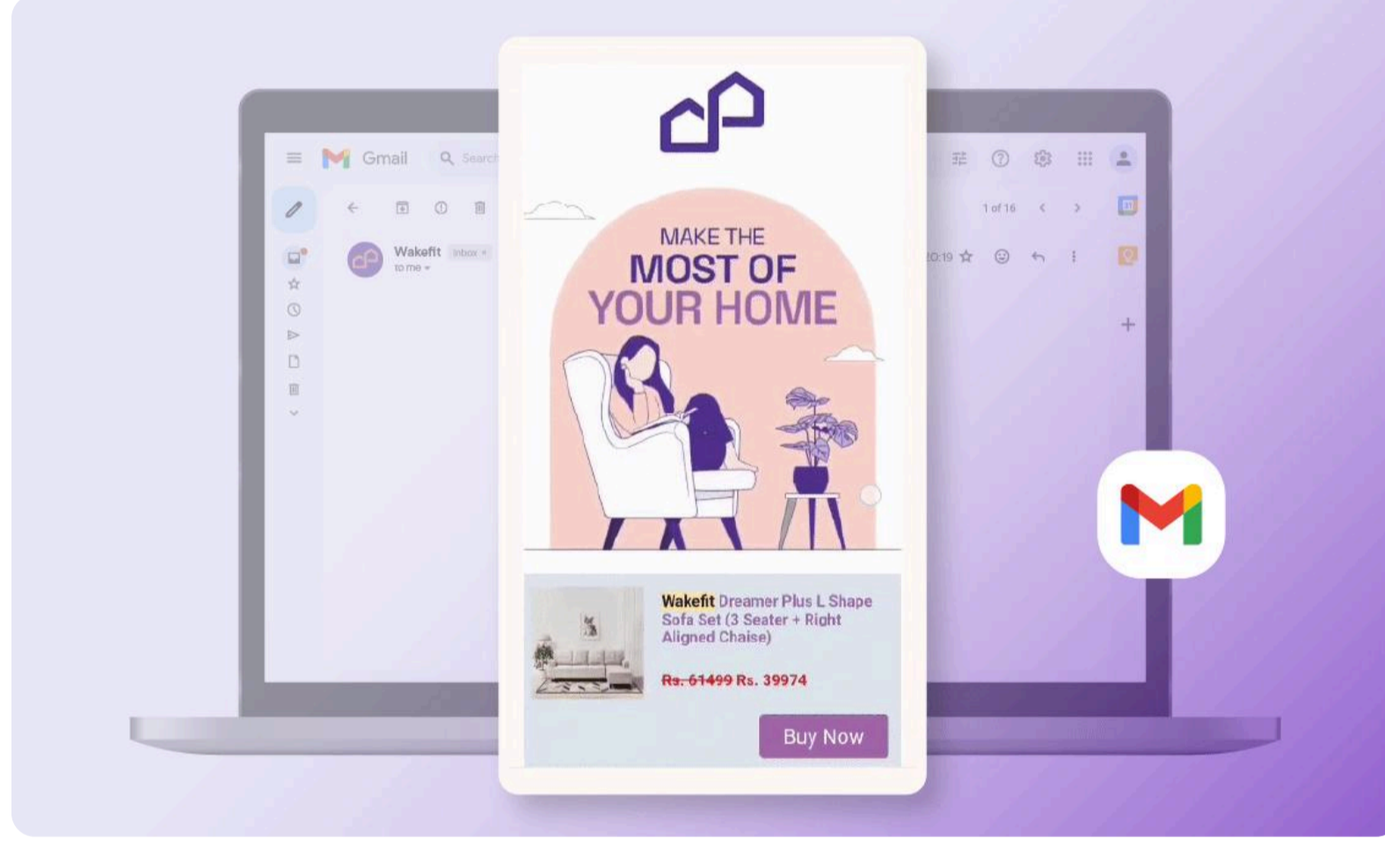
Phase 2: AI-Powered Optimization (Merlin AI)

Wakefit integrated Merlin AI to handle the "heavy lifting" of optimization across their 50+ automated flows:

Subject Line and Creative Testing: The team leverages Merlin AI's generative power to automate A/B testing of email subject lines and SMS content, ensuring the highest-performing copy is always delivered.

Send-Time Optimization: Merlin ensures that communications reach users at the exact moment they are most likely to engage, resulting in a 22% uplift in open rates.

Intelligent Creative Generation: Wakefit explored Merlin AI for on-brand image generation, helping maintain a consistent visual language across high-volume digital campaigns.



Phase 3: Interactive Engagement via On-Site Messaging

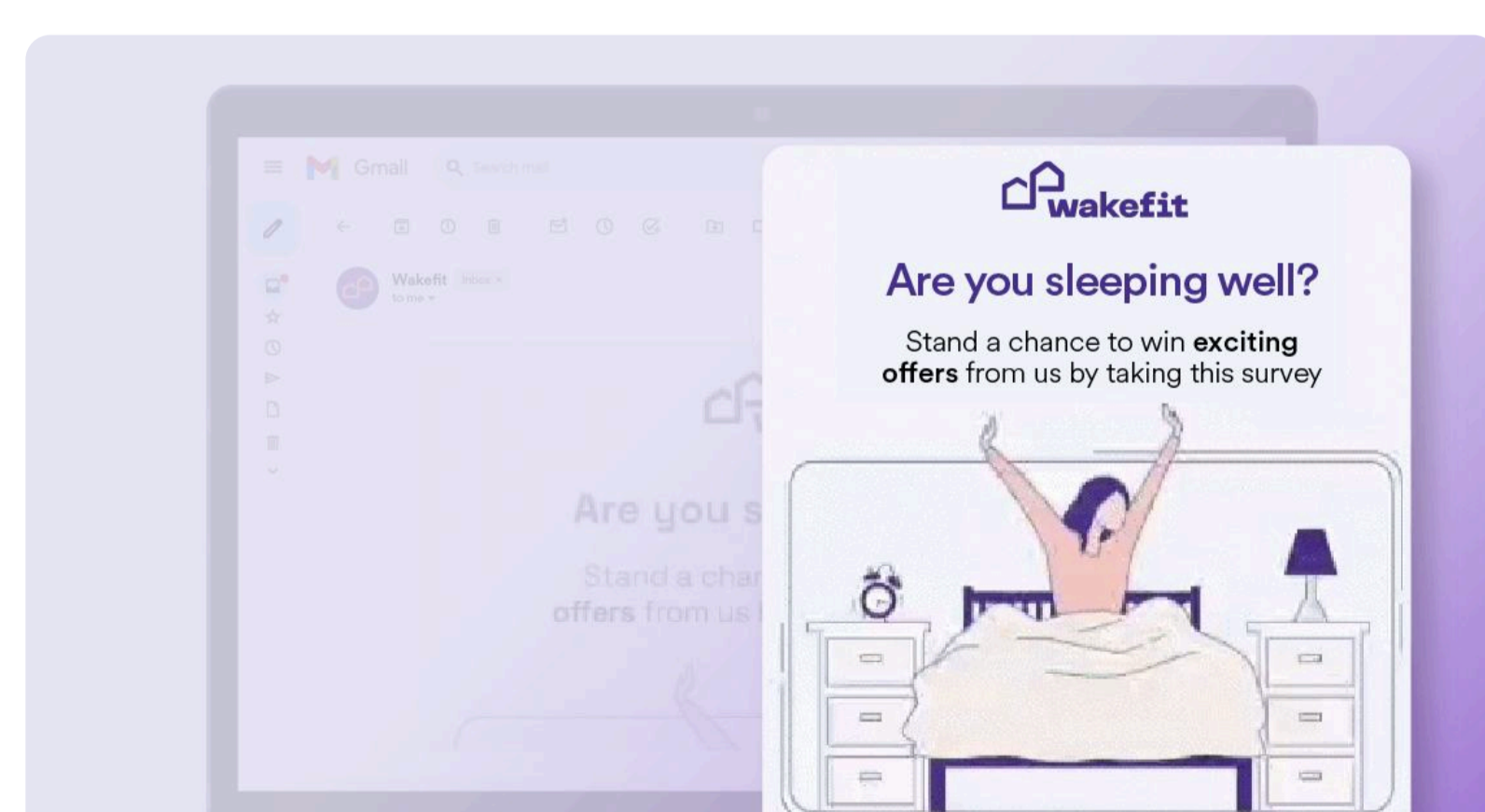
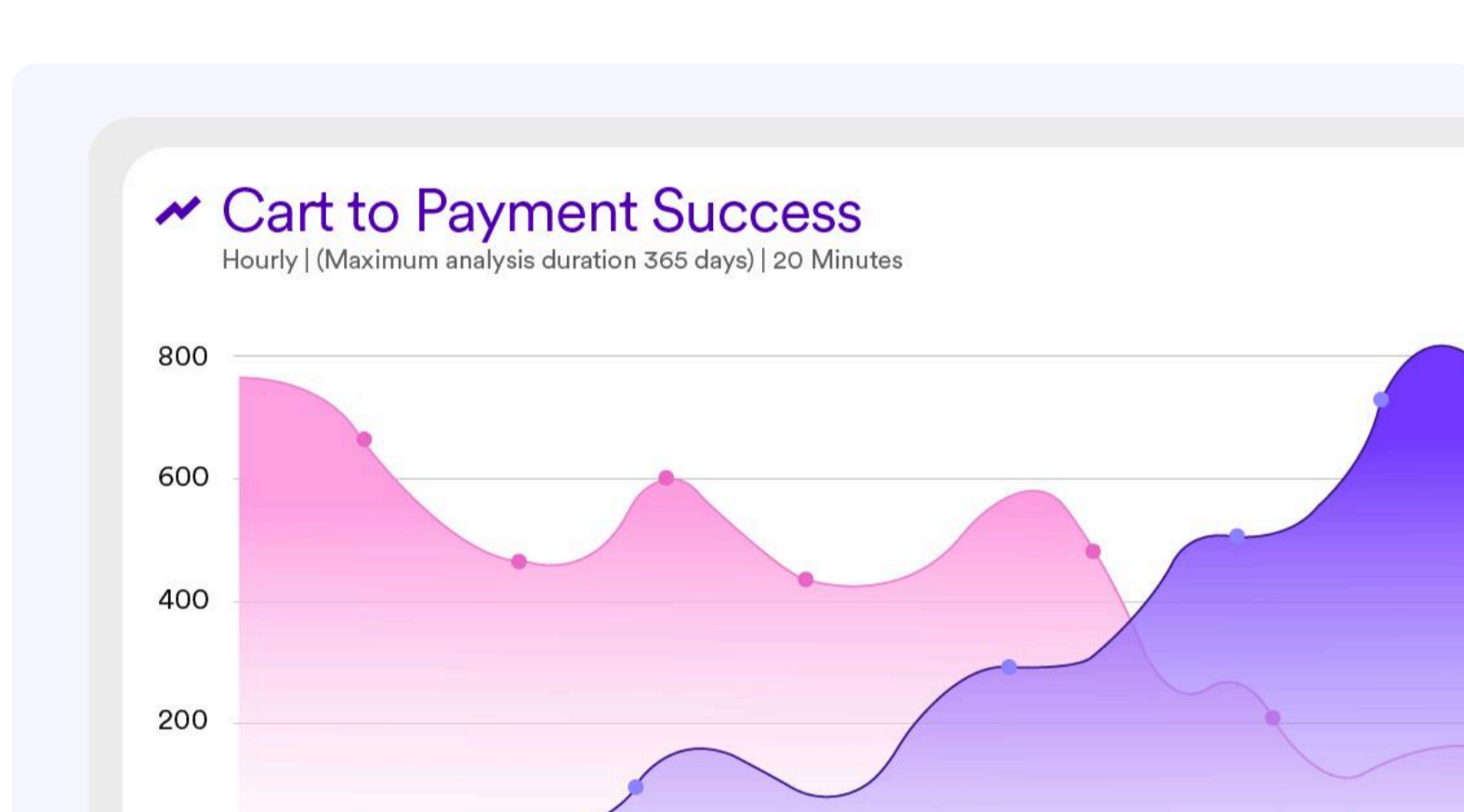
To reduce drop-offs in the final mile, Wakefit implemented interactive On-Site Messaging (OSM). By using scratch cards and "spin-the-wheel" experiences, the brand turned abandoned-cart journeys into engaging, gamified experiences. These real-time nudges helped catch users at peak purchase intent, resulting in a 13% uplift in CVR for cart abandoners.

Phase 4: Advanced Analytics and Deep Segmentation

The product and CRM teams leverage MoEngage Analytics to monitor the pulse of their automated ecosystem.

Funnel Monitoring: They analyze key events (PDP View > Add to Cart > Order Success) to identify breakthroughs or performance dips across their 50+ flows.

Cohort Workarounds: In a sophisticated use of the platform, the team uses funnel analysis to identify and engage specific user cohorts over extended periods (up to a year), thereby bypassing default time-window restrictions for long-term retention campaigns.



Phase 5: Omnichannel Continuity

To complete the customer view, Wakefit integrated retail store purchase events into the digital journey. Post-purchase events from physical stores are fed into MoEngage, triggering automated cross-sell flows segmented by the product category purchased offline. This ensures that even a physical purchase leads to a relevant and contextual digital relationship.

Products Used

- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your customer's journey.
- 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.
- On-site Messaging**
Engage your visitors with personalised on-site messages tailored to their preferences and behavior.

Quantifying the Impact of Automation

Wakefit's focus on behavioral automation and AI-driven optimization delivered significant performance gains across the funnel:

- ✓ **10% Revenue Growth:** Contributed by the integration of automated, intelligent product recommendations.
- ✓ **Operational Excellence:** Reduced cumbersome 3–4-day manual campaign setups to a fully automated system managing over 50 flows simultaneously across the entire customer lifecycle.
- ✓ **64% CTR Uplift:** Achieved through hyper-personalized Dynamic Product Messaging (DPM) compared to generic templates.
- ✓ **52% ROAS Increase:** Realized through automated lifecycle journeys compared to standard category baselines.
- ✓ **22% Higher Open Rates:** Driven by Merlin AI's intelligent send-time and content optimization.
- ✓ **13% CVR Improvement:** Powered by real-time On-Site Messaging (OSM) nudges for cart abandoners.

About MoEngage

MoEngage is an insights-led engagement management platform, trusted by 1,350+ global brands, including Unilever, Airtel, PNB, The Coca-Cola Company, IndusInd Bank, Titan, Tanishq, Samsung, Tata Capital, Flipkart, Domino's, 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.