

House of Blouse Experienced Phenomenal Growth within Months by Assigning 467k+ Loyalty Points



House of Blouse is an Indian fashion brand. They design blouses and sarees for the global woman who takes joy in what she wears and is particular about fit and finish. House of Blouse is feminine, exuberant, minimal, flirty, stern, whimsical, whiny, triumphant, soft...sometimes all in the same day.

Every House of Blouse garment is made to order and finished by hand. All their products are made in-house in the studio. It helps them keep a clear connection with their customers and have full control over the end to end process and quality of products.

How We Did It

- Successfully accomplished **5,749 engagement events** which include Push Notifications, Email Marketing, Smart Popups, Announcement Bar, Chatbot, Loyalty Rewards, and Review Requests.
- **90.71% of customers** are engaged in Engagement Meter.
- **Tracked 61,267 website visitors** and 2,749 customers' behavior across the website.
- Assigned **467,190 Loyalty Points** to Houseofblouse's customers.

5,749 ↑

Engagement Events

90.71% ↑

Customers Engaged

61,267 ↑

Audience Tracked

467,190 ↑

Loyalty Points Assigned