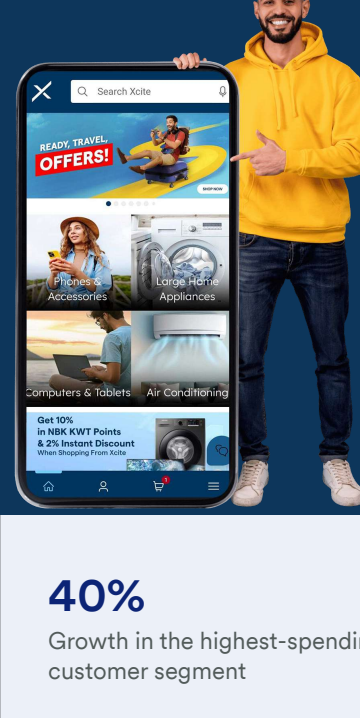


Xcite Boosts CRM Revenue from 8% to 25% with AI-Powered Automation via MoEngage

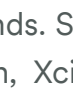


212% Uplift in CRM-driven revenue share

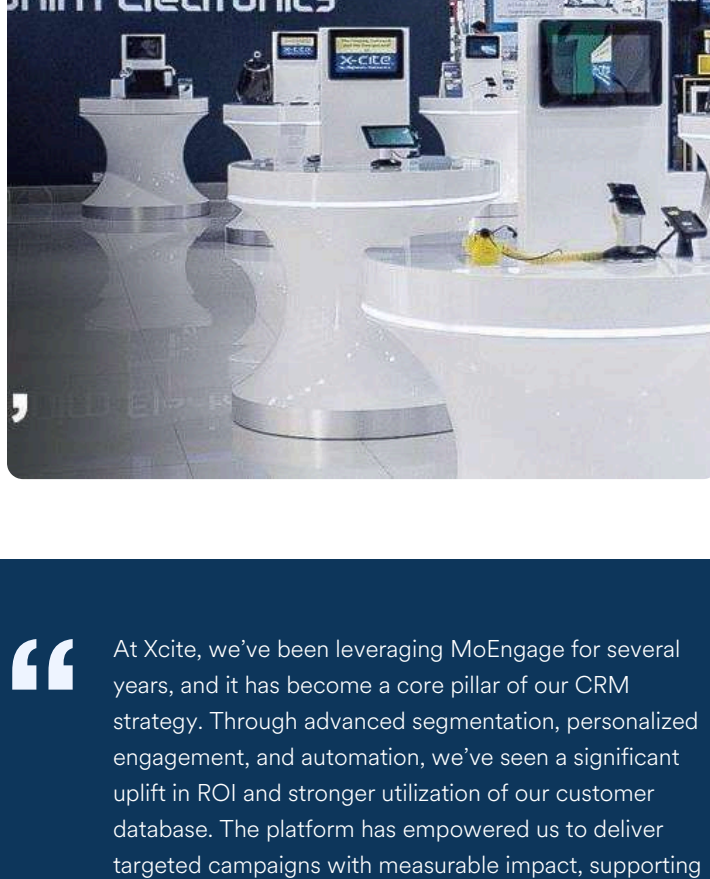
175% Increase in Average Revenue Per User

40% Growth in the highest-spending customer segment

About Xcite by Alghanim

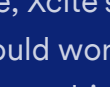


Xcite by Alghanim is Kuwait's leading multi-brand electronics retailer. The brand offers a broad spectrum of over 10,000 products from over 300 renowned global brands. Serving a customer base exceeding 3.5 million, Xcite operates across 45 strategically located stores in Kuwait, complemented by a user-friendly online platform. As a subsidiary of Alghanim Industries, a multinational conglomerate with operations spanning 40 countries and encompassing more than 30 diverse businesses, Xcite is committed to delivering a world-class shopping experience to its customers.

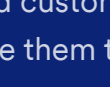


“ Collaborating with MoEngage has been instrumental in meeting our CRM revenue objectives. The personalization capabilities helped us tailor our customer experience at scale, significantly enhancing engagement and driving revenue growth. The platform has also helped us achieve quick time-to-value by streamlining our marketing operations for more efficient and effective marketing endeavors.

“ At Xcite, we've been leveraging MoEngage for several years, and it has become a core pillar of our CRM strategy. Through advanced segmentation, personalized engagement, and automation, we've seen a significant uplift in ROI and stronger utilization of our customer database. The platform has empowered us to deliver targeted campaigns with measurable impact, supporting the continued growth of our E-commerce business.



Ahmad Shahroor
Director of E-commerce, Xcite by Alghanim



Dalia Harkous
Senior E-commerce Marketing Manager, Xcite by Alghanim

Business Challenge

At large, Xcite's marketing team wanted to create a well-oiled customer lifecycle management engine that would work across mediums for its customers. This drove them to reassess their engagement strategy to drive revenue growth at scale and strengthen customer relationships.

Another key objective was delivering personalization at scale, requiring deeper customer insights, advanced segmentation, and intelligent automation. The Xcite team wanted to craft relevant communication based on factors like purchase history or loyalty scores and address missed opportunities for engagement and conversions.

Lastly, the brand wanted access to a comprehensive single customer profile that integrated data from their 45 stores, website, mobile app, and social media platforms. This holistic view was essential to optimizing brand-customer interactions and ensuring consistent customer experiences across all touchpoints.

MoEngage Solution

After evaluating several options, Xcite selected MoEngage's Customer Data and Engagement Platform (CDEP). The platform's scalability aligned with Xcite's goals, leading to a partnership focused on improving engagement strategies and driving digital revenue growth. By implementing MoEngage's CDEP, Xcite seamlessly engaged with customers through email, push notifications, and in-app messages.

This approach enabled the brand to identify and re-engage disengaged customers, reducing drop-offs and improving retention. Consequently, the brand was able to transition customers to higher **Average Revenue Per User (ARPU)** tiers through advanced segmentation and personalization. That, coupled with leveraging a unified customer view, enabled Xcite to drive deeper customer connections, enhancing customer satisfaction and loyalty.

MoEngage's AI-led powered capabilities also streamlined Xcite's marketing operations with minimal technical support, optimizing tasks like campaign scheduling and content personalization for more efficient and effective marketing endeavors.

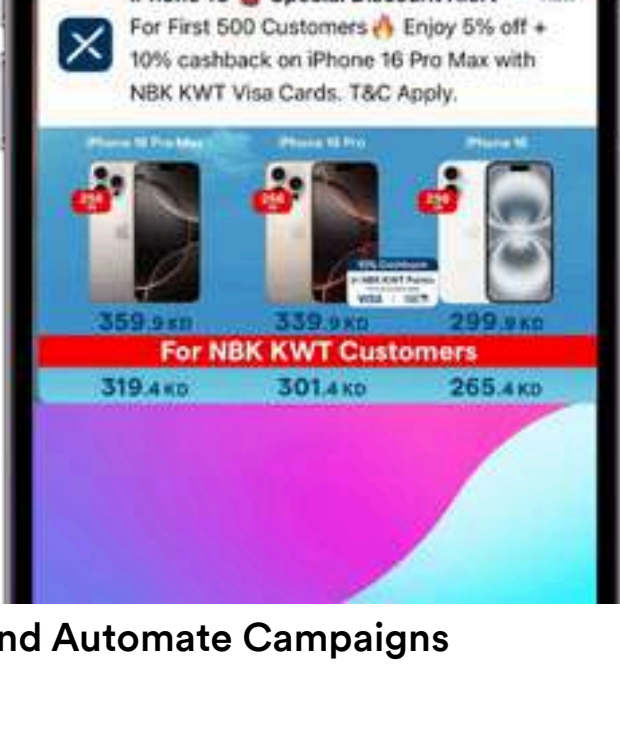
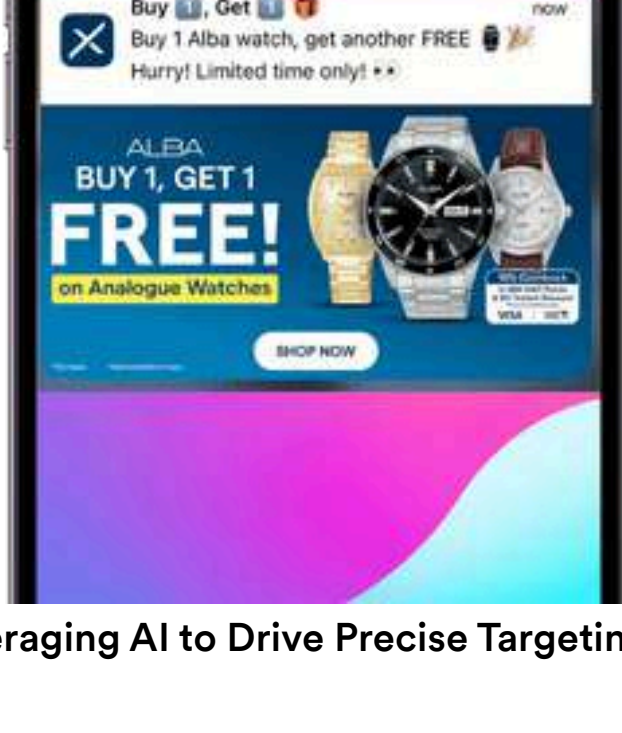
For multi-brand conglomerates such as Alghanim Industries, MoEngage offers provides a streamlined approach to customer engagement that caters to each brand's unique needs under the conglomerate's umbrella. With its scalable platform, MoEngage allows such brands to manage customer interactions from a single unified customer profile and streamline marketing efforts across brands effectively, enhancing operational efficiency.



Identifying Micro-Segments to Hyper-personalize Recommendations

Xcite transformed its campaigns by implementing hyper-personalized recommendations across multiple channels. The Electronics retail giant identified micro-segments based on affinity, category interests, and purchase history by creating a unified customer view that detailed individual preferences and behaviors.

This approach enabled the delivery of tailored email, push, and in-app campaigns, resulting in a **224% year-on-year increase in conversions per user** and a **175% increase in revenue per user**.



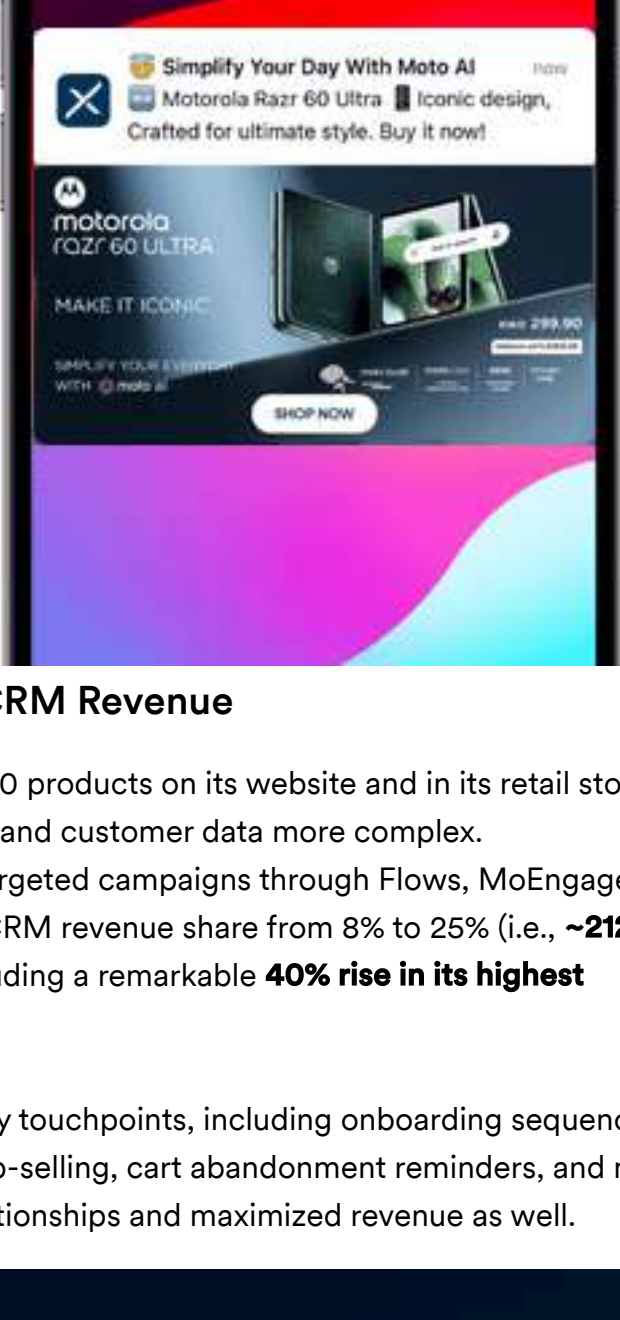
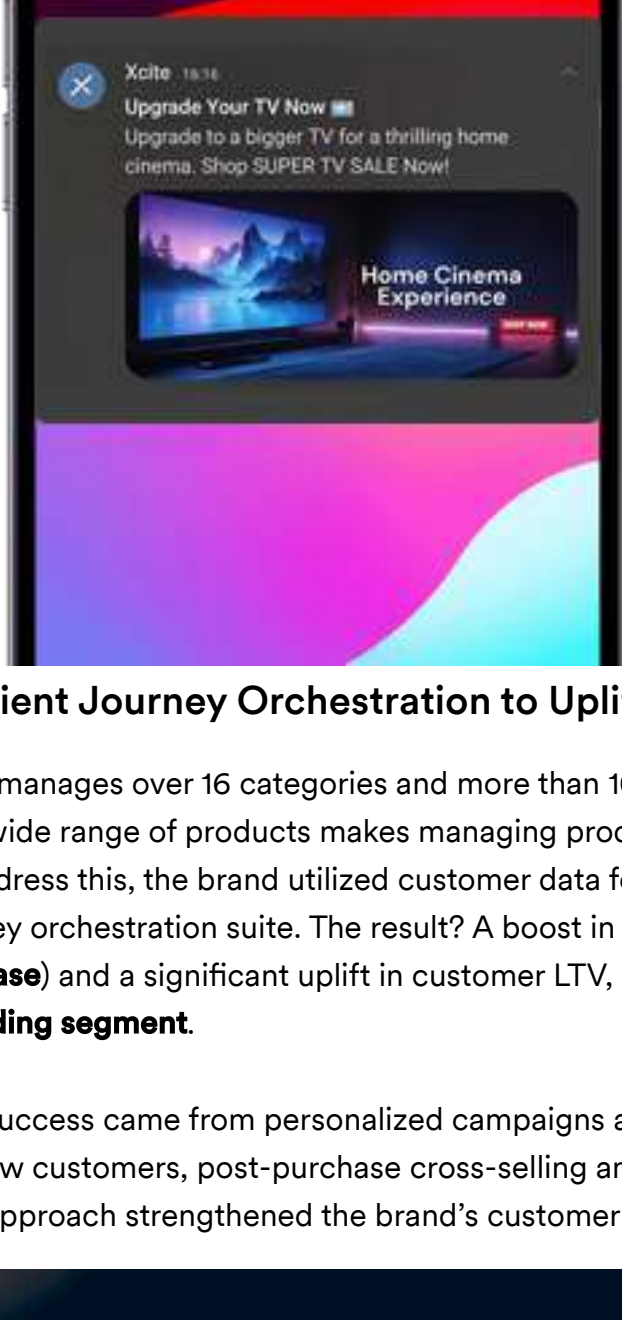
Leveraging AI to Drive Precise Targeting and Automate Campaigns

Xcite faced three key objectives that needed immediate action:

- Addressing the quantum of suppliers who wanted to publish their products
- Providing personalized experiences to millions of customers
- Simplifying the existing complex content creation process

Xcite leveraged the CDEP's segmentation capabilities to streamline messaging and ensure precise targeting across channels. This enabled the brand to automate engagement initiatives based on factors like purchase intent, app uninstalls, subscription renewals, inactivity, churn risk, and cart abandonment.

Additionally, to help with the content creation process, Xcite leveraged Merlin AI, MoEngage's generative AI engine that boosts creativity and productivity while reducing content errors. It helped the brand save **60% of the time** in content creation and streamlined the entire process **from 5 steps to just 2**, with **zero errors**.

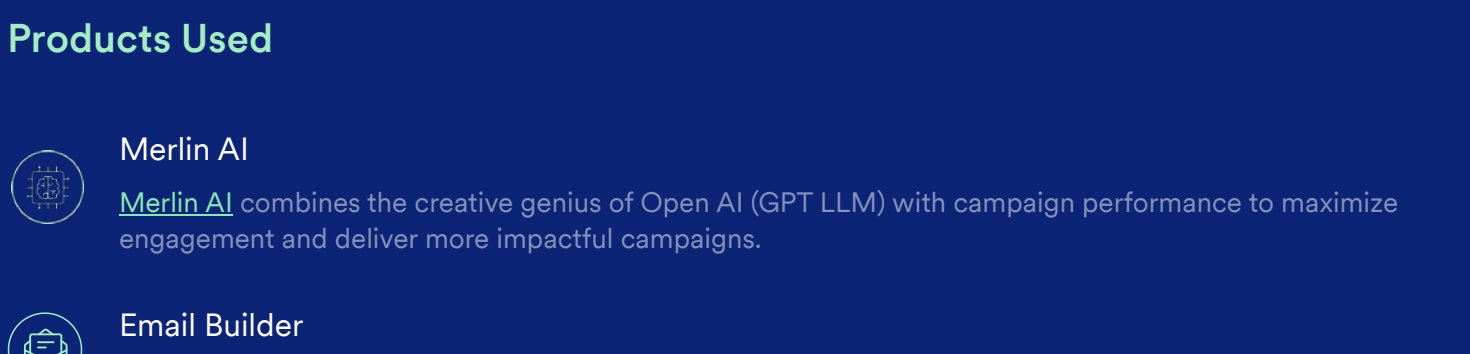


Efficient Journey Orchestration to Uplift CRM Revenue

Xcite manages over 16 categories and more than 10,000 products on its website and in its retail stores. This wide range of products makes managing product and customer data more complex.

To address this, the brand utilized customer data for targeted campaigns through flows. MoEngage's journey orchestration suite. The result? A boost in its CRM revenue share from 8% to 25% (i.e., **~212% increase**) and a significant uplift in customer LTV, including a remarkable **40% rise in its highest spending segment**.

This success came from personalized campaigns at key touchpoints, including onboarding sequences for new customers, post-purchase cross-selling and up-selling, cart abandonment reminders, and more. This approach strengthened the brand's customer relationships and maximized revenue as well.



Products Used

- Merlin AI**
Merlin AI combines the creative genius of Open AI (GPT LLM) with campaign personalization to maximize engagement and deliver more impactful campaigns.
- Email Builder**
Create out-of-the-box, personalized emails that convert, with fastest and easiest email builder.
- In-app Messaging**
Accelerate engagement and motivate action on mobile, through contextually personalized, in-app messages.
- 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.
- Customer Journey Orchestration**
Create unique, seamless experiences at every stage of your customer's journey.
- Customer Insights & Analytics**
Create omnichannel, personalized experiences using AI-powered insights and analytics.

The Result

Using MoEngage's Customer Data and Engagement Platform, Xcite by Alghanim was able to achieve:

- ✓ **212%** increase in CRM-driven revenue share
- ✓ **40%** growth in the highest-spending customer segment
- ✓ **224%** year-on-year increase in conversions per user
- ✓ **175%** increase in average revenue per user
- ✓ **60%** reduction in the content creation time, simplifying the process from 5 to 2 steps

About MoEngage

MoEngage is the Middle East and Africa's #1 Customer Data and Engagement Platform (CDEP), trusted by over 1,350 global consumer brands, including Jazeera Airways, Al Mulla Exchange, Alyasra Fashion, Riva Fashion, Dabdoob, Fantasy World Toys, Trolley, Bleems, and Pharmalife. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

Get a demo of MoEngage today!

MoEngage Analytics arms marketers and product owners to build a unified customer profile with insights into customer behavior, their journey, product usage, preferences, and interests. Brands leverage MoEngage to orchestrate customer journeys and build 1:1 experiences across the website and mobile (with MoEngage Personalize), email, social, and instant messaging channels. MoEngage Inform, the transactional messaging infrastructure, helps brands unify their promotional and transactional communication to a single platform for better insights and lower costs. MoEngage's AI Agents help marketers develop winning copies and creatives, build customer segments, craft relevant journeys, optimize campaigns and channels that boost engagement, and reduce campaign go-live times.

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 named a 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.

