

# Segari saved 1000 engineering hours while increasing marketing ROI using Talon.One





INDUSTRY

**FMCG**

BUSINESS TYPE

**Groceries**

LOCATION

**Indonesia**

YEAR FOUNDED

**2020**

INTEGRATED IN

**2 months**

PROMOTIONS USED

 **Discounts**

 **Loyalty**

## OVERVIEW

Segari is one of the fastest growing commerce grocery start-ups in Indonesia. Segari set out with a mission to make e-grocery and the end-to-end supply chain in Indonesia more efficient and reliable. In under 12 months, Segari achieved over 20 times growth in users, number of platform transactions, and revenues, all while empowering local farmer communities.

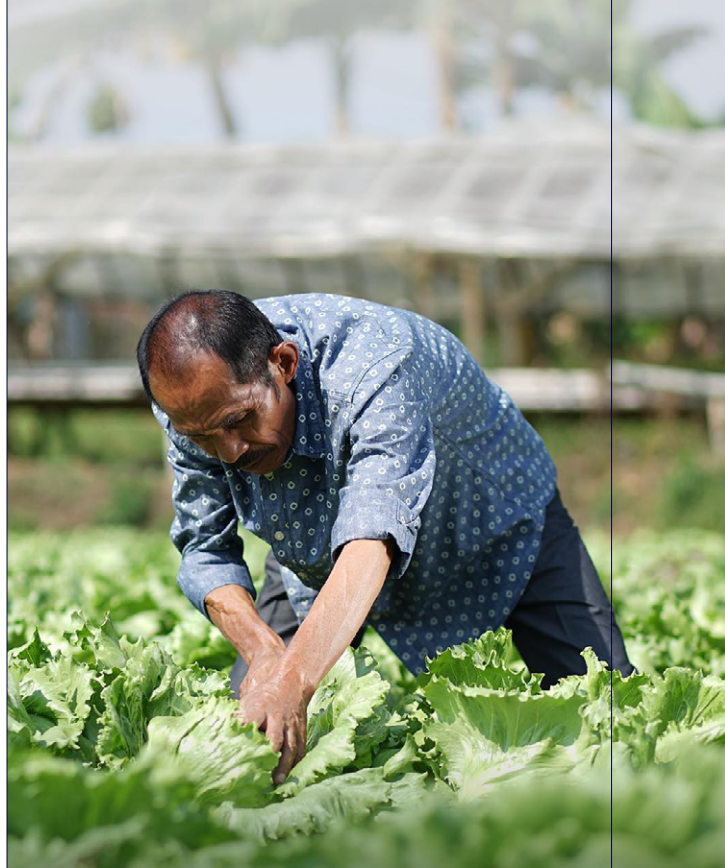
# Challenge

Segari's massive success is driven by a focus on quality, delivering on promises like green vegetables going from harvest to a customer's home in 15 hours. The logistics behind data-driven forecasting and managing the thousands of agents that make this possible are enormously complex.

Segari's existing system couldn't accommodate the demands of the marketing team and developing a promotions solution internally would distract from core development priorities.

**"We were constantly behind in terms of development for businesses' tactical promotions and schemes, given that the rapid nature in experimentation and maneuvers, the existing systems were not able to cater all the flexibility that was demanded by the marketing team."**

**Kevin Tangi**, Product Manager, Segari



## Segari needed a solution that

- Could execute the demands of their marketing team
- Target promotions to loyal customers
- Integrated with MoEngage, their customer engagement platform
- Free up engineering time to focus on core product



**“This solution has saved engineering hours so far, and introduces a lot more flexibility in promotion campaigns that we previously were not able to execute. I would say about 500–1000 engineering hours could be allocated to develop other customer-oriented features.”**



**Kevin Tangi**, Product Manager



**“[There’s been] splendid support even after the implementation has been completed, there have been multiple times that we would like to try new campaign schemes and Talon.One team were creative in finding an alternative way to setup the campaigns in Talon.One.”**

**Kevin Tangi**, Product Manager at Segari

## Solution

“We want to tailor our promotions so that only the users who are in the target market would receive the promotion, preventing promotion hunters”.

After integration, Segari’s first campaign was centered on targeting the right customers and avoiding those looking for one-time deals.





### SPENDING EFFICIENCY

"We are able to effectively target new customers with several campaigns, while the campaign is not exposed to anyone outside the target audience. Previously, every campaign could only be configured to be globally accessible. By using targeted promotions, we increased promotion efficiency by over twofold."

### DEVELOPER TIME

"We initially estimated it would take 6 months of engineering to build a simple personalization engine. With Talon One, we are able to target many of our pricing/promotion mechanisms within 1–2 months of integration effort."

### MARKETING EFFICIENCY

"Using Talon.One, Marketing staff can schedule when campaigns are run and end. They can set it all up in advance."

### REACTIVATION

"We are able to segment and target the customers who have churned to successfully reactivate them into active users."

### UPTIME

"So far we have not seen any downtime or planned maintenance, and the system is so flexible that we believe there are still countless promotion opportunities for us to explore."





# The future

The grocery space, especially online, is a venue for constant promotion innovation. After seeing the results of their targeted promotion campaign, Segari are now confident they can work with Talon.One to build even more creative omnichannel promotions in the future.

**“We were a little skeptical at first, but looking at the initial experiments done, we are ready to double down and going to use Talon.One’s promotion engine to tailor other elements of our campaign to create a seamless experience for the customer”**

**Kevin Tangi**, Product Manager at Segari

# Thanks to Talon.One Segari now has

**1**

**Saved 1000  
engineering  
hours per  
month**

**2**

**Targeted  
promotions  
to loyal  
customers**

**3**

**Push targeted  
promotions  
using  
MoEngage**

**4**

**Increased  
promotion  
efficiency by  
over twofold**





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