

Mokobara Activates First-Party Data for Enhanced Personalisation and Incrementality

Epsilon Delivers an Impressive **4.4:1 iROAS**, Exceeding Original Projection of **1.6:1**

Recognising the importance of adopting advanced identity resolution which provided a unified customer view, Mokobara, a new-age luggage brand decided to leverage customer data, to drive product usage and enhance cross-selling and upselling opportunities. This helped boost customer lifetime value - all while staying true to the commitment towards privacy and sustainability.

THE BRAND

Mokobara, a trailblazer in the luggage industry, has brought a fresh perspective to travel bags with its bold designs and vibrant colours. Launched in 2020, the brand has established a strong presence in the online D2C market and is now venturing into offline retail, aiming to open 100 stores in the coming years.

THE RESULTS

4.4:1

iROAS

**₹97
Lakh**

**Incremental
Revenue**

**8.4
Million**

**Personalised
Messages**

Campaign Duration: January to September 2024



THE GOAL

Mokobara aimed to drive customer lifetime value by engaging current, past, and potential customers with personalised interactions, harnessing their diverse products for cross-selling and upselling.

THE CHALLENGE

Mokobara faced a challenge in maximising its buyer and site interaction data, which had been primarily used to boost CRM efforts across owned channels. Limited cross-device identification restricted scalability, and their customer insights were largely based on website interactions.

To better engage their audience, Mokobara needed deeper user insights to deliver personalised ads aligned with individual preferences.

SOLUTION

Epsilon leveraged its identity resolution and onsite-offsite personalisation capabilities to help Mokobara connect with current, lapsed and prospective customers across devices. With brand-forward creatives that captured Mokobara's essence, Epsilon fostered stronger customer relationships without a hard-sell approach.

By utilising one-to-one personalisation, Epsilon identified high-potential prospects for efficient media spend, re-engaged past customers and lapsed users with tailored recommendations, and reached anonymous users with personalised ads.

The results were clear—customers exposed to Epsilon's tailored ads made repeat purchases and placed higher-value orders.

Epsilon also delivered post-campaign insights, empowering Mokobara to refine its marketing strategies and drive continuous growth.



'As a brand, we've always focused on building great customer experience - from product to retail to post-purchase. Epsilon's personalised ads approach really resonates with our brand ethos, and has shown incredible results!'

Nikhilendra Pratap Singh Deo,
Manager II - CRM, Mokobara