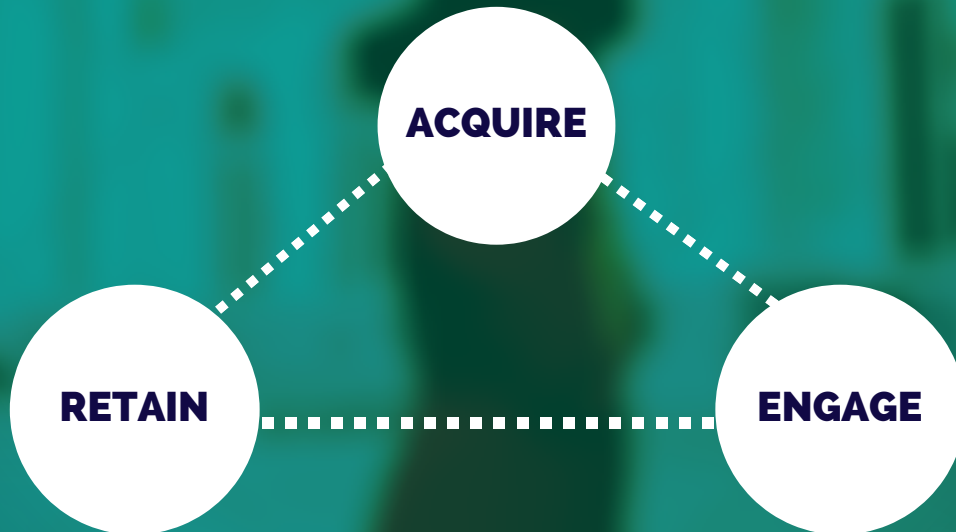




SUCCESS STORY



ABOUT AMYDUS

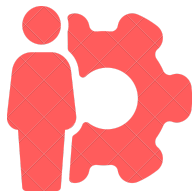
Amydus is one stop destination of Plus Size fashion by Begin101 Lifestyle dedicated to cater the specific needs of plus size clothing for the Indian men & women. Started in year 2013 with just 10 styles and team of 5, Amydus has grown to offer more than 400 styles across 7 product categories. Amydus offers a range of both ethnic and western wear with the styles offered being eclectic in nature and meeting the eclectic & contemporary demands of the customer.

ABOUT BETAOUT

Betaout is an all-in-one E-commerce Marketing Automation Tool. Using the power of real-time segmentation and hyper-targeted personalisation, Betaout enables e-commerce marketers to automate customer engagement across multiple channels including Email, Mobile Push, On-site, Browser Push, SMS, Live Chat and tools such as Cart Recovery, Campaign Builder, Dashboard Builder, Promocode Manager and Facebook Retargeting.

AMYDUS' PAIN POINTS

LACK OF HOLISTIC CUSTOMER ENGAGEMENT AT VARIOUS STAGES OF THE FUNNEL - LEADING TO LOW RATE OF RETENTION



CHALLENGE IN DRIVING LOYALTY DUE TO LACK OF UNIFIED PROFILES AND ADVANCED SEGMENTATION CAPABILITY



HIGH COST OF CUSTOMER ACQUISITION RESULTING FROM UNSEGMENTED INCENTIVISATION IN ACQUIRING NEW USERS



SOLUTION & IMPACT CREATED

OMNI-CHANNEL ENGAGEMENT AT VARIOUS STAGES OF THE FUNNEL AND CUSTOMERS' LIFECYCLE USING BETAOUT INCREASED RETENTION BY

30% ↑

TARGETING BRAND LOYALISTS USING DEEP SEGMENTATION INCREASED RATE OF REPEAT PURCHASE FOR LOYAL CUSTOMERS BY

2X

PRODUCT AFFINITY DRIVEN ALGORITHM FOR LEAD CAPTURING THROUGH ONSITE TARGETING REDUCED COST OF ACQUISITION BY

33% ↓

WHAT BETAOUT OFFERS

The All-in-one Ecommerce Marketing Software

Know your customers. Personalise every message. Deliver across channels.



FROM THE AMYDUS TEAM

“We are adopting a whole new approach for engaging with our customers, to turn them into brand loyalists and keep them coming back for more. With Betaout, we were able to increase the rate of our repeat purchase by 2X using its segmentation capability to hyper-target our loyal customers. We also wanted to mitigate our cost of acquisition and shift our focus on retention. In 6 months, Betaout helped us in reducing the cost of customer acquisition by 33% and increase our rate of user retention by 30%. Highly recommend for online stores wanting to get the most off their marketing buck.

Kartik Sapra
CEO & Co-founder
Amydus.com

Betaout

Humanizing Ecommerce Experience

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