

DELHIVERY

How Delivery Uses Appstories to Drive Deeper Engagement

 **Industry**
E-commerce

 **Region**
India



How Delhivery uses AppStorys

Delhivery used AppStorys to turn top-header stories into a contextual engagement channel:

Impact #1

Deliver targeted in-app stories

Impact #2

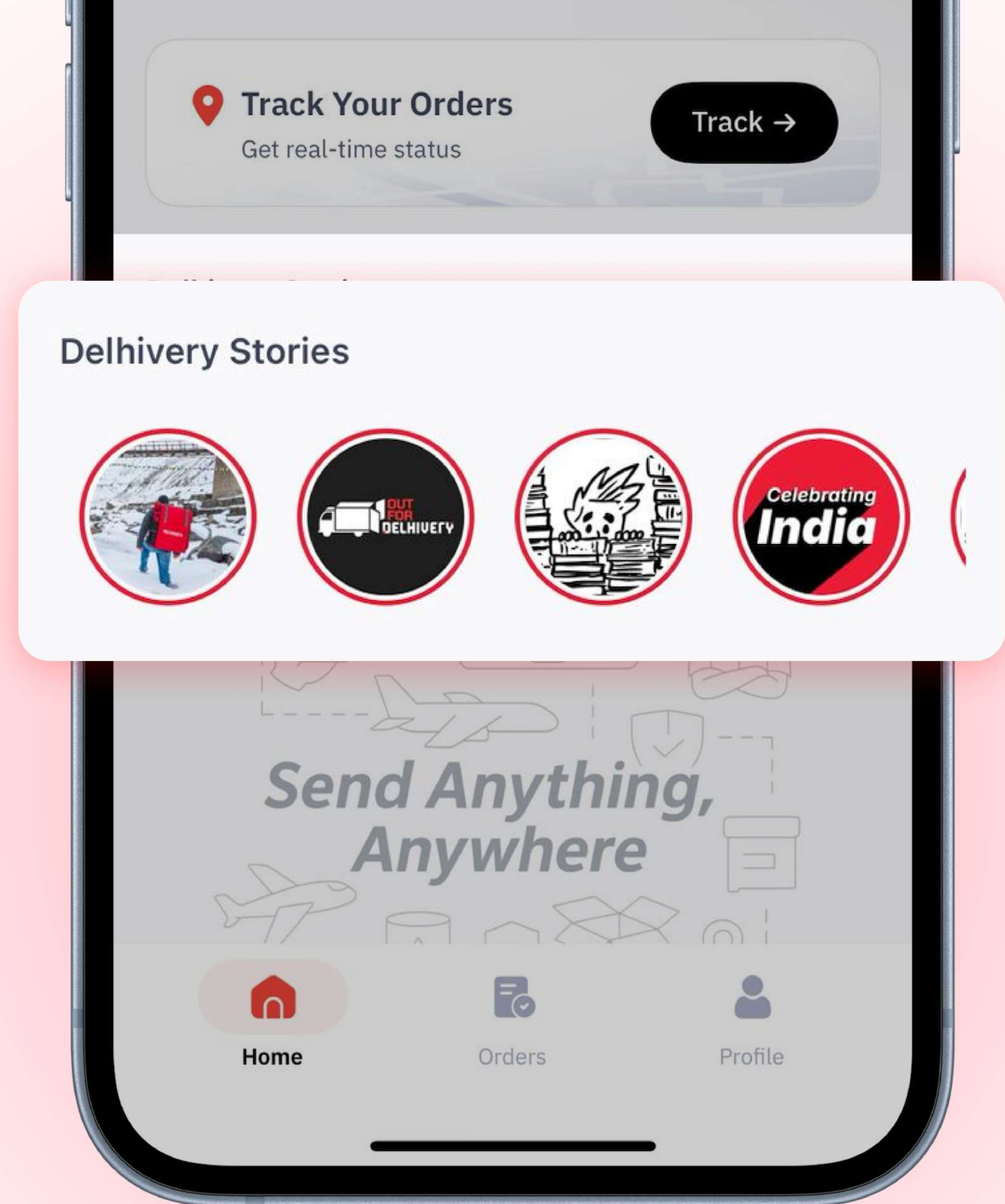
Increase user response rates

Impact #3

Improve feature adoption

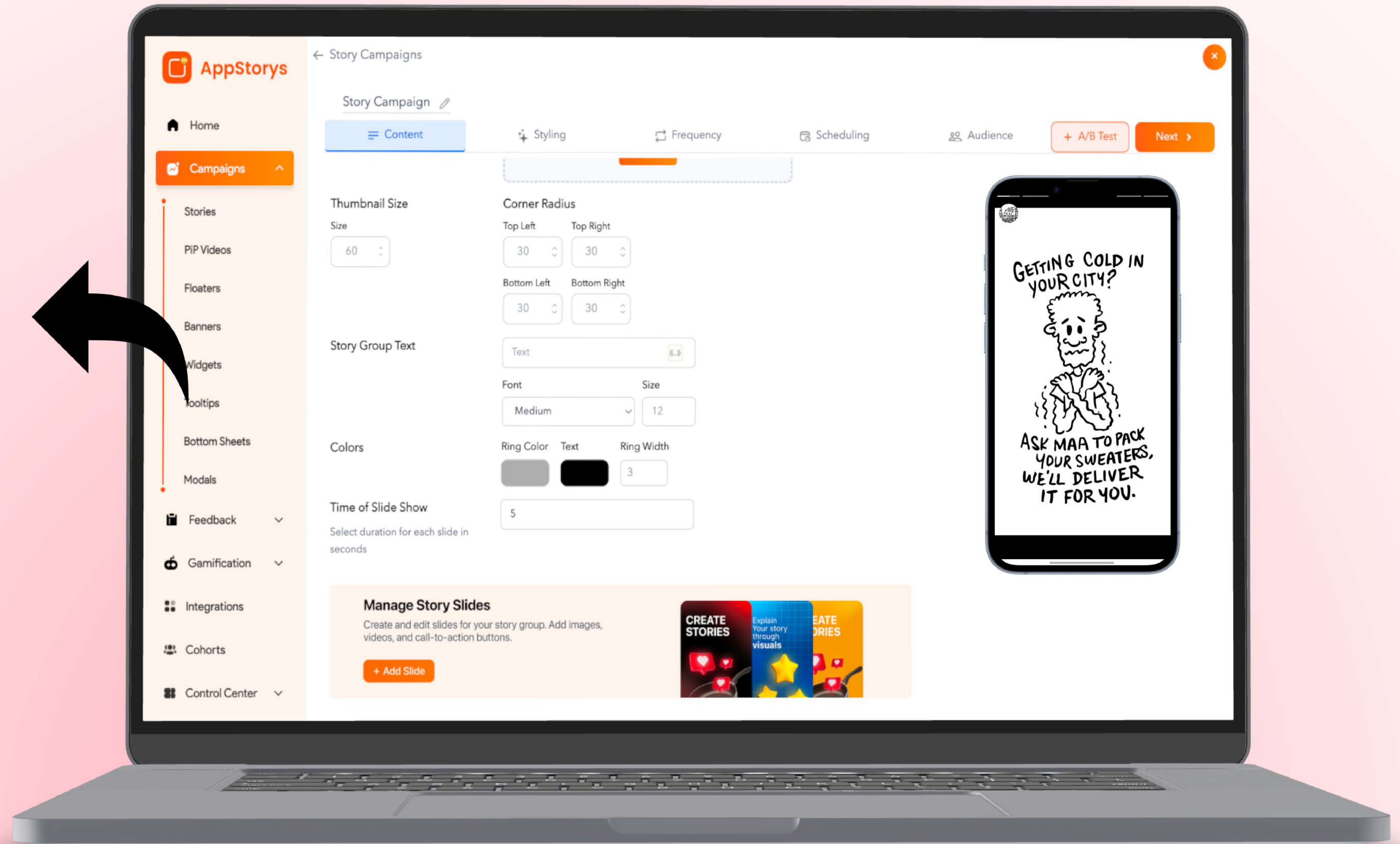
Impact #4

Move faster without dev dependency



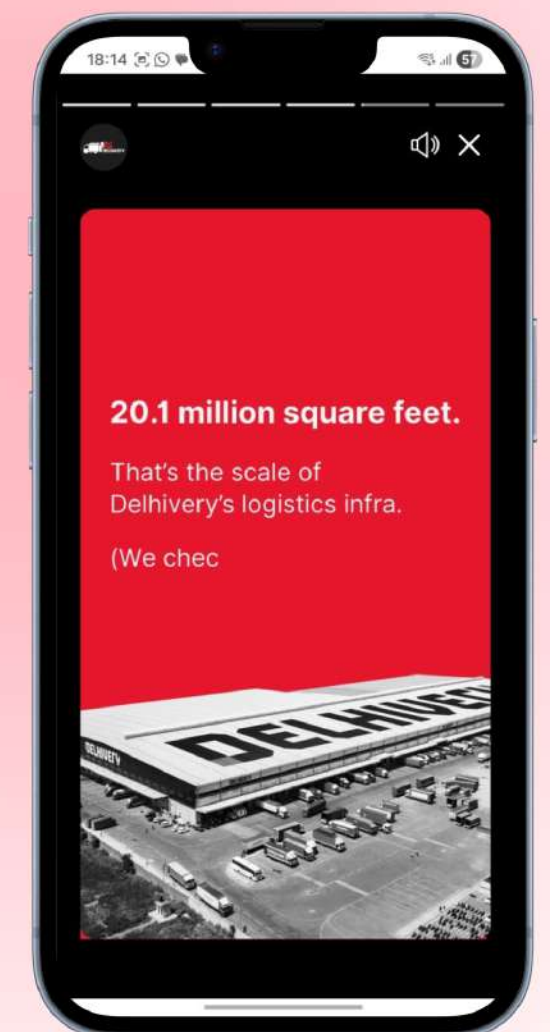
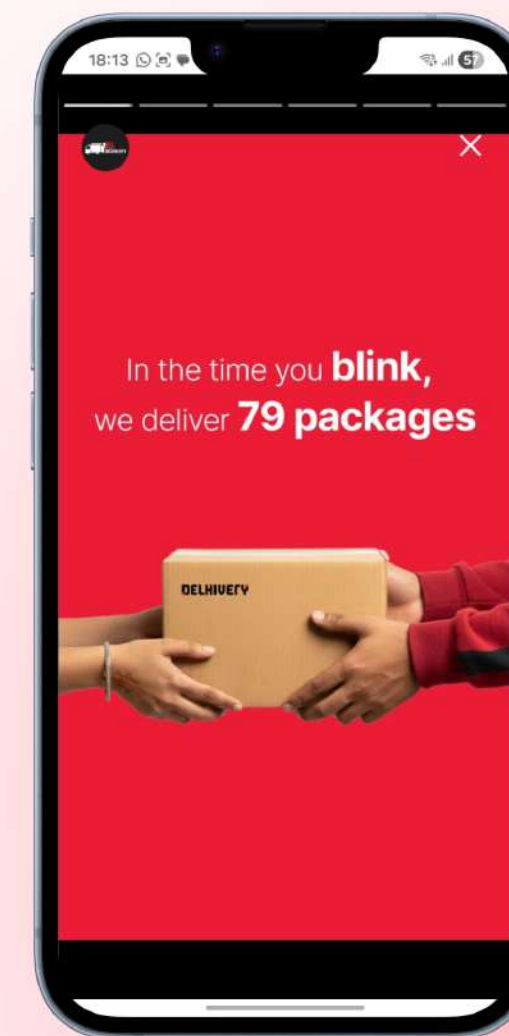
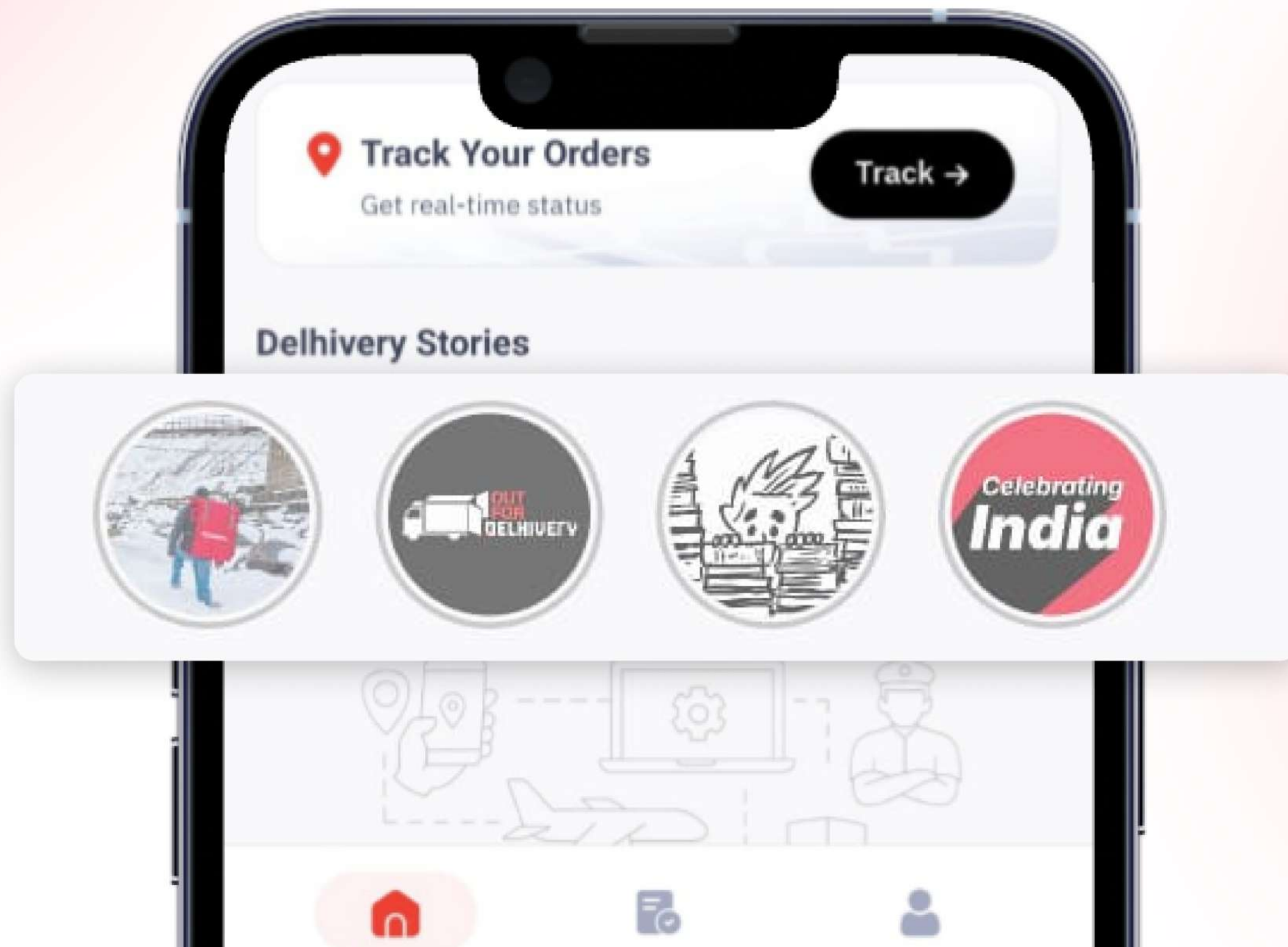
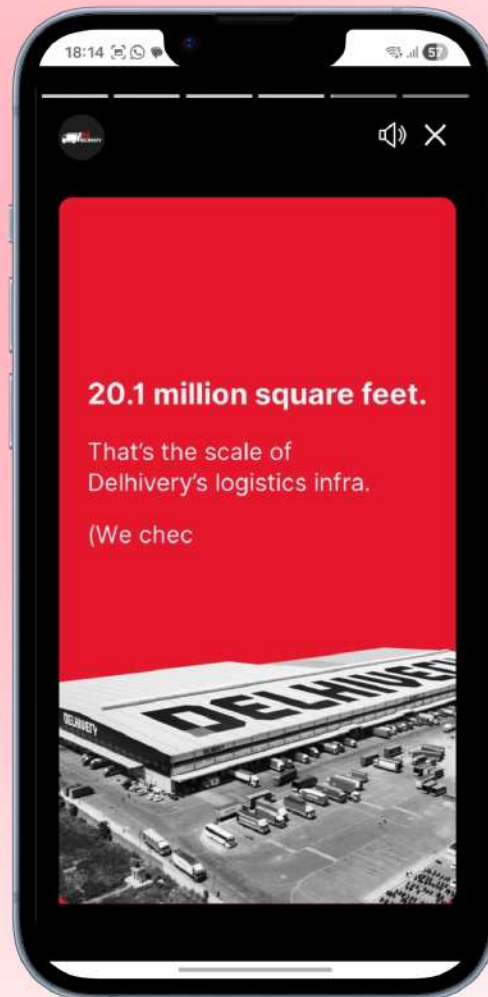
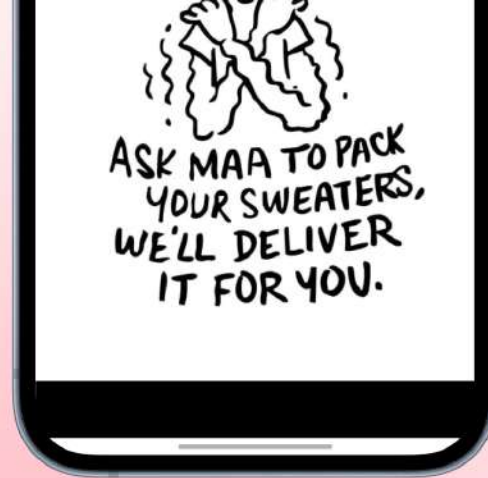
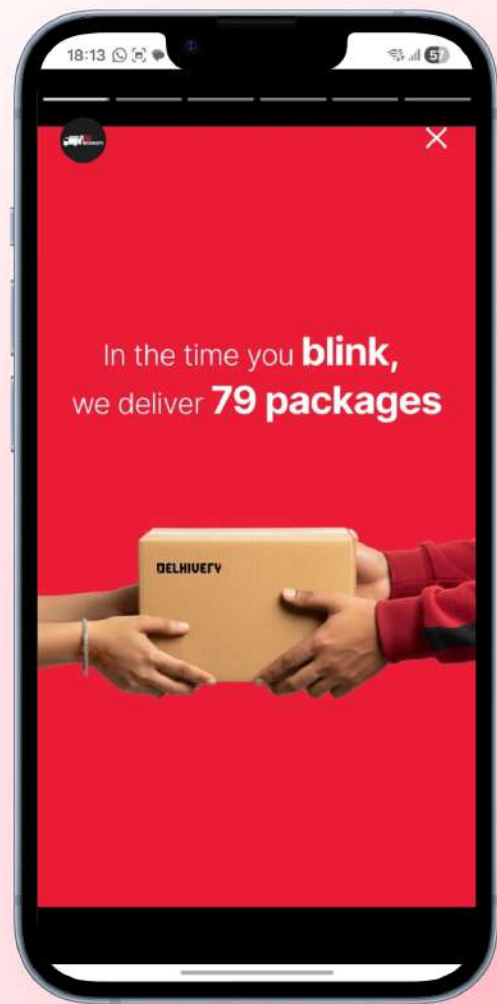
How Delhivery uses AppStorys

AppStorys Dashboard
in use for Stories



DELHIVERY

Revamping top-header stories to drive engagement



Here is what **Delhivery** say about us...

"With AppStorys, we were able to quickly experiment with different in-app stories without relying heavily on engineering. This helped us significantly improve engagement and even move the needle on long-term value metrics like LTV."

Sai Krishna

Delhivery