



Beyond the Basics: **How Damensch Apparel** **Transformed Customer** **Communications** **with AWS Pinpoint**

Customer:

DaMENSCH

Industry:

E-commerce,
specializing in premium
menswear

Offering:

AWS Pinpoint

AWS Services Used:

- » AWS Pinpoint
- » AWS End User Messaging
- » Amazon S3
- » Amazon Kinesis Streams
- » Amazon Athena
- » AWS IAM
- » AWS CloudTrail
- » AWS Lambda



Introduction

The Brand That Doesn't Compromise

In a world where most of us settle for "good enough" when it comes to everyday essentials, Damensch Apparel stands apart. This innovative Indian menswear brand has been quietly revolutionizing the way men think about their wardrobe basics—proving that even the most foundational pieces deserve exceptional quality and thoughtful design

Business Need

The Communication Challenge

Damensch faced growing communication challenges despite leveraging a messaging campaigns tool as their campaign management tool. Their communication infrastructure presented several obstacles:



Fragmented Channels: Managing separate vendors for emails, SMS, and WhatsApp created inefficiencies and reporting challenges.



Operational Complexity: Marketing teams spent valuable time managing multiple vendor relationships rather than crafting meaningful customer communications.



Scalability Concerns: Their multi-provider approach struggled to grow with their expanding customer base.



Integration Expertise: Transitioning to AWS required specialized knowledge while maintaining existing messaging campaigns tool.

Solution Approach and Implementation

Building a Unified Communication Experience

Rapyder crafted a solution for Damensch that leveraged AWS Pinpoint's capabilities while preserving their investment in messaging campaigns tool. The approach was methodical and focused on creating a seamless transition:



- » **Creating the Foundation:** The implementation began in the AWS Mumbai region—ensuring data remained local and compliant for Damensch's primarily Indian customer base. They established a dedicated AWS Pinpoint project as the new communications hub within Damensch's AWS environment.
- » **Secure Infrastructure:** Secure Infrastructure: Implemented S3 buckets for data storage with IAM security controls and comprehensive CloudTrail auditing.
- » **Enhanced Messaging:** Onboarded three WhatsApp Business API accounts through AWS End User Messaging while implementing a dedicated Sender ID for SMS.
- » **Real-time Analytics:** Created webhook mechanisms for capturing WhatsApp events, plus Kinesis streams for Email and SMS data analysis via Amazon Athena.
- » **Automated Reporting:** Developed Lambda functions for generating daily performance reports.
- » **Seamless Integration:** Connected the new AWS backbone with Messaging campaign tool through custom connectors, preserving the marketing team's familiar workflow.

Recognizing Damensch's intention to continue using Messaging campaign tool for campaign orchestration, Rapyder provided support for integration through Messaging campaign tool's custom connector capabilities.

Reaping Rewards

Tangible Benefits That Matter

Partnering with Rapyder to implement AWS Pinpoint wasn't just a technical upgrade; it was a strategic move that delivered transformative results for Damensch, directly impacting both their operations and customer relationships:

- » **Unmatched Reliability:** Migrating to AWS Pinpoint boosted critical WhatsApp message delivery to **over 99.9%**, ensuring customers consistently received important updates and fostering greater trust.
- » **Cost Optimization:** Damensch slashed messaging costs by **up to 40%** thanks to the flexible AWS pay-as-you-go model, eliminating hefty upfront investments and aligning spending directly with usage.
- » **Enhanced Security & Compliance:** Leveraging built-in AWS encryption and granular IAM controls provided peace of mind, ensuring robust customer data privacy and adherence to compliance standards.
- » **Effortless Scalability:** Peak sales periods and sudden demand surges were handled seamlessly. The system scaled message volumes **effortlessly (handling up to 5x normal traffic)** without requiring manual intervention or causing operational strain.
- » **Streamlined Operations & Faster Campaigns:** Smooth integration with their existing Messaging campaign tool platform meant the marketing team could **launch campaigns faster**, maintaining familiar workflows while benefiting from the powerful, unified AWS backbone.
- » **Actionable Insights:** Access to **real-time analytics** on delivery, engagement, and performance provided actionable insights, empowering Damensch to optimize messaging and improve customer interaction strategies.

The Human Impact

Beyond technical achievements, the transformation changed how Damensch connects with customers:

- » Marketing teams now focus on crafting compelling messages rather than managing technical systems
- » Communication data now informs product development and marketing strategies
- » Customers receive more timely, relevant, and personalized messages
- » Support teams have visibility into the entire customer communication history



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