

bitespeed x mokobara

Mokobara generates **94.35%** success rates with Email Broadcasts and AI Chatbots

94.35%

Success Rates
with Email
Broadcasts



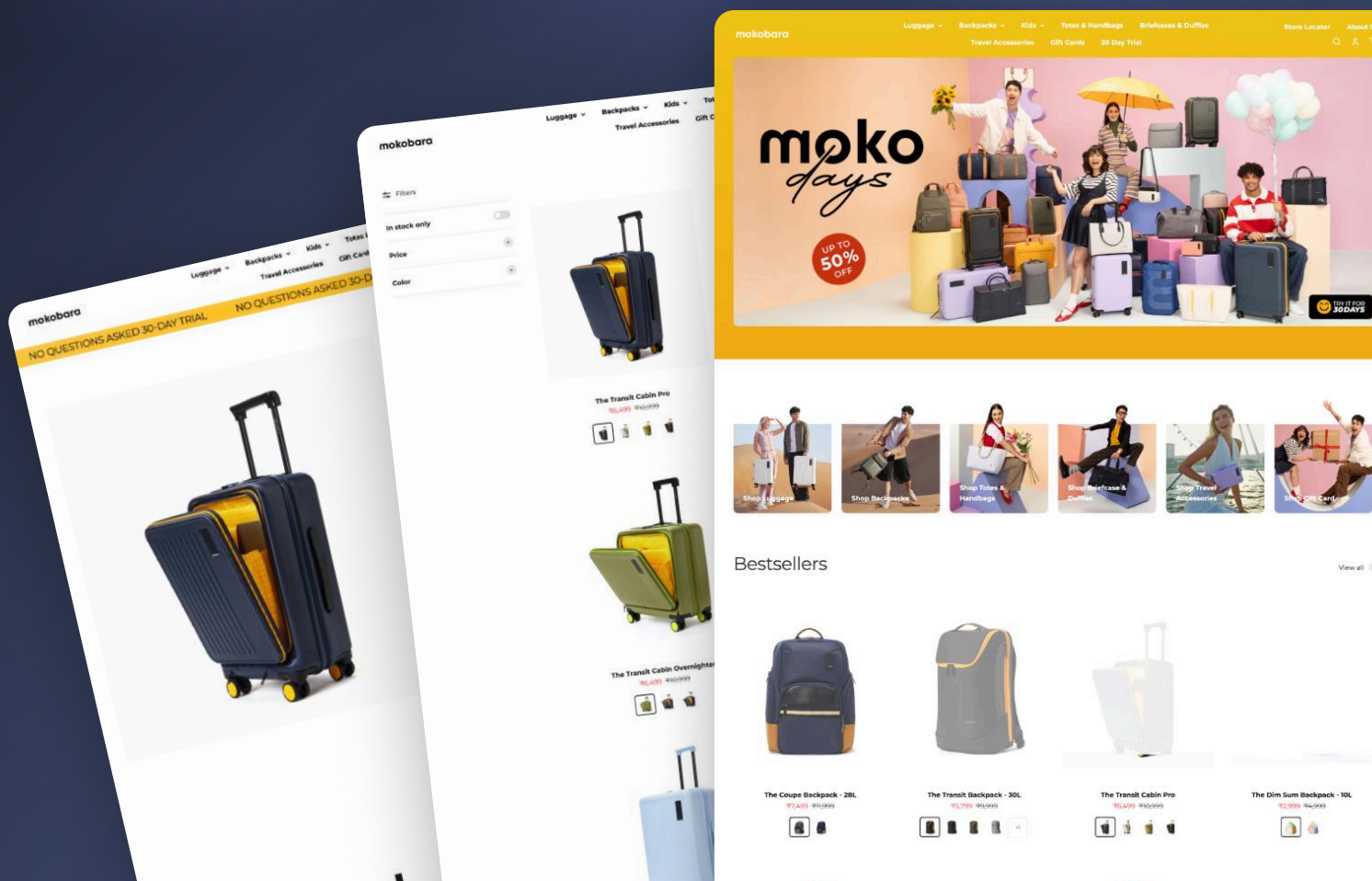
76.42%

Read rate on
Emails



3x

Decrease in
Unsubscribe
Rates



About Mokobara

Crafted for Adventure

Mokobara is a leading travel luggage brand, built on the philosophy of exceptional design and durability. From carry-ons to check-in bags, each product is meticulously crafted to elevate the travel experience.

With premium materials, sleek designs, and a commitment to functionality, Mokobara has redefined modern travel. Whether it's a weekend getaway or a long vacation, Mokobara ensures every journey feels effortless, stylish, and reliable.



BiteSpeed's Email Broadcasts and Instagram Chatbots have completely transformed how we engage with our customers. The ability to send timely, personalized emails and instantly resolve queries with smart automation has significantly improved both our sales and customer satisfaction.

Gaurav Chugani

Growth Associate - Mokobara



The Objectives



#1 24/7 Customer Support:

The bots provided non-stop assistance, enabling customers to get support and product information regardless of the time of day.



#2 Tailored Product Recommendations:

Leveraging customer data, the bots recommended personalized grooming products based on individual preferences and inquiries.



#3 Automated FAQs

The bots efficiently handled frequently asked questions about products, order status, and payment issues, thereby minimizing response times.

The Results

94.35%

Success Rates in Broadcasts

76.42%

Read rate on Messages

2.7x

Uplift in Revenue with BiteSpeed

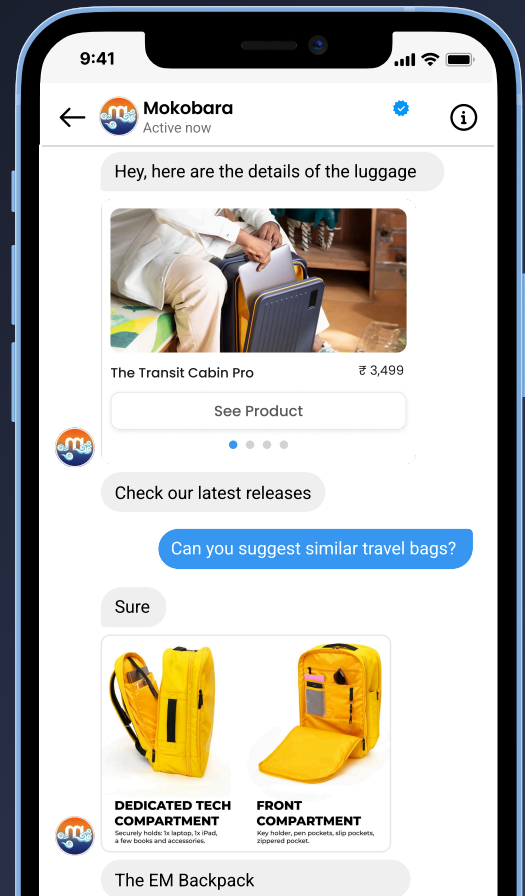
3x


Decrease in Unsubscribe Rates

Generate Sales With Instagram Bots

● AI bots in Instagram DMs


Mokobara set up smart automations that detect **intent-based comments** like “pp,” “price?” or “link?” on your social posts. Once triggered, the bot automatically sends a personalized product message or link directly to the user’s DM—complete with images, pricing, and a CTA to purchase. Turn every post comment into a potential conversion—automatically, instantly, and at scale.



 **Starting Trigger** Save Settings ×



Trigger Event

Change Trigger Event

 **Comments on Post/Reel**
When someone leaves a comment with specified keyword conditions

When Someone Comments on

☐ Any Post ☒ Specific Post(s)

Post-Product Mapping (2 postsmapped to products)


Using this mapping you can send product-specific messages based on which post user interacted with. >

Keywords Required in Comment


☐ Any Keyword ☒ Specific Keyword(s)


PP × Cost? × details? ×


☒ Reply to the user's comment

 Generate with AI

Warning: Instagram might temporarily block automatic high-frequency replies, with no option to appeal. However, flow will not be affected even if replies are blocked.







 **Starting Trigger**

Starting Trigger is the starting point of your flow.

+ Add Trigger

 **Product Carousel**




The Transit Cabin Pro

₹ 5,999

See Product

< ● ● ● ● >

Buy Now

Browse Collection 

Drive Revenue with Email Broadcasts

● Hitting the right users through Emails

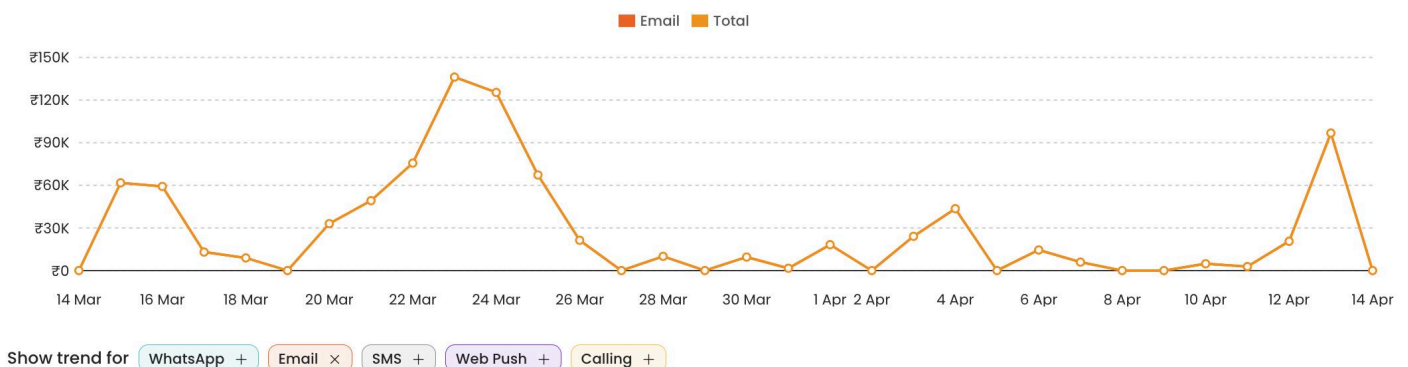
Mokobara leveraged BiteSpeed's email broadcast feature to recover lost revenue and re-engage customers beyond WhatsApp. By targeting users who missed WhatsApp messages with timely, personalized email follow-ups, they ensured no customer was left behind.

The result? Higher delivery, better engagement, and more conversions —without the need for complex workflows or additional tools.

2.3x Increase in Revenue through Email Broadcasts

Broadcast	Total Revenue	Sent	Delivered	Read Rate	Click Rate
Teppanyaki Briefcase - Wa...	₹ 1,46,195.1	12285	11846	38.6%	1.11%
Teppanyaki Briefcase - Wa...	₹ 4,31,853.55	14105	13832	66.67%	2.78%
Kids backpack_Warmup_...	₹ 1,31,986.32	12430	10863	20.36%	0.17%

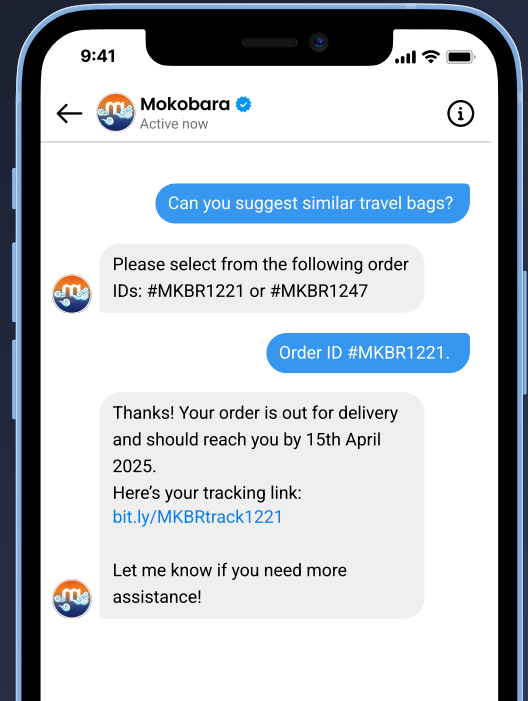
Revenue Trend



Automate Recurring Support Queries

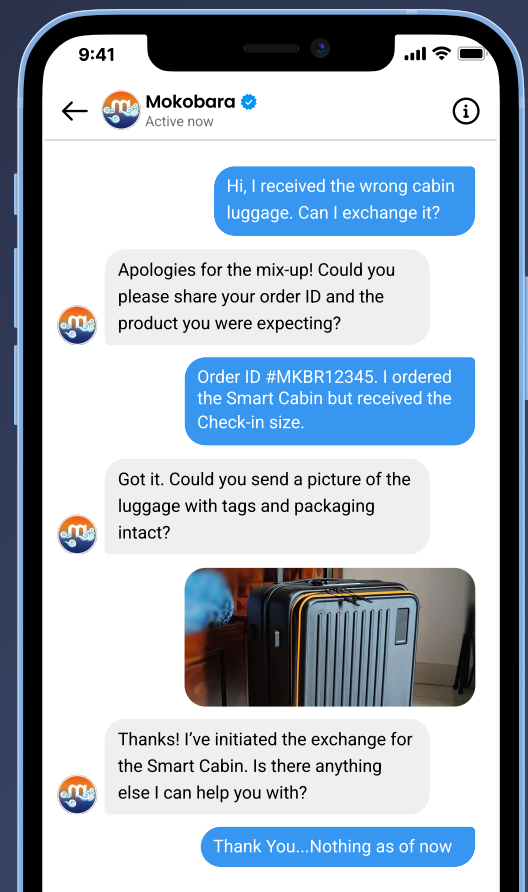
● “Where Is My Order” Query

BiteSpeed’s AI bot handles post-purchase support by instantly responding to delivery questions like “Track my order” or “Where’s my luggage?”. Integrated with Mokobara’s logistics systems, it fetches real-time tracking updates for cabin bags, backpacks, or travel accessories—sharing live links and order statuses without manual effort.



● Automated support workflows

Whether it’s a request to exchange a cabin trolley or a zipper issue on a backpack, the AI bot is trained on Mokobara’s support policies to resolve customer issues smoothly. It guides users step-by-step—collecting images, confirming details, and initiating exchanges or returns—ensuring timely, frictionless support that keeps travelers happy and stress-free.



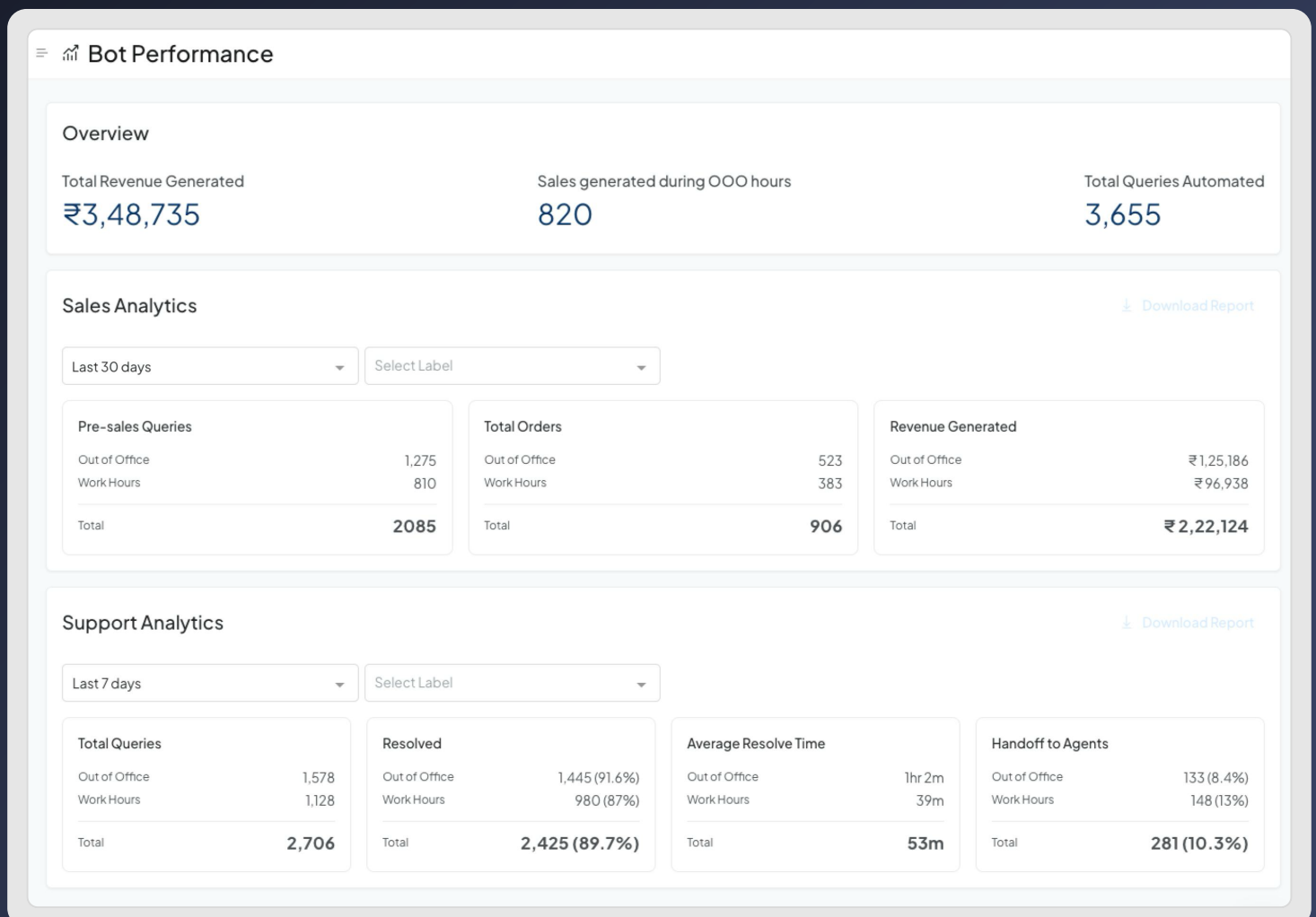
Bot Analytics

● Increasing conversion rates & revenue on Whatsapp Broadcasts.

The Bot Analytics Dashboard gives Mokobara full visibility into how WhatsApp campaigns impact performance and sales. With real-time breakdowns across product inquiries, support tickets, and order data—filtered by time, category, and resolution status—Mokobara can track exactly how AI-led conversations convert into revenue.

It highlights

- ✓ Revenue from WhatsApp campaigns
- ✓ Queries automated vs. handed to agents
- ✓ Resolution speed across work & off-hours



bitespeed

Conversational Commerce Stack for D2C Brands



TRUSTED BY 3000+ SHOPIFY BRANDS

mokobara

Skybags



littlebox

zouk.



Say Hi on WhatsApp, click the button below

Start WhatsApp Chat



Vinayak Aggarwal
CEO, Bitespeed

✉ vinayak@bitespeed.co