

DODUAE

WEGO

MYGLAMM

SNAPP

EAZYDINER

*5 brand stories of
powerful user
engagement*

What's inside this playbook?

One of the largest eCommerce platforms in the UAE successfully converts about 54% new visitors. The largest online travel marketplace in MENA witnesses a whopping 8x uplift in conversions. An Iranian ride-hailing company experiences about 20% uplift in first-time ride bookings. An online cosmetics brand brings a 166.9% uplift in orders. A foodtech platform goes live with 12 campaigns within just two weeks of integration.

Sounds unbelievable?

What if these are the actual outcomes that companies like DOD UAE, Wego.com, Snapp, MyGlamm, and EazyDiner actually witnessed?

This playbook features the success stories of these five brands who have

been using WebEngage to solve their user engagement and retention marketing woes. And are driving massive success by delivering one-to-one, highly memorable user experiences.

So, if you have questions like: How do I cure my retention marketing hiccups? How can my team add to business growth? What does it take to have a closer, lifelong relationship with users? How can I deliver memorable user experiences? Which strategy will work best for my domain?

Then, dig into this playbook! You'll find the answers in these 5 success stories told by founders, marketing heads and entrepreneurs from the online and retail universe.

DODuae.com

wego 

 MYGLAMM

eCommerce

OTA

Beauty | eCommerce

We hope you have actionable insights and exciting stories to share with your team as you flip through these stories of powerful user engagement and retention marketing.

- The WebEngage Team



eazydiner 

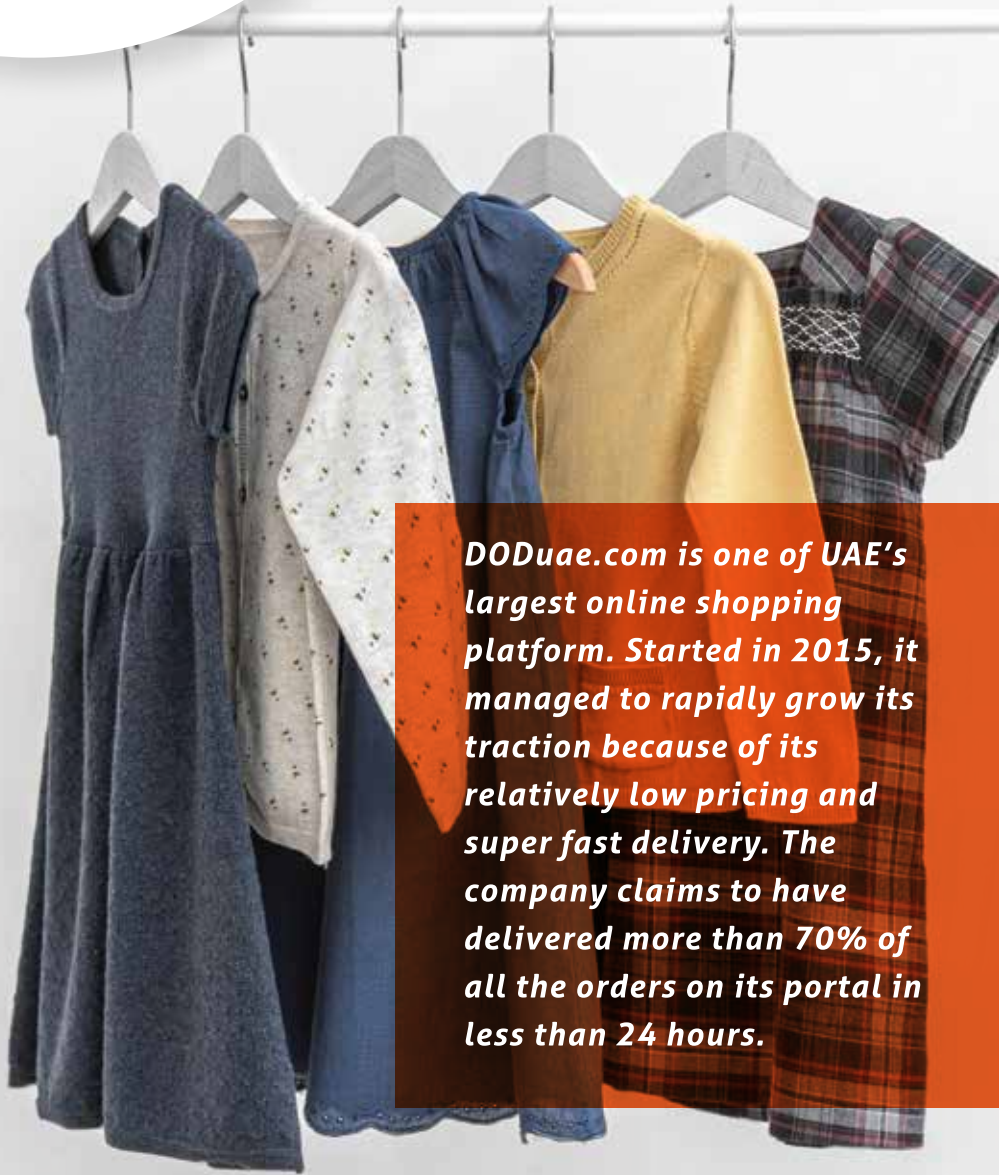
انسناپ 
snapp

Foodtech

Travel App



DODuae.com




DODuae.com is one of UAE's largest online shopping platform. Started in 2015, it managed to rapidly grow its traction because of its relatively low pricing and super fast delivery. The company claims to have delivered more than 70% of all the orders on its portal in less than 24 hours.



Kamran Khursheed

Marketing Manager

DOD UAE



Retention Marketing Transforms The Cart To Conversion Scenario

If the pockets are deep, it is easier to drive the revenue of an eCommerce business manifold. Because, customer loyalty is a myth in retail. Just raise the discounts and ignore your CAC. There was a challenge briefly when customers were unwilling to shop online. Today, that has changed - consumers are heavily buying online. So the one who incentivizes the most sells the most.

Normal companies increase their CAC to drive more revenue, in contrast to what great eCommerce companies do - increase their ROI while keeping their marketing cost flat. However, we have been told a lot of times that retention is cheaper than acquisition. But retention is

incredibly challenging.

This is where solutions like WebEngage come into play. By the virtue of DOD UAE's edge around delivery and pricing we quickly managed to grow our customer base. However, our retention use-cases were too complex to be solved by our existing tools.

So I'd been looking for a product which could help us with automating our marketing operations. WebEngage helped us do that through a well-customized solution. I laud the team for being super helpful. Our association has been simply fabulous.



Kamran Khursheed
Marketing Manager
DOD UAE

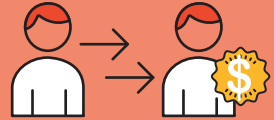
Goals



Maximize conversions on cart abandonment



Nudge users to purchase the items lying in their wishlists



Convert first time visitors into buyers

Challenges

Sending region-specific emails to users who abandon their carts

Nudging the users on time to convince them to purchase

Incorporating communications which essentially contribute to creating a better first-time experience for the visitors

Results

14.77%

uplift in recovery of abandoned cart through automated, cross-channel journeys

3.38%

uplift in wishlist to purchase through action-based, timely targeting via wishlist-specific segmentation

54.16%

uplift in orders placed by new visitors through customized incentivization and real-time communication




Wego provides award-winning travel search websites and mobile apps for users living in the Asia Pacific and the Middle East regions. Founded in 2005, Wego is headquartered in Dubai and Singapore with regional operations in Bangalore, Jakarta and Cairo.



Shashank Singh

CRM Manager

Wego.com





OTA

Behaviour-Based Campaigns Lead To Skyrocketing User Engagement

Smartphone usage in the UAE and Saudi Arabia is among the highest in the world. In March 2014, Wego had launched the world's first Arabic language travel metasearch mobile apps. With a relatively young and educated population going digital and mobile-first, a huge chunk of Wego's search and booking activity from the Middle East happens on mobile.

In 2018, Wego's user base had exploded to over millions of users, across 50+ countries. At first, we switched to a mobile marketing platform. But the result was not encouraging. Our team ran multiple campaigns and at times, duplicated those campaigns in many languages

to reach out to our multi-lingual user base. These methods were handled manually and that took up a lot of time and bandwidth. We realized the need for a scalable platform that enables personalized communication for effective user engagement. And decided to join hands with WebEngage.

WebEngage enabled Wego to not only improve the user engagement but also measure and correlate user behavior with campaign performance. We now have a much more definite sense of where our users are getting confused or dropping off, and we are constantly identifying new opportunities for improvement and growth.



Shashank Singh
CRM Manager
Wego.com

Goals



Establish valuable customer relationship



Improve the look-to-book ratio



Generate cross-selling opportunities

Challenges

Minimizing the inconsistency in messaging across different channels

Reducing the amount of bandwidth and time taken due to manual methods of identifying the user buying patterns

Sending communications offering the most competitive prices at the right time

Results

6.5x

improved user engagement (CTR) via cross-channel, multi-lingual journeys

2x

increase in bookings via campaigns based on various cohorts and behavioural data

8x

uplift in conversions for promotions done through cross-selling campaigns



EUROPEAN BEAUTY

MYGLAMM

LIVE GLAMOROUS



MyGlamm is an online cosmetics brand that was founded by Darpan Sanghvi in 2012. Along with the new age color cosmetics products that MyGlamm sells, it is also an online marketplace for beauty aestheticians. The Mumbai-based startup is also the first in the industry to be funded by one of Europe's largest natural beauty products companies.



Neeraj Sanghani

EVP - Products & Strategy

MyGlamm

Lifecycle Marketing Journeys Enable Wonderful Customer Experiences

Vanity has become paramount today. With the rise of disposable income and desire to look good, the consumer demand for beauty products is at peak. The tremendous growth of eCommerce has also given rise to online marketplaces becoming popular shopping destinations for cosmetics.

MyGlamm lays prime focus on two things: One, that every user must be able to complete the buying lifecycle seamlessly. Two, users must feel valuable throughout their buying journey with MyGlamm. We aim at making every user's buying experience delightful, hassle-free and memorable as customer experience is at the epicenter of our marketing strategy. So, we focused on deliver-

ing exceptional user experiences with targeted and highly-personalized marketing which helps us - drive optimum sign ups, nurture the ideal prospects, convert users into buyers and build user loyalty leading to profitable long-term growth.

WebEngage provides accurate user data, simplifies the collating process, helps us create usable buyer personas and journeys, and has most features that an online beauty brand needs. The cohorts, and journey builder features are our favourites. From flawless integration and priority support to logical product features and targeted cross-channel campaigns, WebEngage has aided us in taking our lifecycle marketing campaigns to the next level.



Neeraj Sanghani
EVP - Products & Strategy
MyGlamm

Goals



Convert new sign ups into customers



Drive users to place their orders based on the products in their carts



Convert dropouts from the checkout flow

Challenges

Enabling consistent messaging across multiple channels

Creating different user personas based on the users activities across channels

Convincing users to complete their buying lifecycle without annoying them with multiple reminders

Results

6.77%

boost in orders placed by new signups through onsite engagement and multi-channel journeys

166.9%

uplift in orders placed by users who had previously abandoned their carts by through segments based on various user personas

137.5%

uplift in orders placed by active users who received a personalized email about the products in their cart



EazyDiner is an instant restaurant table booking platform founded in 2014 by a collective group of renowned and highly experienced chefs and hoteliers across the world. It offers table reservations at 6000+ registered restaurants on the EazyDiner app and website across cities in India, and in Dubai.



Ajay Bansal

VP - Product
EazyDiner



Easy And Agile Integration Process Serves The Table Booking Purpose

A large, semi-transparent number "04" in the background of the header area.

About 20 percent of the seats in a restaurant go vacant everyday. On weekdays, this number shoots up to 50-55 percent in the online table reservation space.

Considering the facts, EazyDiner decided to help diners make reservations at restaurants within minutes, and for restaurants to be able to offer and take bookings seamlessly. Our idea is to make the eating out experience enjoyable, authentic and friction-free for every user. So when we decided to onboard WebEngage, we were highly skeptical about its integration aspect as we've had less than ideal experiences with other

service providers in the past.

But the onboarding team at WebEngage made the process hassle-free and convenient. Important channels and mediums were integrated correctly and the entire integration process was completed within the assured timeline. I can vouch for the onboarding experience and expertise that WebEngage offers to its customers. I'm also excited to see how our integration with new channels (social media and WhatsApp) turns out to be!



Ajay Bansal
VP - Product
EazyDiner

Goals



Have all the user data in place



Set up customized user events and attributes



Go live with campaigns immediately

Challenges

Collating all the data which was strewn across multiple channels and mediums

Having inadequate support on the integration front with previous marketing automation platforms

Handling all the campaigns manually

Results

34+

data integration milestones achieved with the help of a highly customised onboarding plan

250+

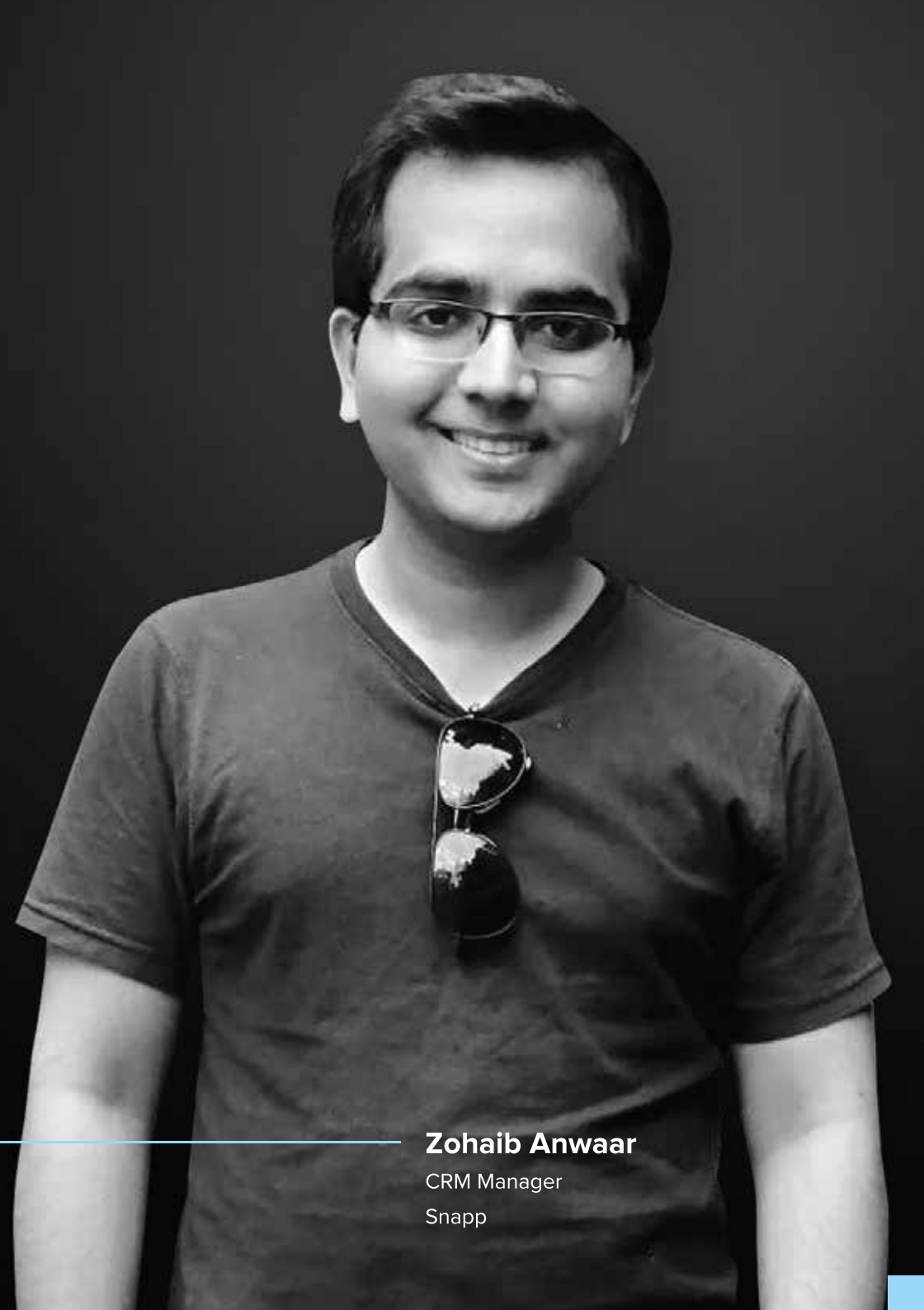
user events integrated through WebEngage's hassle-free integration process

12+

live campaigns implemented within two weeks of integration through cross-channel journeys



Snapp is the biggest ride-hailing and super app in the Middle East with more than 6.5M MAUs and more than 1.8M rides booked everyday.



Zohaib Anwaar

CRM Manager

Snapp



Ride Hailing

Triggered and Timely Campaigns Drive Massive User Onboarding And Activation

As a ride-hailing company primarily, Snapp's primary goal is have the users take their rides. But a lot more goes into onboarding and activating them.

At Snapp, we strategize engagement initiatives based on multiple user-based actions like app installed, signed up, rides booked, and boarded it. But setting up multiple, custom nudges for 6.5 registered, monthly users isn't a cakewalk. We were looking for a highly-scalable platform

that could automate the entire process.

We found WebEngage, just in time. With the help of WebEngage's marketing automation platform, we could nudge users based on specific actions. We moved away from a mass-blast approach and switched to one-time as well as recurring, event-specific campaigns that encouraged users to book their first rides, board the rides and also spread the word about Snapp.

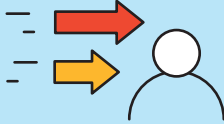


Zohaib Anwaar
CRM Manager
Snapp

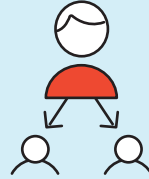
Goals



Improve onboarding and activation



Push activated users to take their first ride



Implement a messaging based referral program

Challenges

Confirming phone numbers for users who dropped off after installing the app without completing the sign up process.

Setting up multiple nudges and reminders for this segment of users

Incentivizing users differently based on their activity for bringing in referrals.

Results

40.01%

uplift in users activating their accounts through triggered push notifications

19.26%

improvement in the ratio of users taking their first ride through time-bound messaging

21.97%

uplift in signups through referrals via user-based targeting

How does WebEngage help?

At WebEngage, the user experience is at the epicenter of our product designing and business growth strategy. Eight years ago, we started designing our marketing automation platform, and we've evolved with time. We now facilitate a full-stack marketing automation platform that helps B2C businesses around the world to scale their user engagement and retention marketing initiatives.

Our mission is to empower marketers and product managers to deliver

highly-curated and humanized experiences to the end users.

WebEngage's marketing automation platform allows brands to craft and deliver cross-channel campaigns based on data-driven user insights, intelligent user profiles, and smart segments. Marketers can orchestrate lifecycle marketing campaigns within seconds by using the DIY journey builder feature which simplifies the process of executing and managing complex cross-channel campaigns at scale.



Smart Analytics



User Segmentation



**Cross-Channel
Engagement**



Hyper-Personalization



Journey Designer

Trusted by **45,000+** Brands



Media Coverage

Mashable

Business Standard

MARTECHSERIES
Marketing Technology Insights

Entrepreneur

BW BUSINESSWORLD

OUTLOOK

NASSCOM®

CIOReview

THE ECONOMIC TIMES

Product Review

 **Capterra**



 **GetApp®**



 **CROWD**



Software Advice 





If you want to embark on a journey to delivering highly curated user experiences and brand values like the 45000+ brands who trust us already,

scan the QR code for a quick demo of WebEngage's full-stack marketing automation platform.