



**How Clovia,  
India's fastest growing lingerie brand,  
witnesses **85% uplift in revenue** through  
Funnel Analysis**



## COMPANY PROFILE

Launched in 2015, Clovia is one of the leading and fastest-growing full-stack lingerie, sleepwear, shapewear and intimate hygiene brands in India.

It offers women a one-stop destination for all their lingerie needs and allows them to choose from a whopping collection of designs at their preferred time and place.

Initially started with an online store, the company later ventured into offline space as well and now has around 60+ offline stores across the country. Clovia currently caters to around 800k monthly active users on their online properties.

## THE OBJECTIVE

- Encourage cart abandoners to complete their purchase
- Increase brand loyalty and Average Order Value (AOV)

## THE CHALLENGE

- Nudge abandoners at the right time for maximum purchases
- Send hyper-personalized communication to each user at scale

## THE SOLUTION

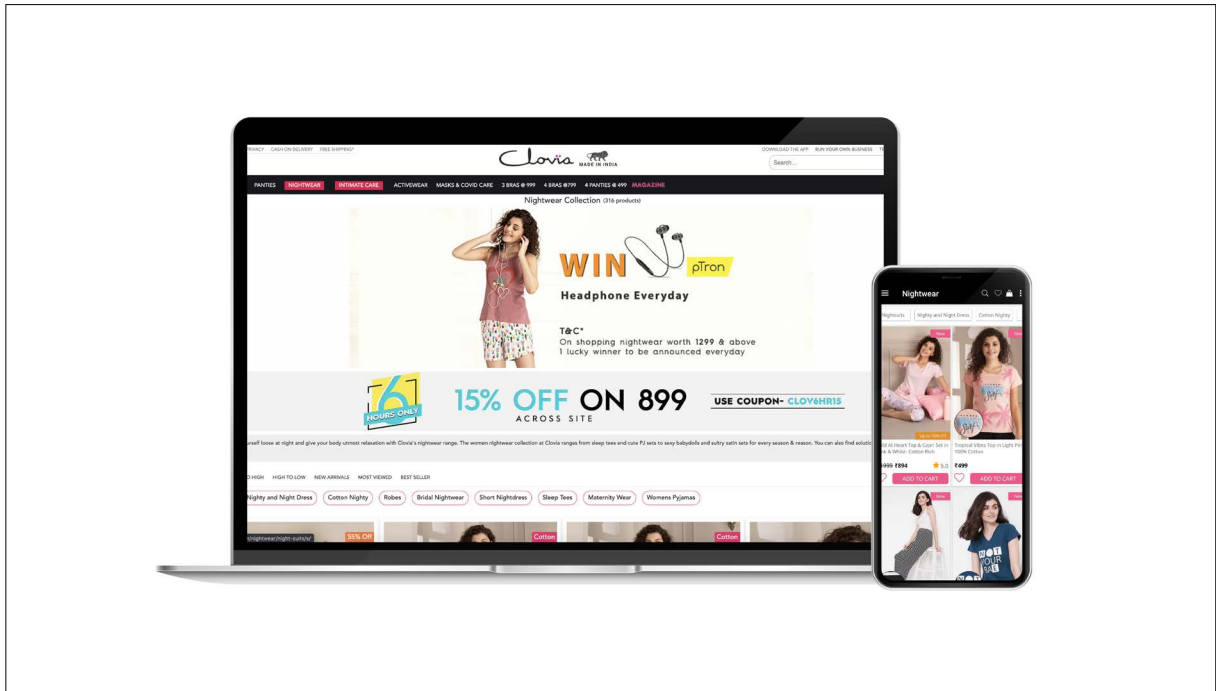
Clovia leveraged funnel analysis to dig into users' behavior on the app and website. A checkout funnel was created to observe the behaviour of high-intent users over different time frames. This helped the team at Clovia to ascertain the best time to send out cart abandonment campaigns and take corrective measures.

To retain the existing users, Clovia surprised every user with a customized discount code to avail a special discount on her birthday. The coupon code was sent via multi-channel user journeys and aided the team at Clovia to establish a stronger, memorable personal connection with the users.



WebEngage's marketing automation platform helps us in powering our buyer engagement and retention initiatives. We are now able to deliver personalized buyer experiences via intelligent cross-channel user journeys. The Customer Success team proactively resolves all our queries and helps us identify new strategies to accelerate our marketing efforts.

— Rajeswar Rao  
Head- Digital Marketing, Clovia



With a growing user base, Clovia's primary objective is to provide a seamless shopping experience by enabling users to browse, discover, and purchase faster with zero friction.

In order to engage with the users in the right way and at the right time, Clovia was looking for a full-stack marketing automation platform that would help them accelerate their user engagement and retention efforts. And this is where WebEngage came into the picture!

Clovia had specific goals to achieve to fuel up business growth and so the Customer Success Manager (CSM) at WebEngage and the Product and Marketing Managers at Clovia came together to solve some of the key challenges and primary use cases that Clovia had been facing.

## Goal #1: Reduce cart abandonment rate

Users adding products to their cart but not making a purchase is a very common event faced by many [E-commerce](#) businesses.

It's no doubt frustrating to pique users' interest in your product and successfully move them through the sales funnel, only to lose them at the point of purchase.

According to a recent [study](#), the average cart abandonment rate across industries is around 70%, presenting an opportunity for E-commerce brands to recover a ton of revenue.

Clovia wanted to make sure that the users landing on the platform are able to find the right product, and push them to complete the transaction to drive more purchases.

## Challenge #1: Nudging cart abandoners at the right time to complete the purchase

While there could be endless reasons why a user doesn't convert, one thing that is certain is that those who add items to cart have a strong buying intent. Sometimes all they need is a timely and contextual nudge to finish the checkout process and make a transaction.

But to win back user's interest, it's important to time the message correctly. It's just as possible to send out a reminder message too soon and annoy the user who is still evaluating the products, as it is to send one too late when she has already lost interest.

However, the team at Clovia was finding it challenging to determine the optimal time to send out communication messages to users who abandon their carts and drop off.

## Solution #1: Leveraging funnel analytics to reduce drop-offs

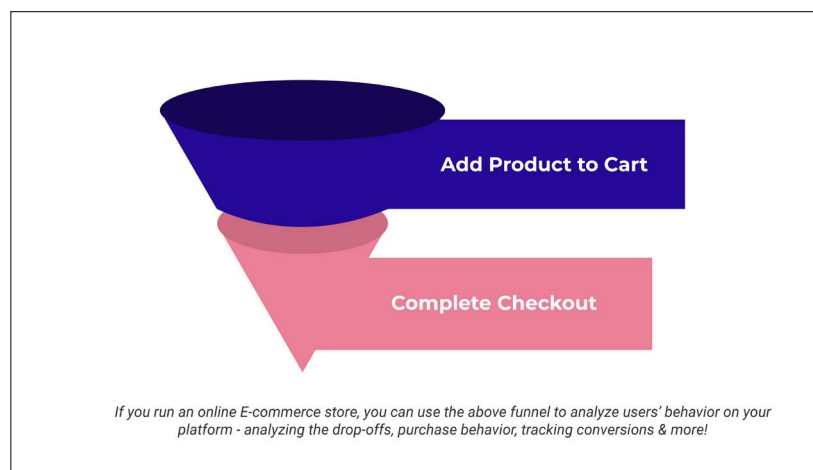
The Customer Success team at WebEngage conducted brainstorming sessions with the stakeholders at Clovia to get an in-depth understanding of the challenges, and to come up with a quick and customized solution.

After careful consideration, WebEngage's Customer Success Manager along with the team at Clovia came up with a **funnel analytics approach** to dig into user's behavior and ascertain the best time to send out cart abandonment campaigns and take corrective measures.

Using WebEngage's [funnel](#) feature, a checkout funnel was created to analyze the behavior of high-intent users over different time frames. Two critical events were picked from the user checkout flow to analyze the funnel:

**Step 1 or Event 1:** Product Added To Cart

**Step 2 or Event 2:** Checkout Completed



Different variations in the completion time of the funnel ranging from 15 minutes to 180 minutes were tested to analyze:

- The average time taken by a user to convert
- The overall conversion rate of the funnel for the selected completion time

# LEVERAGING FUNNELS FOR E-COMMERCE BUSINESSES

USING WEBENGAGE'S MARKETING AUTOMATION PLATFORM



## WHAT ARE FUNNELS?

A funnel refers to the path a user can take through your website or mobile app to reach the end goal.

## WHAT IS FUNNEL ANALYSIS?

Funnel analysis helps you understand how people are interacting with your website or mobile app.

You can leverage funnel analysis to dig into your users' behavior, identify problem areas in your product and user lifecycle and take effective measures to optimize growth.

## WHY IS FUNNEL ANALYSIS IMPORTANT?

Because it helps you identify your drop-offs and find answers to important questions like

- Where are you losing most of our customers once they sign up or add products to their cart?
- How long do your users take to checkout?
- What do users do after clicking on your cart abandonment email?

## USE FUNNELS TO ANALYZE



Search to checkout



App installed to checkout



Purchase behavior of high-intent users



Product added to cart to checkout



Outliers in the checkout funnel



Sign up to app download

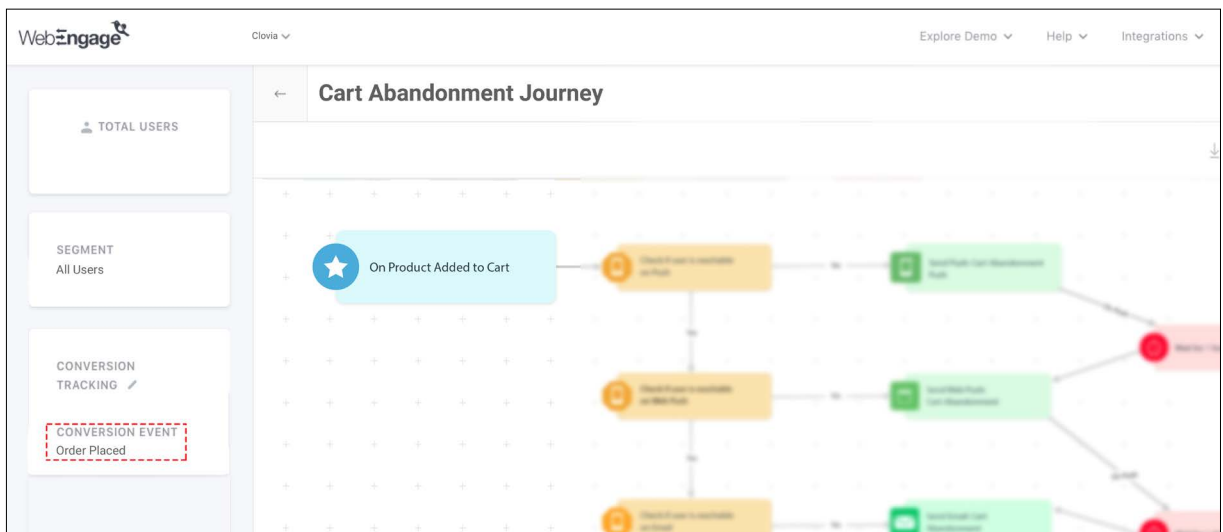
WebEngage

### Key takeaways from the funnel analysis:

After drawing comparisons between all the funnels with various time slots, the team at Clovia was able to figure out the ideal time slot to send out communication messages to abandoners at the time the potential customers are most receptive, based on their buying behavior. This ultimately led to a steady increase in conversions.

Based on the thesis, Clovia then started running user engagement journeys to encourage the potential customers to complete their checkout process.

Here's a glimpse of the engagement journey:



The engagement journey is triggered when the user performs the event *product added to cart*. The next step in the journey checks if the user has placed the order within the specified time slot. If that hasn't happened then a personalized message is triggered and sent via web push, mobile push, and email.

Here's how the communication sent on these channels looks like:


MOBILE PUSH



**Clovia**

Hey Rachel, forgot Tinkle Night Wear in your cart?  
Don't miss out on an exclusive offer.  
Use CODE **SHOP10** to avail an extra 10% off.


EMAIL



**Clovia**

Hey Rachel,

You left Tinkle Night Wear in your cart.  
Grab it before someone else does.



**Get 10% OFF**

USE CODE:  
**SHOP10**

**SHOP NOW**



Thereafter, if the user hasn't responded to the nudge within a day then another round of communication gets sent across the same channels.

## Result

With the insights from the funnel analysis, Clovia was able to figure out the optimal time to engage with abandoners via automated multi-channel journeys and achieve:

**85% uplift** in revenue

**41.5% increase** in CTR for email campaigns

**16.35% increase** in CTR for web and app push notifications

## Goal #2: Increase brand loyalty and Average Order Value (AOV)

Successfully acquiring new customers is only half the battle won. The real challenge is retaining the same customers. In fact, [investing in new customers is 5 times more expensive](#) than retaining the existing ones.

Clovia realized the importance of retaining customers early on and was looking for ways to:

- **Maximize Customer Lifetime Value (CLV) and drive repeat purchases**
- **Increase the Average Order Value (AOV)**
- **Drive brand awareness and customer loyalty**

And a great way to delight customers is to send them a little something on their special events like birthdays. A personalized birthday campaign is a fantastic way to show customers that you care about them and establish a stronger personal connection.

## Challenge #2: Sending hyper-personalized birthday communication to each customer at scale

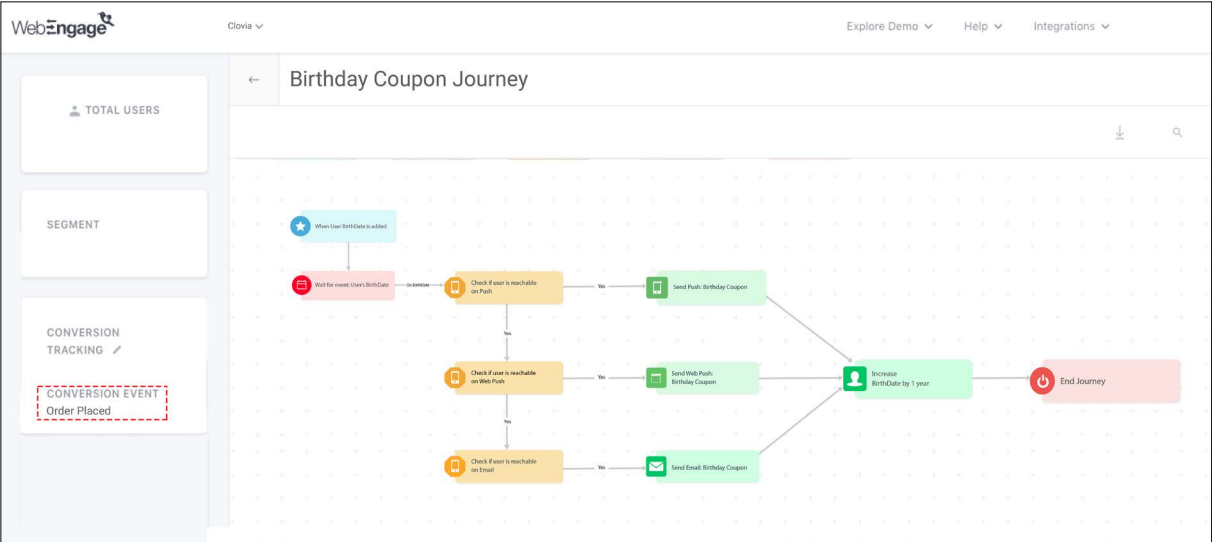
The Marketing team at Clovia wanted to deliver personalized birthday communication to each customer and make them feel appreciated on their special day.

But keeping track of lakhs of customers' birthdays and setting up individual messages was a tremendous drain on their team's time, energy, and resources. The Clovia team was looking for a solution to automate communication and delight customers with a personalized birthday message.

## Solution #2: Dynamic birthday coupon codes delivered via cross-channel user journeys


To overcome the challenge, the team at Clovia along with the WebEngage Success Manager decided to surprise the customer with a special birthday present - a personalized coupon code to avail a special discount on her birthday and establish a stronger, memorable personal connection.

Here's an overview of the birthday journey:



Here's how the birthday messages sent from this journey looks like:

EMAIL




Clovia

Hey **Monica**

Happy Birthday

Blow your candles and have a wonderful day.




Coupon Worth Rs 150  
Free on clovia.com

USE CODE:  
**MON150**


SHOP NOW

## WEB PUSH



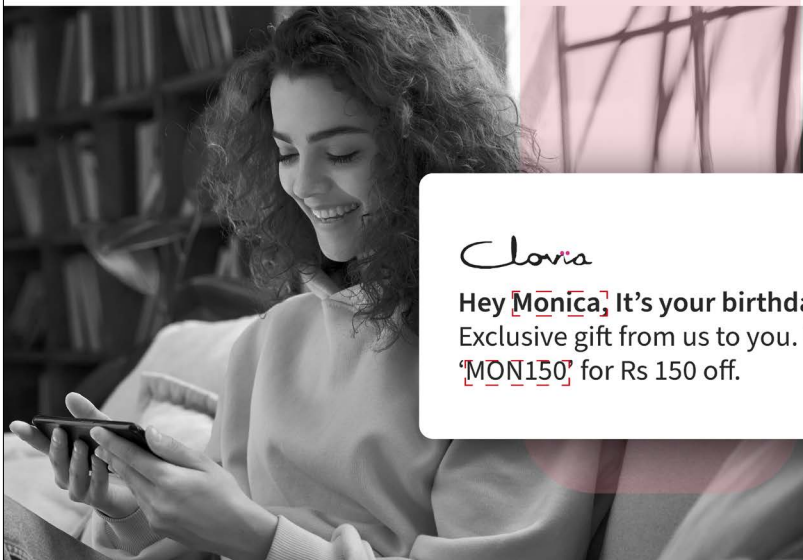
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Hey **Monica**, It's your birthday  
Don't miss out on an exclusive offer. Use CODE **MON150** to avail an extra 10% off.



SHOP NOW

## MOBILE PUSH





Hey **Monica**, It's your birthday  
Exclusive gift from us to you. Use Code **MON150** for Rs 150 off.

A unique discount coupon code was delivered to each customer on their birth anniversaries via user engagement journeys. The journey also aided the Clovia team to automate the same birthday campaign for next year without any additional work.

The unique coupon code provided more value to the customers which increased their chances of using it, thus driving more conversions. This not only helped the team at Clovia to engage with its customers on a personal level but also achieved their goals like:

- Delighting customers by wishing them on their birthdays
- Sending customers a unique discount coupon to get their attention and drive more conversions
- Increasing customer loyalty by making them feel valued and special
- Engaging customers on a one-to-one basis and increase retention

## Result

With the help of hyper-personalized and contextual birthday communication delivered via automated user journeys, Clovia was able to enhance its customer engagement and achieve:

**13% unique customers engaged with the birthday campaigns**

**1.3% unique purchases through birthday emails**

With WebEngage, Clovia was able to offer a memorable and personalized shopping experience to each customer. This helped the team at Clovia to increase the number of purchases and successfully retain their existing customers. Thus driving overall revenue and business growth.

# The WebEngage Effect on



Clavia



85%

uplift in the overall revenue  
through funnel analysis



41.5%

increase in CTR for abandoned  
cart email notifications



16.35%

increase in CTR for abandoned  
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## Loved the case study?

Get a free product walkthrough. Talk to our automation experts for custom solutions.

[Schedule my free demo](#)



WebEngage is a consumer data and a full-stack marketing automation platform that empowers consumer tech brands to scale up their user engagement and retention initiatives. Further enabling the customers to make more money from the existing users via hyper-personalized, data-backed lifecycle campaigns across channels including SMS, Mobile and Web push, In-app message, Web overlays, Surveys, Email, WhatsApp and Facebook remarketing.

WebEngage serves thousands of consumer brands across industry verticals including EdTech, FinTech, OTA, Gaming, E-commerce, OTT among others.

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