EGO, Pakistan's fastest growing fashion brand, **boosts its average order value by over 12%**

WebEngage | ego

COMPANY PROFILE

EGO is a leading fashion brand based out of Pakistan. The brand offers edgy, funky and high-quality ethnic wear for women and young girls.

EGO is owned and run by M2 Private Limited and has around 17 physical outlets in all the leading cities of Pakistan along with an online presence to cater to its global audiences.

The brand prides itself for providing premium quality fashion wear and exceptional customer service to millions of shoppers across the world.

GOALS

- Increase the Average Order Value (AOV)
- Encourage maximum cart abandoners to complete their purchase

CHALLENGES

- Recommending relevant products to the shoppers
- Nudging the cart abadoners at the right time
- Sending hyper-personalized communication to the shoppers at scale

SOLUTION
WebEngage solutions for E-commerce

The team at EGO leverages the WebEngage Journey Designer to run dynamic shopper lifecycle campaigns. With the help of WebEngage solutions for E-commerce, the team at EGO has been able to solve its most important use cases and deliver hyper-personalized, timely and non-intrusive shopper engagement and experiences at a scale of millions.

Working with WebEngage has truly been a pleasant experience for us. Easy third party integrations and the powerful Journey Designer help us in reaching out to our shoppers conveniently. We've been able to increase our AOV by over 12% and drive a significant boost in conversions. The Support team at WebEngage and the Account Manager at Orangefox (a WebEngage partner) are very helpful and they proactively come up with unique solutions for all our challenges.

Shalim J Reuben
General Manager
M2 Private Limited (EGO)
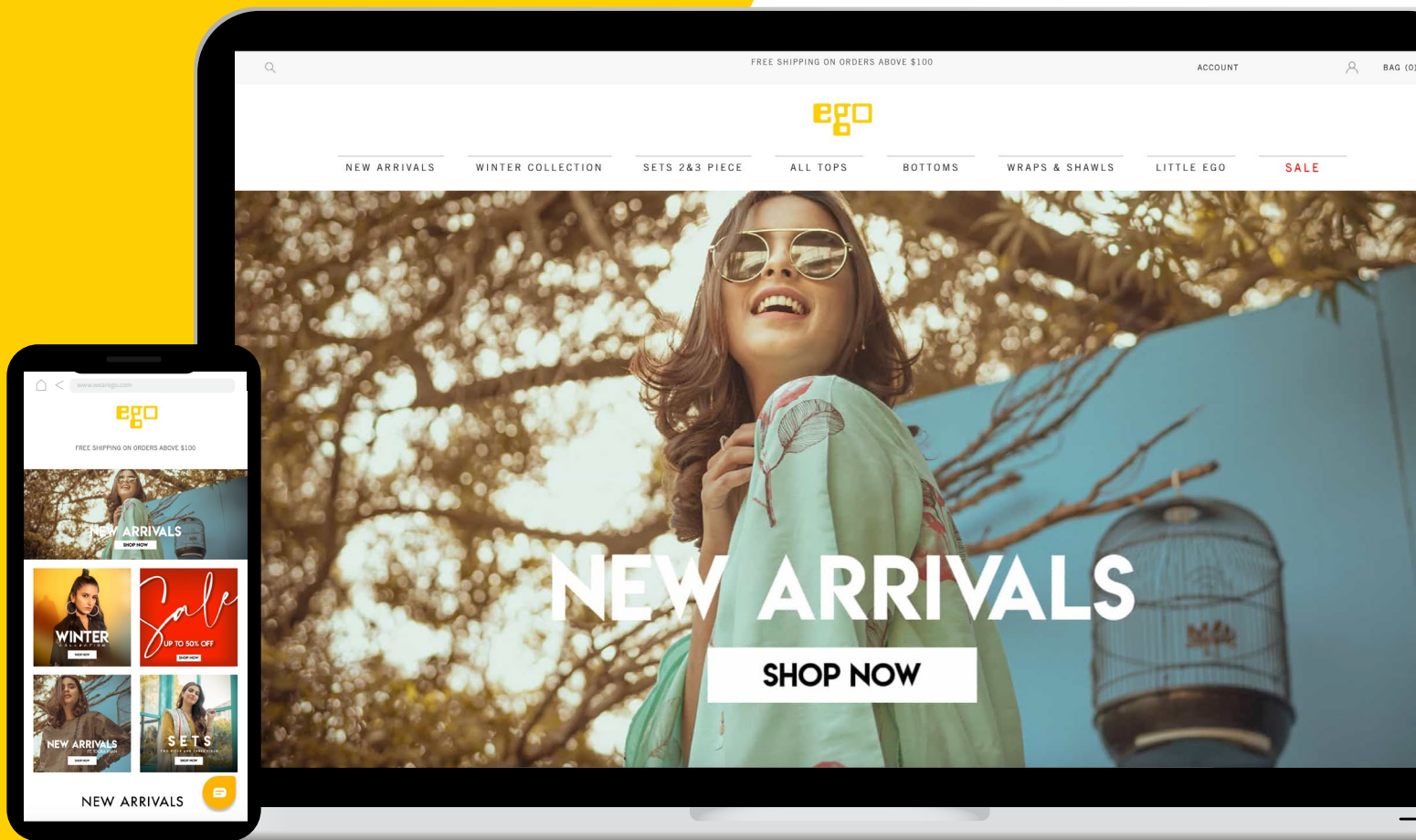
E-commerce has been one of the flourishing industry verticals across the globe. In fact, the global online retail industry is predicted to hit *8.1% CAGR by 2024*. With the global digitization and offline brands expanding their operations online, the competition has only grown over the years. And when you run a business from a developing country, it gets even difficult to make a mark in a competitive market in the home ground as well as globally.

The team at EGO - now a leading fashion brand in Pakistan aimed at solving certain use cases in order to make a mark in a highly competitive apparel space both online and offline, while also maximizing the revenue.

With an advantage of having a significant customer base, the team at EGO wanted to automate its shopper engagement and retention campaigns. Along with primary goals of delivering seamless experiences to the shoppers and scaling up the business growth.

EGO came in touch with Orangefox, a WebEngage partner based out of Pakistan, and started leveraging the WebEngage dashboard to overcome various challenges, solve the use cases and achieve the desired goals.

Here's a closer look at some of the key use cases the team at EGO solves with the help of WebEngage solutions for E-commerce.

Goal #1: Increase Average Order Value (AOV)

Simply acquiring new users is not enough. The real challenge lies in retaining the existing users. Experts and research over time have constantly emphasized that *retention is 5X more economical than acquisition.*

EGO understood the importance of customer retention early on and decided to focus on certain shopper retention metrics:

1. Boost Customer Lifetime Value (CLV)
2. Increase average order value and build brand loyalty

Challenge: Mapping the shopper data and figuring out product recommendations at scale

With a vast user base to manage, keeping a track of all the users and their purchase orders overtime is a difficult task. However, **enhancing the users' shopping experience on the platform by personalizing the product recommendations at the right time** is essential. This helps to ensure the users' fashion needs are met invariably leading to improved platform stickiness. But manually implementing and ensuring all of it at a scale of millions posed a challenge for EGO.

Solution: Cross-selling relevant products at scale by leveraging shopper engagement journeys

After a thorough analysis of the users' past purchases on the EGO platform, the team at EGO and the Customer Success Manager (CSM) at WebEngage realized that most of the shoppers purchase 'kurtas' or 'tops' and overlook the 'bottoms' or 'pants' section. So, the CSM suggested **running dynamic user engagement campaigns** using the WebEngage *Journey Designer.*

The idea was to **start cross-selling 'bottoms' (bottom wear) to the shoppers who add 'kurtas' to their shopping carts, in a timely manner.** Recommending relevant products to the shoppers by asking them to 'complete the look' i.e. **buy an entire outfit than just buying kurtas OR bottoms individually, is one of the most effective ways to encourage shoppers to make more purchases.** It helps to boost the average order value and at the same time creates a more personalized shopper experience that leaves the shoppers wanting for more - thus increasing retention and CLV.

Average Order Value (AOV) = Revenue/Number of orders

Going ahead with the CSM's suggestion, the team at EGO now runs a hyper-personalized, cross-sell journey on the WebEngage dashboard.

WebEngage

A glimpse of EGO's hyper-personalized, cross-sell journey
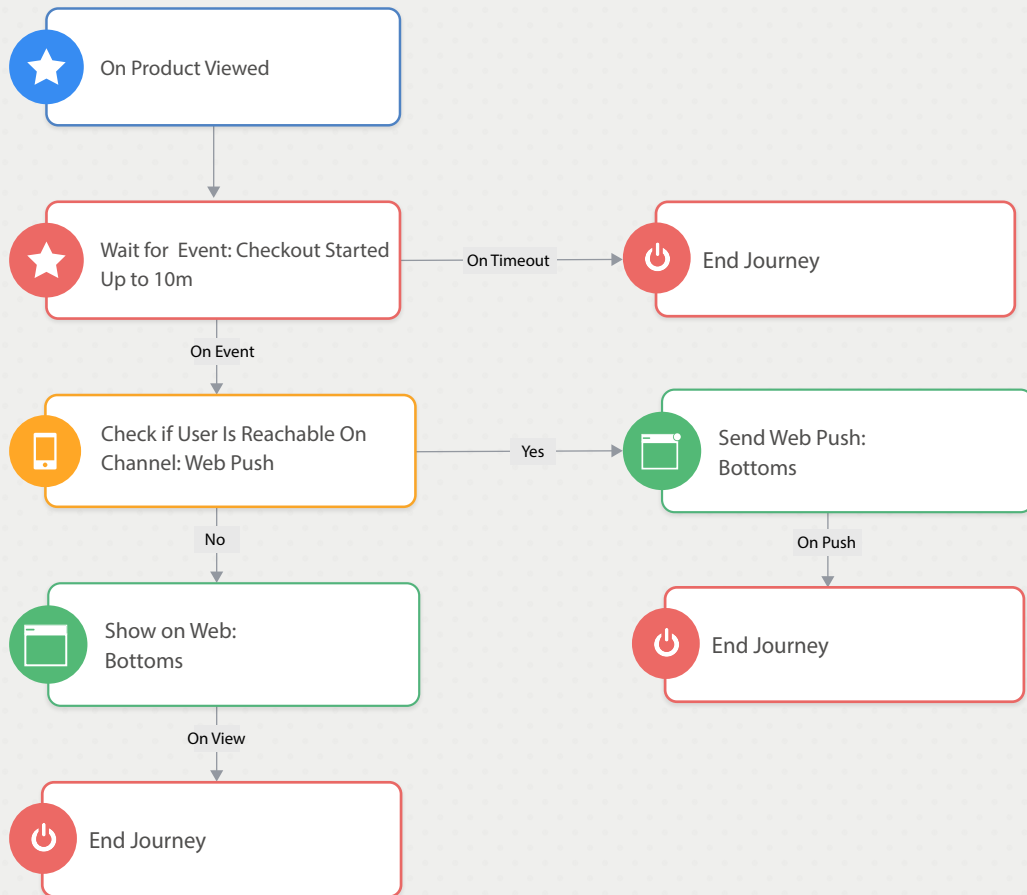
The team at EGO has added an *Event Filter* under the trigger block right at the beginning of the journey. This filter ensures that ONLY those shoppers who have added 'kurtas' to their shopping cart but haven't viewed the 'bottoms" section become a part of the cross-channel journey.

Event Filter

Category Name	none of	Bottoms

So, when a shopper initiates the check out process within a predefined time, the shopper's *Channel Reachability* is checked for web push. If the shopper is reachable on the web push then the best-matching bottom is promoted to the shopper through a web push message. However, if the shopper is unreachable on web push then an on-site notification containing a similar message is triggered.
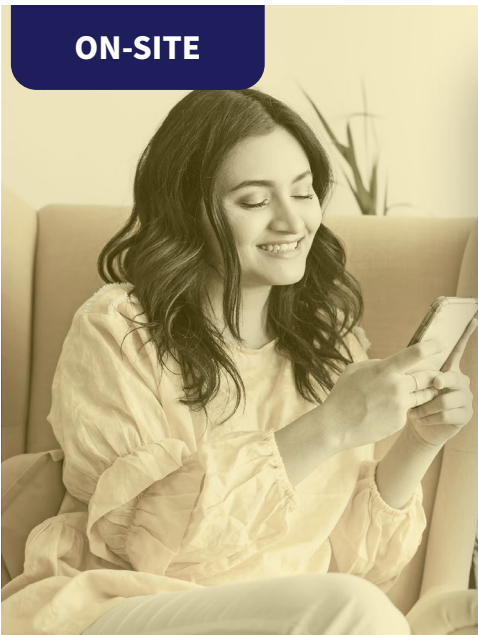
WEB PUSH

ego

COMPLETE YOUR LOOK
Pair it with ego pants.

ego **Complete Your Look - Ego Pants!**
Grab pants that matches your style.

ON-SITE

ego

COMPLETE YOUR LOOK
Pair it with ego pants.

*Free shipping on orders above Rs. 2500

In case the user doesn't checkout within the predefined time, then the user automatically moves out of the journey. And becomes a part of other relevant journeys like the cart abandonment journey and so on to first encourage them to purchase what the user was interested in buying.

Additionally, specifying the time intervals by adding *Wait Time blocks* and checking the users' *Channel Reachability* helps the team at EGO to understand their shoppers' behavior and preferences better. This in turn helps the team at EGO to craft highly targeted and non-intrusive communication.

Results

Sending out timely communication to the high intent buyers helps EGO to improve its cross-selling efforts and consistently drive amazing results.

+34% conversions witnessed via the cross-sell journey

+12% increase in AOV via the cross-sell journey

17% increase in the CTR of web push notifications

Goal #2: Recover abandoned carts

Lack of trust, poor checkout experience, technical glitches, high shipping charges or lack of payment options, are some of the reasons why users abandon their carts! As per research, around 88.05% of shopping carts are abandoned on E-commerce platforms.

The team at EGO wanted to **cement all the major gaps in its sales** funnel to recover the abandoned carts and boost its sales.

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

If a shopper adds apparel(s) to the cart, then it is clear that the shopper is highly interested in purchasing the apparel(s). But due to some reason the user hasn't made the purchase. Now, in order **to revive the abandoners' interest in purchasing the apparel(s), it is essential for EGO to reachout to the abandoner in a timely and contextual manner, encouraging him/her to complete the transaction successfully.** But implementing it at a scale of millions is easier said than done.

Solution: Engaging with the abandoners through timely and hyper-personalized engagement

To recover the abandoned carts by encouraging the abandoners to complete their purchase, the CSM at WebEngage and the team at EGO decided to adopt a **hyper-personalized, multi-channel communication approach.** And soon, the team at EGO created a highly engaging shopper engagement journey on the WebEngage dashboard.

An overview of EGO's hyper-personalized, multi-channel cart abandonment journey
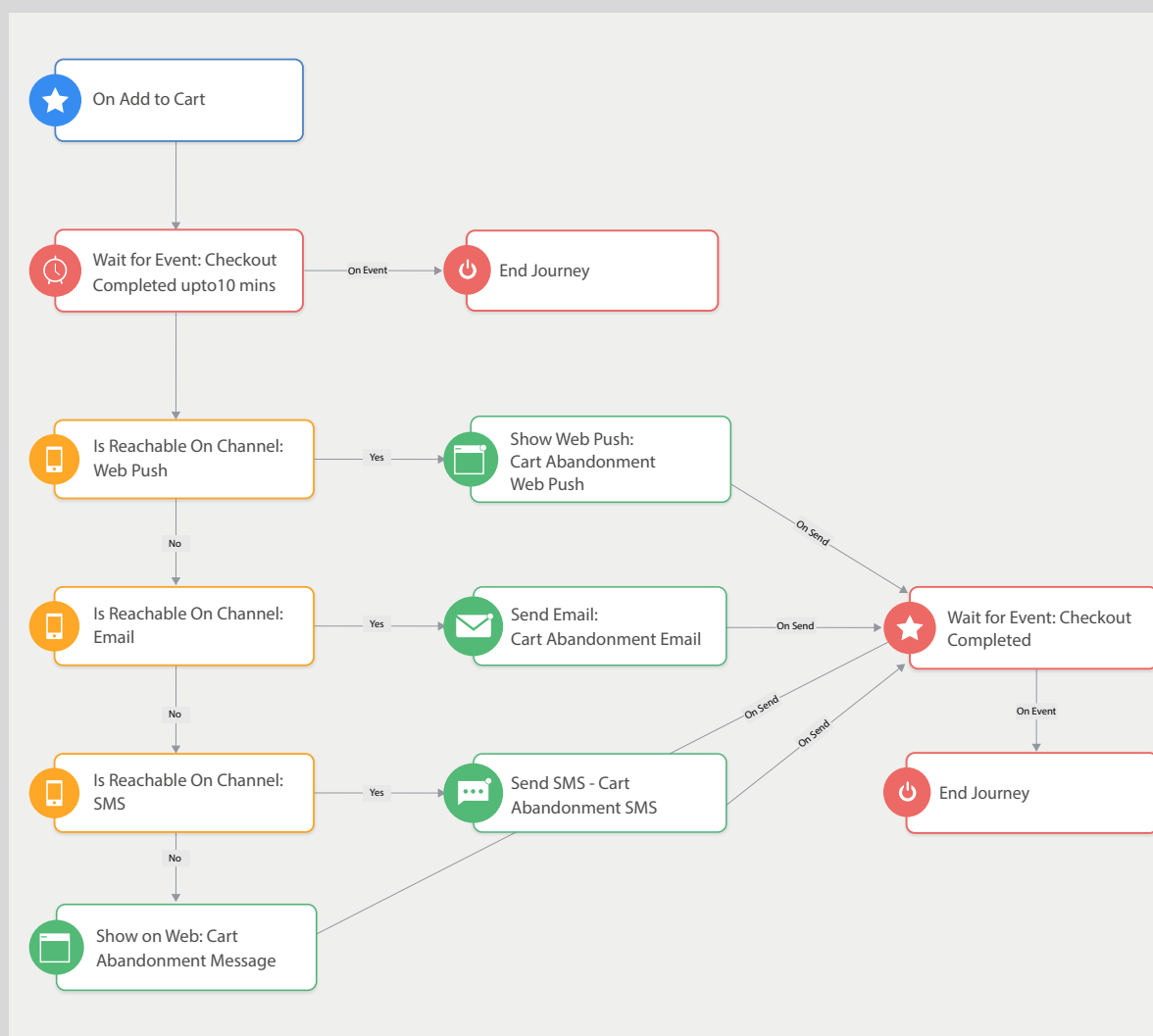
This journey gets activated when a shopper adds one or more products to the shopping cart.
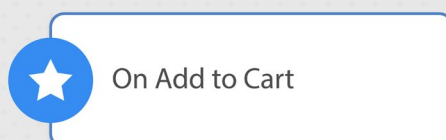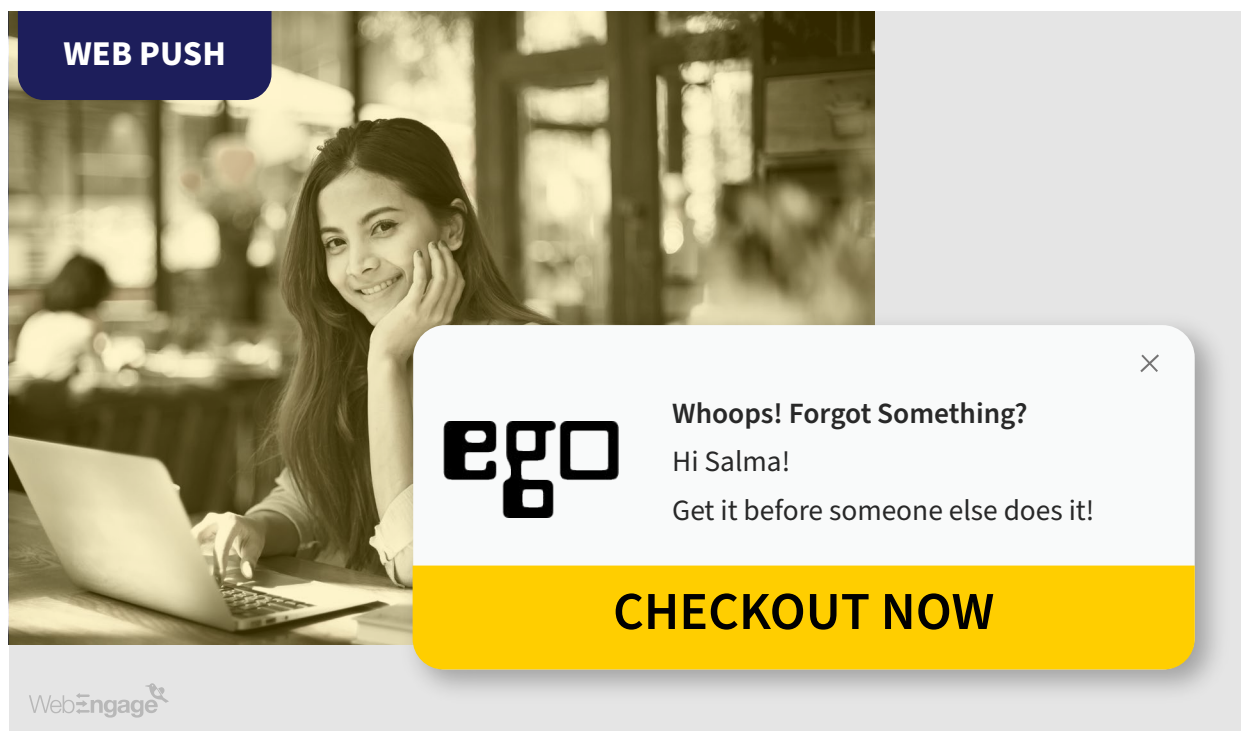
Right after, the next step of the *journey waits for about 10 minutes* **to check whether the shopper has checked out.** If the shopper has placed the order, then that particular shopper is exited from the journey. However, if the shopper doesn't checkout during that time, then they progress further in the journey.

EGO checks whether the *shopper is reachable* **on web push, email and SMS channels and accordingly sends a series of personalized reminders at predefined time intervals nudging the shopper to complete the purchase.** However, if the shopper is unreachable on all the mentioned channels then an on-site notification is sent to the shopper encouraging the shopper to buy the outfit lying in the shopping cart.
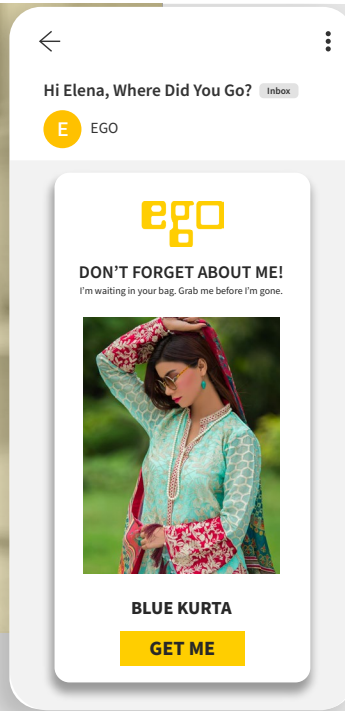
Here's how some of EGO's cart abandonment messages look like

WEB PUSH

ego

Whoops! Forgot Something?

Hi Salma!

Get it before someone else does it!

CHECKOUT NOW

WebEngage

EMAIL

Hi Elena, Where Did You Go? Inbox
E EGO

ego

DON'T FORGET ABOUT ME!
I'm waiting in your bag. Grab me before I'm gone.

BLUE KURTA

GET ME

SMS

MESSAGES   1h ago

Hi Fatima
Forgot to complete your purchase? Your favorite styles might not last long! Hurry up, before stocks run out!
https://wearego.com/pk

At any point of the journey, when a shopper ends up making a purchase, the shopper is automatically exited from the cart abandonment journey and no further nudges are delivered to the shopper.

Results

Sending timely and hyper-personalized communication to the abandoners via a multi-channel shopper engagement journey helps EGO to boost its sales and shopper engagement. And drive breakthrough results!

128% uplift in revenue

+15% reduction in cart abandonment

11% increase in CTR for Emails

**PKR 400 Mn+** revenue generated via the cart abandonment journey

EGO has been able to increase its AOV and reduce its cart abandonment rate by adopting a hyper-personalized and multichannel user engagement approach. This has helped the team at EGO to increase its overall revenue and deliver exceptional shopping experiences to the users at scale. 👇

The WebEngage Effect on ego

128%
uplift in revenue
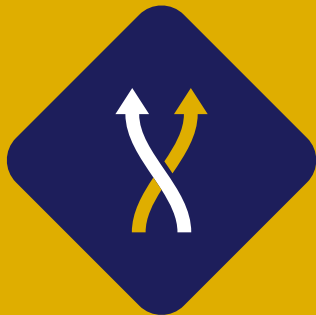
+34%
conversions witnessed via cross-selling campaigns

+15%
reduction in cart abandonment

+12%
boost in Average Order Value

Loved the case study?

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

Schedule my free demo

WebEngage

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.

TALK TO US TODAY

+1 (408) 890-2392, +91 (022) 6110 2400 | support@webengage.com

@Webengage | /Webengage | @Webengage | @Webengage