eXtra, Saudi Arabia's fastest-growing retail brand, witnesses **33% increase in purchases through localized user engagement campaigns**

WebEngage | اكسترا eXtra

GOALS

- Improve product discovery and engage new visitors
- Nudge visitors proactively to add products to the cart
- Convince abandoners to place the order

CHALLENGES

- Granular segmentation and contextual communication at scale
- Sending event-based engagement campaigns across channels
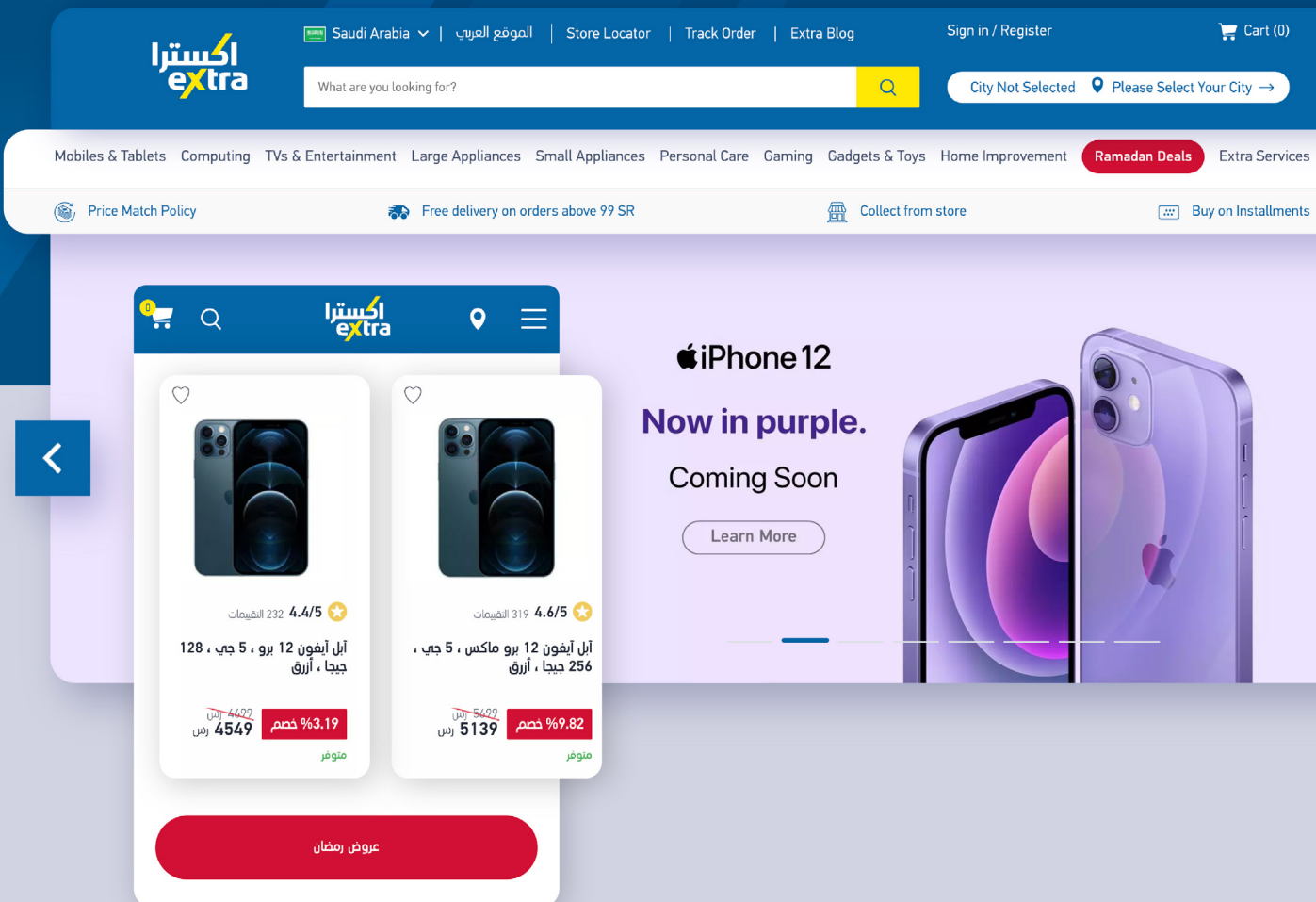- Sending timely, segment-based communication across channels

SOLUTION

The teams at WebEngage and eXtra came together to adopt an omnichannel approach to engage with shoppers across various channels like Email, Mobile Push, Web Push and Web Notification. With the help of contextual and localized content, eXtra has been able to effectively engage and retain its shoppers. Thus driving conversions and revenue.

The WebEngage Retention Operating System enables us to create personalized shopper engagement strategy to make every communication more meaningful to shoppers. With region-specific targeting, we are able to deliver localized content on the shopper's preferred channels of communication and cut down our communication cost significantly.

Shahin Riaz
Head of Product, eXtra.com

WebEngage

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%9.82 خصم
5139 رس

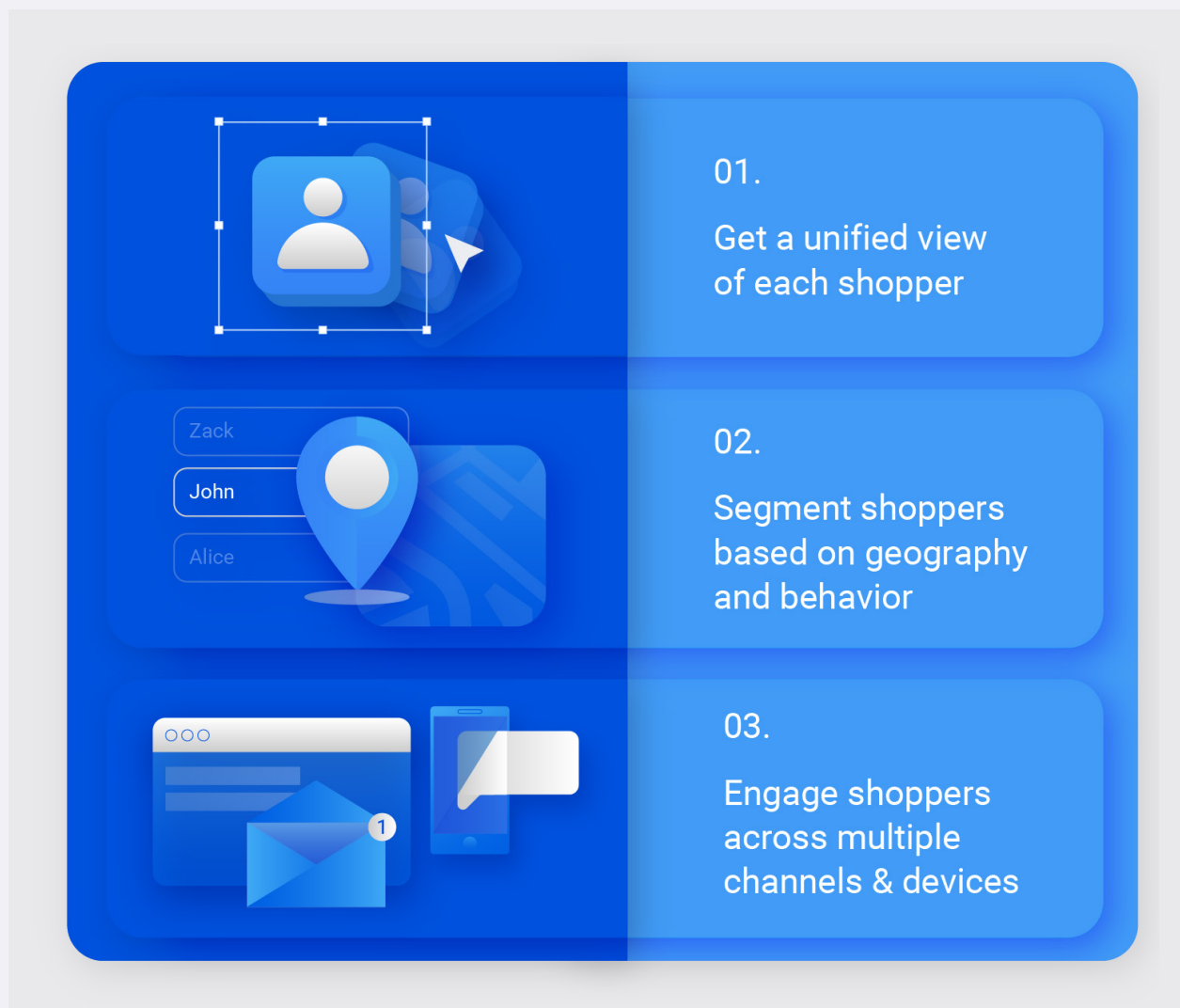متوفر

عروض رمضان

Introduction

[eXtra](#) is one of the leading and fastest-growing retail brands in Saudi Arabia. Established in 2003 by the United Electronics Company (UEC), eXtra offers all the leading international brand products and stocks an extensive product range including TV, audio systems, computers, mobile phones and IT communications, cameras, home appliances, and personal care products.

The product range is supported by comprehensive after-sales services such as extended warranty, free home delivery, and installation services.

Today, eXtra caters to millions of shoppers and has over 45 stores across the Kingdom of Saudi Arabia, 2 stores in Bahrain, and 3 in Oman.

The Objective

eXtra aims at making every shopper's online shopping experience enjoyable, hassle-free, and memorable. To provide a true multi-channel experience, the team at eXtra was looking for a full-stack retention operating system that would help them:

01.

Get a unified view of each shopper

02.

Segment shoppers based on geography and behavior

03.

Engage shoppers across multiple channels & devices

After evaluating a few retention operating systems, eXtra partnered with WebEngage to power its user engagement and retention initiatives.

The Customer Success Manager (CSM) at WebEngage and the Product and Marketing Managers at eXtra came together to delve deep into the challenges they had been facing and come up with a customized solution.

Here's a closer look at some of the primary use cases the team at eXtra implements using the WebEngage Retention Operating System.

Improve product discovery and engage new visitors

eXtra receives significant traffic through desktop and mobile devices and caters to around 4.5M monthly active users (MAU) on its online properties.

With such a vast user base and a wide range of products and offerings, the team at **eXtra aims to provide a seamless experience and make it easy for new shoppers to navigate through the platform and get to what they are looking for quickly.** It's easy for new shoppers to get overwhelmed and get lost on the platform.

So, the team at eXtra wanted to onboard new shoppers to make a strong first impression, and help them narrow down their search and discover current offers and discounts running on the platform to drive purchases.

THE CHALLENGE:

Granular segmentation and contextual communication at scale

In an industry flooded with too many providers, delivering value and delight to shoppers right at the start of their purchasing journey has become a priority. To stand out from the crowd, it's important to personally engage with shoppers on the right channel and at the right time.

The team at eXtra wanted to engage with new shoppers right after they first land on the platform but was finding it challenging to:

1. Segment shoppers based on different geo locations (Saudi, Bahrain and Oman)

2. Send contextual and timely communication across multiple channels

3. Automate engagement to onboard new visitors at scale

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Automated welcome campaigns to onboard new visitors

Keeping the above challenges in mind, the Customer Success Manager (CSM) at WebEngage and the team at **eXtra designed user engagement journeys using [WebEngage's Journey Designer](#) to onboard the new visitors.**

Automated welcome campaigns are a great way to jumpstart a relationship with new shoppers. It shortens their path to the first conversion by guiding them with relevant ongoing offers.

• The journey starts when the shopper enters the segment - 'Bahrain New Shoppers - Arabic'. The segment targets all new shoppers who are located in Bahrain and speak Arabic. Here's how the segmentation logic looks like:

Segment **Bahrain New Shoppers - Arabic** contains **all** users
⌐···· who are,
  ⌐···· New users
⌐···· with User attribute,
  ⌐···· **country** equals to **BH**
  ⌐···· **language** equals to **ar**

• Post-event trigger, the journey waits for the specified time slot i.e. one hour to proceed to the next step.
• Next, the system checks for shoppers' reachability on different engagement channels - Email, Web Push, and Mobile Push.
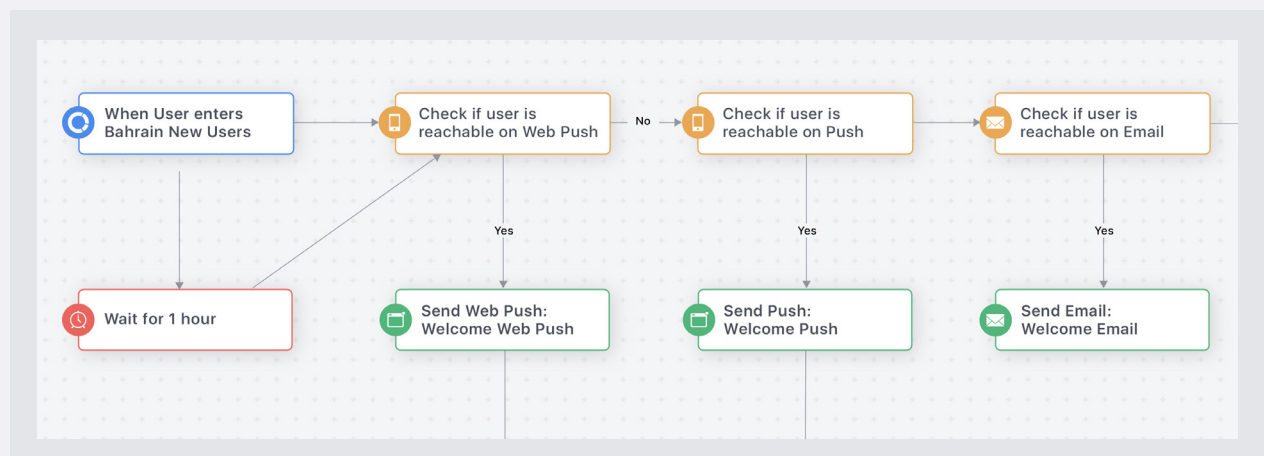
• As per shoppers' reachability on each channel, a contextual and timely communication is sent that welcomes new shoppers on the platform with relevant offers and encourages them to interact and seek guidance on their social media channels.
• The journey ends when the visitor converts (conversion event - Product Viewed).

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

Email

Web Push

Mobile Push

The Marketing team at eXtra has designed a similar welcome journey to target shoppers exclusively in the Oman region and guide them with relevant offers and incentives to provide exceptional shopping experiences.

Results:

Using the Journey Orchestration feature on WebEngage's Omnichannel Campaign Manager, eXtra has been able to **automate** welcome campaigns at scale, **improve** shoppers' online shopping experience across channels and devices, and **provide** instant value to its new shoppers.

With the help of user journeys, the team at eXtra witnessed amazing results:

> **8.92%** of the targeted Bahrain shoppers viewed the product
> **31.78%** uplift in the number of Bahrain shoppers who viewed the product

GOAL #2:

Nudge visitors proactively to add products to the cart

A lot of online shoppers exhibit the following behavior:

> **Step 1:** Visit the online store and view a product
> **Step 2:** Gather some insights on prices, brand, quality, etc.
> **Step 3:** Leave without adding the product to the cart or buying it

This is a **set of shoppers that shows interest in a product but abandons the website page or the product section on the app without adding products to the cart.** This is a very common event faced by a lot of E-commerce businesses.

Generally, marketers spend a lot of time and resources on either acquiring new customers or targeting them only when the shoppers have added products to the cart. But what about those shoppers who showed buying intent but left without adding the product to the cart or buying them?

WebEngage

Now, eXtra didn't want to overlook this segment of shoppers and lose the opportunity to recover lost leads. The team at eXtra wanted to target these abandoners early on in their journey and finally push them to add the products to the cart and eventually buy them.

CHALLENGE #2:
Sending event-based engagement campaigns across channels

With every interaction on the platform like search, clicks, etc., shoppers express various levels of purchase intent even before adding an item to the cart.

The team at **eXtra wanted to engage these abandoners with hyper-personalized communication to retain them early on in their lifecycle, prompt them to quickly add to the cart, and eventually motivate them to purchase.**

But delivering highly-personalized and contextual messages at scale is easier said than done. The team at eXtra was facing a few roadblocks:

• Track shoppers' behavior and actions on the mobile app
• Contextually engage with mobile and web app shoppers across devices

So, eXtra wanted to deliver targeted, data-backed engagement campaigns that enable one-to-one communication with abandoners.

SOLUTION #2:
Targeted, hyper-personalized communication at scale

The Customer Success team at WebEngage caught up with the stakeholders at eXtra to get an in-depth understanding of the use case, and came up with a customized solution.

After careful consideration, WebEngage's Customer Success Manager along with the team at eXtra came up with a **data-driven approach that leverages abandoners browsing behavior to send hyper-personalized campaigns.**

eXtra created a journey using WebEngage's Journey Designer to target abandoners' who dropped off from the product page.

The journey targeted both Android and iOS app users through a single campaign.

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Here's the snapshot of the journey:

The Journey first checks whether or not the shopper adds to cart organically, after viewing the product page. If this condition is not fulfilled, then the **journey triggers a personalized message after checking the shopper's attributes like language and country.**
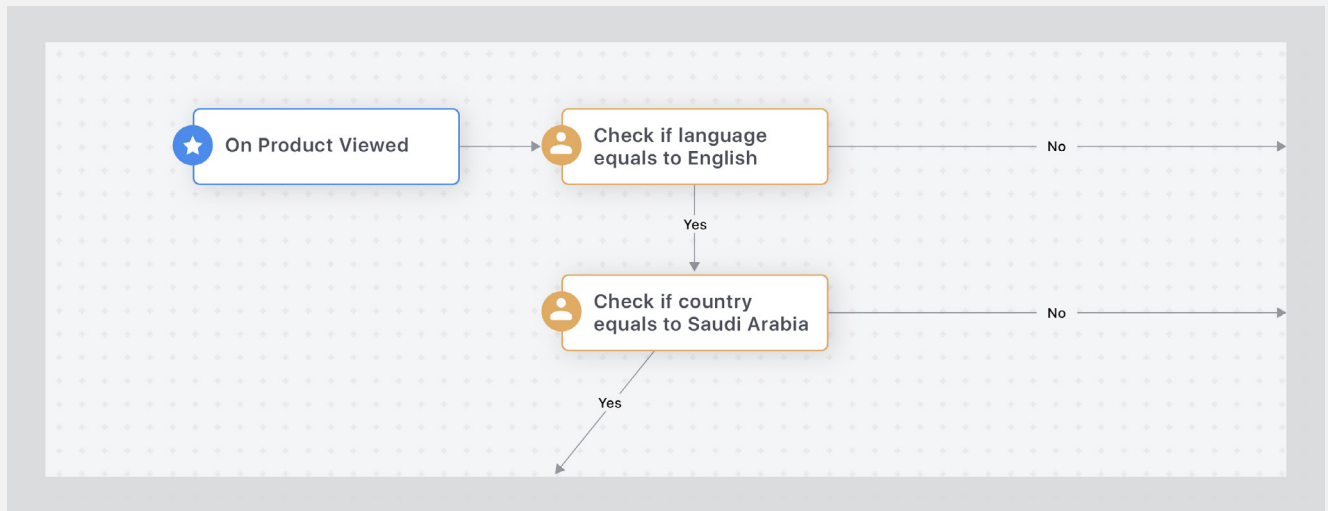
The journey then checks the shopper's reachability on Mobile Push and a highly personalized mobile push notification is then triggered containing details based on the shopper's behavioral history like product viewed and profile attributes.
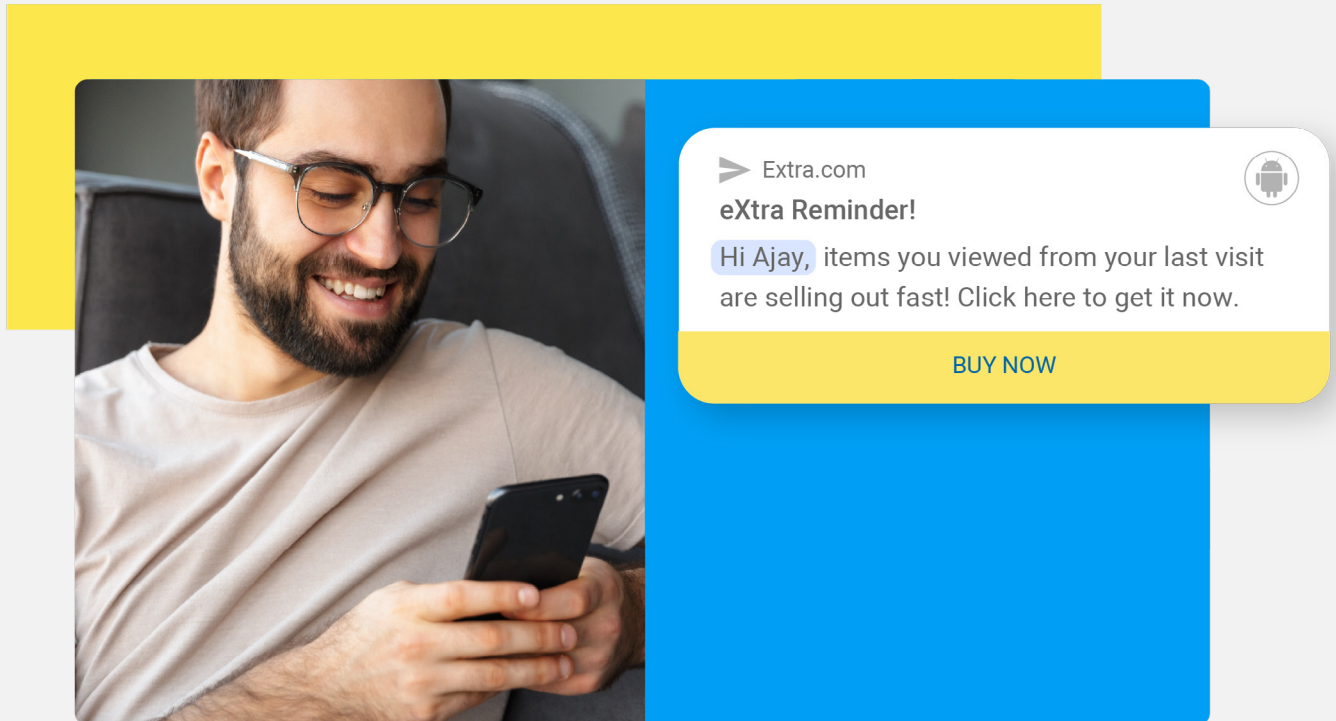
Mobile Push

Now, if the shopper doesn't convert post viewing the first notification, another reminder message is triggered on the same channel, with an intent to make the shopper add the product to the cart he/she has viewed.

> Extra.com

> **eXtra Reminder!**
> Hi Ajay, items you viewed from your last visit are selling out fast! Click here to get it now.
>
> **BUY NOW**

This is the final reminder and the journey ends whether or not the shopper converts (conversion event - Add to Cart). This ensures that the shopper doesn't feel bombarded with multiple messages.

Results:

With targeted hyper-personalized communication, eXtra has been able to enhance its shopper engagement and witness some amazing results:

10.69% of the targeted English-speaking shoppers added products to cart
4.18% of the targeted Arabic-speaking shoppers added products to cart

Convince abandoners to place the order

Cart Abandonment is another major challenge faced by most online retailers. According to Statista, the average cart abandonment rate in the retail industry is around 84.51% which is costing retailers quite a lot of money. In fact, a recent Forrester research indicates that cart abandonment costs E-commerce brands to lose over $18 billion a year.

So, the team at **eXtra was looking to recover these lost leads by meaningfully engaging with each shopper in a manner that leads to maximum purchases and drives overall revenue.**

CHALLENGE #3:

Sending timely, segment-based communication across channels

Oftentimes a shopper wants to purchase but backs out at the last moment when she is only a step away from the transaction. At this point, a timely and contextual nudge can make all the difference.

But reaching out to shoppers at the right time on their preferred channel, and then delivering one-to-one communication is challenging. The team at eXtra was struggling to track and analyze shoppers' actions and behavior on the platform and send out communication messages to those who abandoned their carts and dropped off.
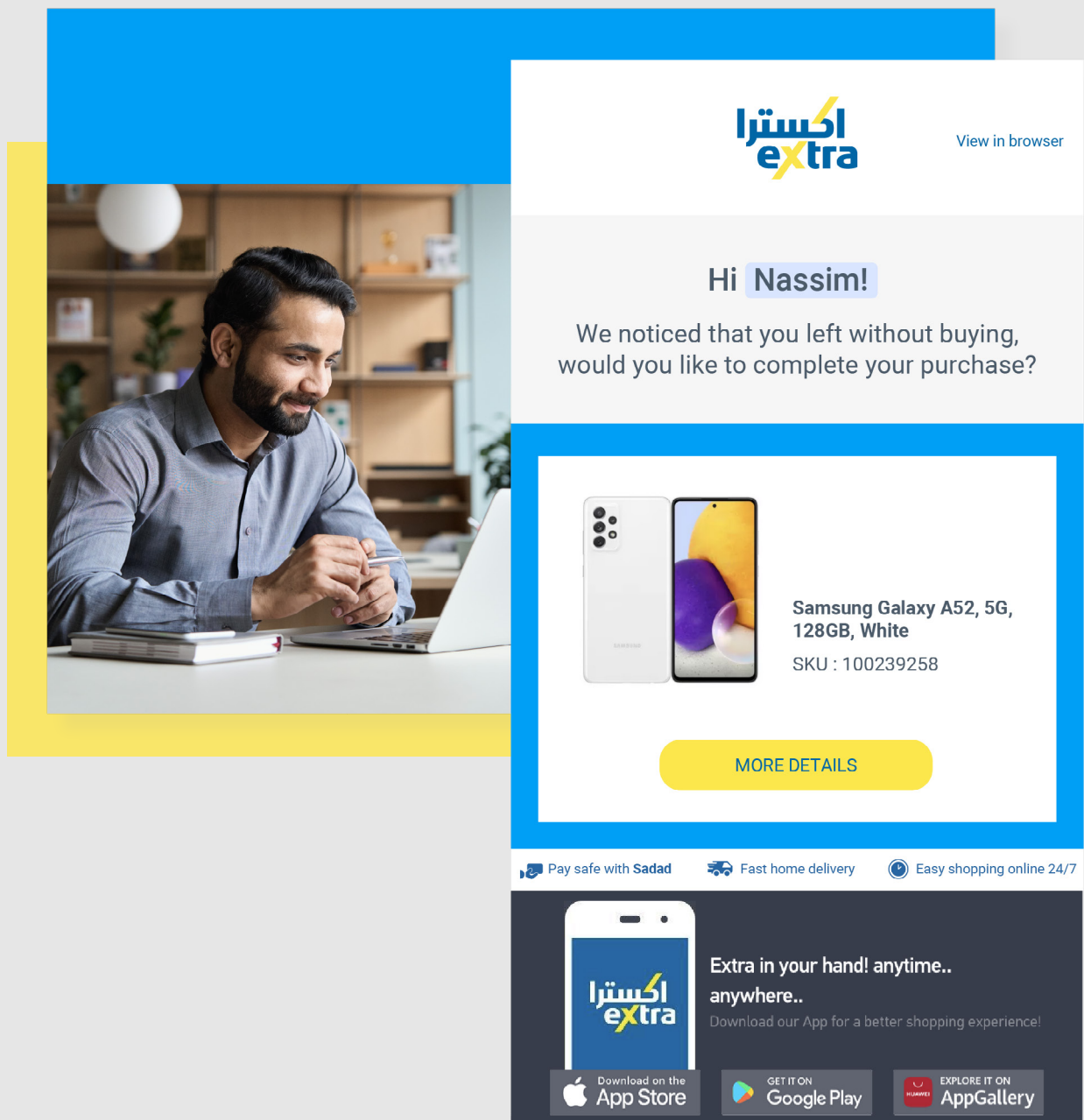
SOLUTION #3:

Data-driven, hyper-personalized communication at scale

Team eXtra designed engagement journeys using WebEngage's Journey Designer to target shoppers who abandoned their carts.

The journey tracks the actions of shoppers across the web and mobile. If their actions don't converge to purchase, then the journey prompts them to do so by triggering contextual and hyper-personalized messages on different engagement channels - Email, Web Push, and Mobile Push.

Here's how the cart abandonment messages sent from this journey look like:

View in browser

Hi Nassim!

We noticed that you left without buying, would you like to complete your purchase?

Samsung Galaxy A52, 5G, 128GB, White

SKU : 100239258

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Hey Akanksha,
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Hey Ankit,
Complete your purchase of Arozzi, Inizio Gaming Chair before we sell out!

BUY NOW

eXtra has been able to create a workflow using WebEngage's Journey Designer and engage with abandoners on a personal level to drive purchases.

Results:

WebEngage empowers eXtra to boost its shopper engagement significantly and is able to achieve:

33% increase in purchases through cart abandonment campaigns
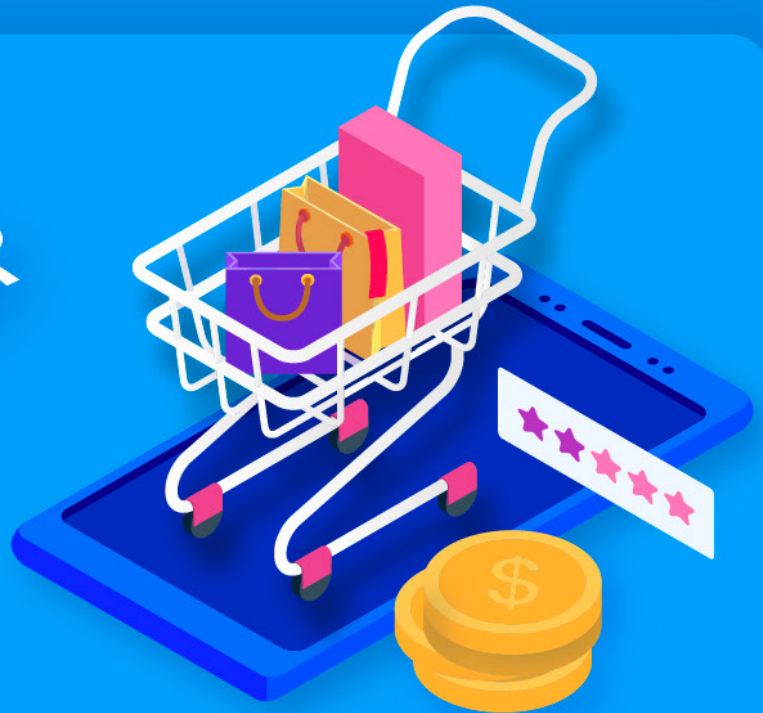**21%** of the total revenue generated through cart abandonment campaigns
18% of the targeted Saudi shoppers placed an order via multi-lingual campaigns
13.21% of the targeted Bahrain shoppers placed an order via multi-lingual campaigns
13.31% of the targeted Oman shoppers placed an order via multi-lingual campaigns

THE

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33%
increase in purchases through cart abandonment campaigns

21%
of the total revenue generated through cart abandonment campaigns

Over 13%
of shoppers placed an order through multi-lingual campaigns

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WebEngage is a customer data platform and retention operating system that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs. The platform helps brands drive more revenue from their existing customers and anonymous users through highly contextual, hyper-personalized engagement campaigns across 10 communication channels.

Product and marketing practitioners, across the world, design intuitive user lifecycle journeys on the WebEngage dashboard to convert existing users through data-backed, timely omnichannel engagement campaigns. The platform offers in-depth product and marketing analytics for brands to track growth metrics and campaign performance effectively.

WebEngage powers the user engagement for thousands of brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

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