

# FamPay,

India's first neobank for teenagers,  
witnesses **22% increase in  
transactions in 6 months!**



## About FamPay

FamPay is India's first neobank for teenagers. Backed by Y Combinator and Sequoia Capital alongside other prominent investors, the startup was founded in 2019 by IITians Sambhav Jain and Kush Taneja.

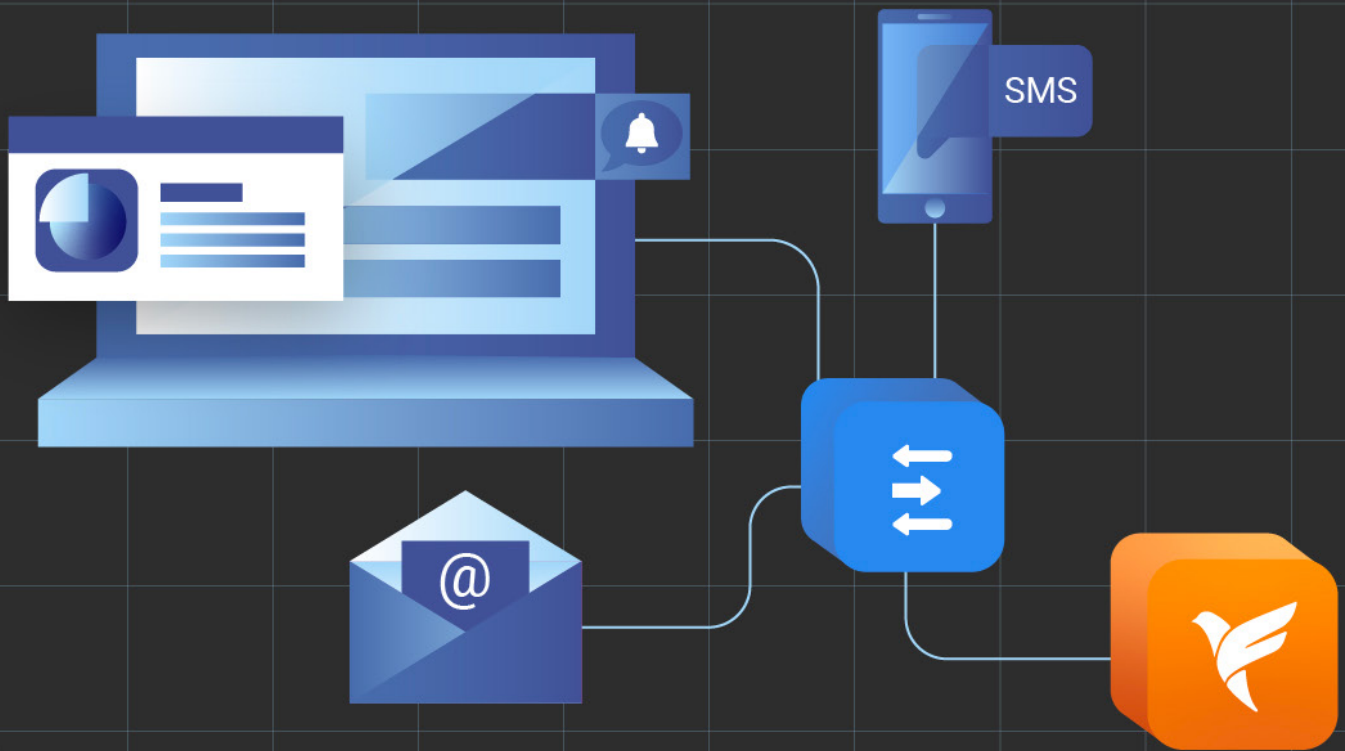
With FamPay and its numberless card, minors can successfully make online (UPI & P2P) and offline payments without the need to set up a bank account. Parents can top up their child's FamPay account and let them spend the funds under their supervision. FamPay aims to raise a new, financially aware generation of Indians who understand the fundamentals of personal finance and are capable of making decisions in their best long term interest.



## What is the WebEngage Startup Program?

The WebEngage Startup Program is a 6-month long program, where the chosen, fast-growing startups benefit from the expertise that WebEngage brings in working with thousands of global businesses across industry verticals.

The mission of the program is to empower early-stage startups across the globe in accelerating their growth during the initial years through mentorship and technology.



## How did FamPay benefit from the WebEngage Startup Program?

**FamPay was provided with the three core benefits under the program:**



Free access to WebEngage's marketing automation suite for 6 months

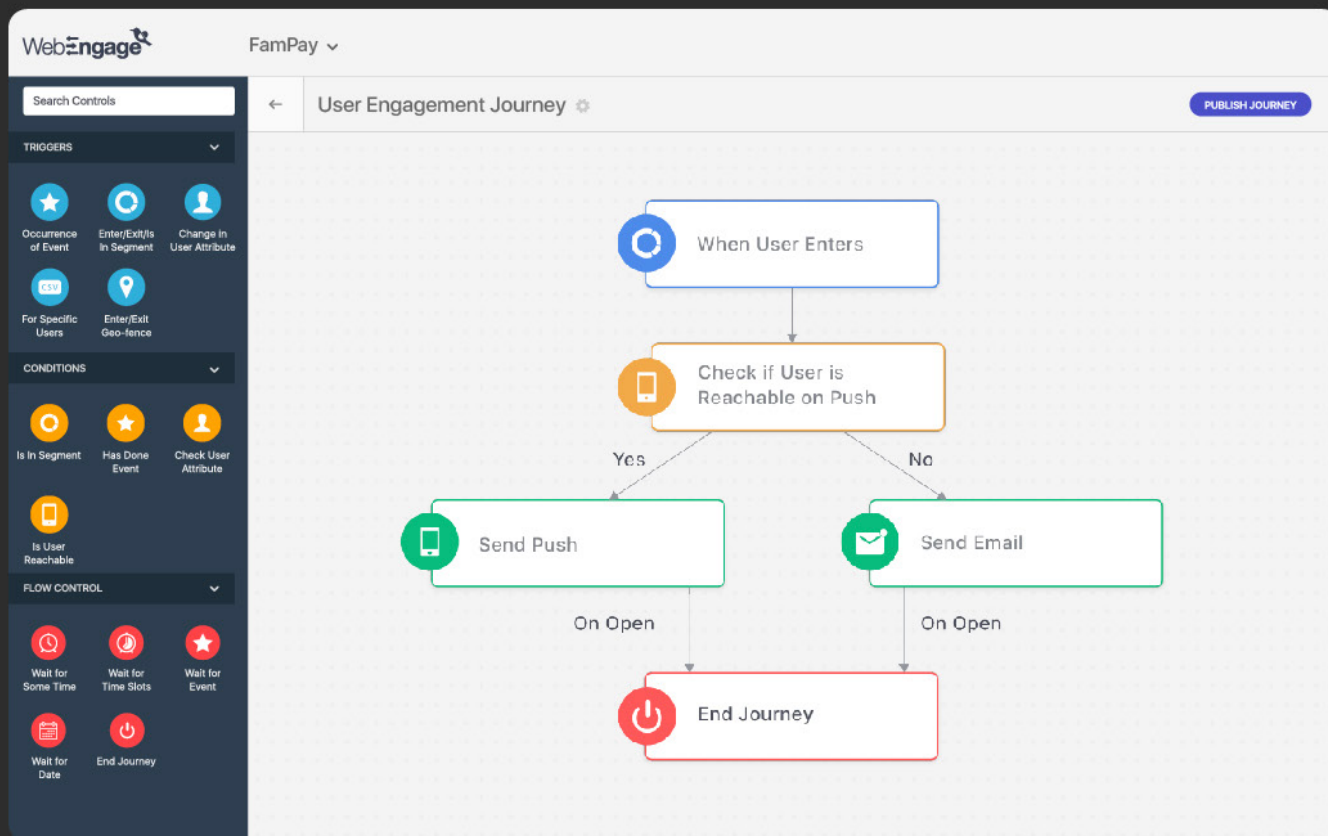


A dedicated team of WebEngage advisors who help in accelerating growth



Detailed campaign analytics





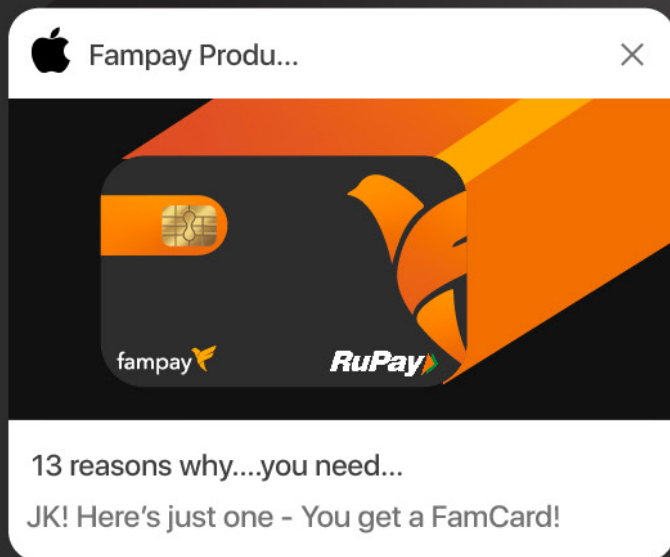
\*Sample image for reference only

As a part of the program, FamPay has also been aided with several initiatives and processes to get their user engagement initiatives going. Here's how!

## Getting started with the WebEngage dashboard within two weeks

The onboarding process at WebEngage is known for its expertise and agility. The Onboarding Expert at WebEngage worked with the team at FamPay to understand their important user events and data requirements. Thereafter, the Onboarding Expert aided the team at FamPay in configuring the required data like user events, attributes, SDK integrations and so on, ensuring the integration process was completed within no time.

This helped FamPay in **getting started with the WebEngage dashboard in just a couple of weeks and implementing several use cases.**



Yash, Welcome to the Fam!!

Your first step to being the coolest!  
Complete your KYC to #GetFamPaid :D

Start now: [https://fam.one/l/start\\_kyc/](https://fam.one/l/start_kyc/)

## Exploring engagement strategies with WebEngage Advisors

The advisors at WebEngage **provide mentorship regularly** in terms of new strategies that can be adopted for customer analytics and engagement. These 2-way sessions not only help FamPay in exploring strategies for engagement and retention, but also help **provide feedback that is used to improve and add value** to the users on the Webengage platform.

The team at FamPay also has **access to a hub of resources** including help guides, success stories, articles, etc. to aid them take swift decisions and actions on the WebEngage dashboard.



## Enabling campaigns for simpler and faster onboarding, activation and growth

Since FamPay is one of the first movers in the digital payments space for teens, one of the priorities is to educate their young pre-banked users. WebEngage's startup program has helped FamPay do the right customer engagement needed for onboarding and activation. FamPay was able to **run the relevant campaigns using channels like Push, SMS and Whatsapp and see the difference in conversions from Day 1**. This also helped them in making iterations to their strategies and see improvements in their user engagement immediately.

Throwing light on some specific campaigns:

One of them was to inform teen users to invite their parents onto the app as part of the onboarding verification. Along with building awareness through various channels, FamPay launched campaigns on WebEngage ensuring **an additional 50%** of teens invited their parents in the onboarding step. Overall, WebEngage's campaigns became one of the significant contributors to **improving FamPay's onboarding funnel by 2x.**

Not only onboarding but in terms of activation too, campaigns on WebEngage have helped FamPay boost user activation. FamPay runs timely nudges across multiple channels like SMS, In-app messages and push notifications motivating the users to make transactions. With a campaign timed as soon as a user is onboarded, FamPay has **improved teen transactions by 22%.**

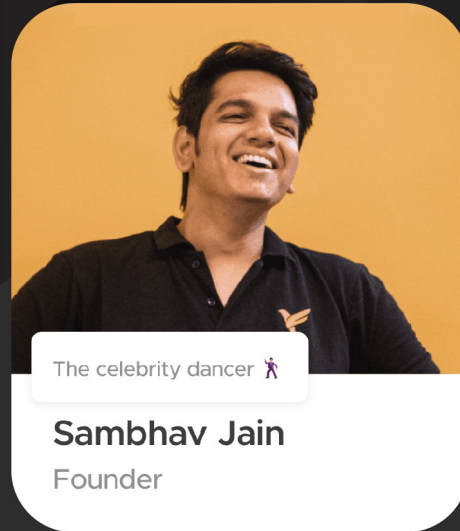
FamPay also ran a growth campaign on Webengage where users were informed of the incentives they receive when they refer another user to FamPay. We were able to **drive up referrals by 40%.**

The startup now runs several user engagement campaigns on the WebEngage dashboard and relies on the data and analysis packaged as a quarterly report (QBR) to make data-driven decisions.





**Kush Taneja**  
Founder



**Sambhav Jain**  
Founder

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## From the FamPay Founders!

At FamPay, our core mission is to connect teenager's money to their experiences and help them learn personal finance. The WebEngage Startup Program helps us target and engage with the users effectively, provide delightful end-user experiences, and craft healthy, long-term relationships.

## What's in store?

FamPay has recently crossed 1M app downloads in just 6 months of their product launch. It has successfully completed the Startup program and continues to leverage the WebEngage dashboard to take its teenager engagement and activation initiatives to the next level.

# Want to enrol for the WebEngage Startup Program?

[Apply Now!](#)




WebEngage is a customer data platform and marketing automation suite 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.

[Talk to our marketing automation experts](#) for custom solutions for your business.

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

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