

CASE STUDY

FirstCry, Asia's largest online store
for baby & kids products,
boosts its repeat purchases
by over 400%





INTRODUCTION

[FirstCry.com](https://www.firstcry.com), founded in 2010, is Asia's largest online store for baby & kids products. The brand offers a wide range of products through its app, website, and offline stores, boasting over 200k unique baby & kids products from 6,000 brands. FirstCry's buying guides, premium stores, boutiques, product checklists, and look-books are all aimed towards providing an enriching and fulfilling shopping experience.

Moreover, FirstCry has also built India's largest community of parents. FirstCry Parenting is an online platform/ community which aids parents in their parenting journey - from planning a child to pregnancy. Parents can track their child's growth and simplify the parenting experience using FirstCry Parenting on FirstCry's mobile app and website.



GOALS

- Increase the number of orders placed
- Increase the Average Order Value (AOV)
- Drive repeat purchases



CHALLENGES

- Reducing funnel drop-offs
- Identifying the high-intent user segments
- Understanding parents' behavior and product inclinations



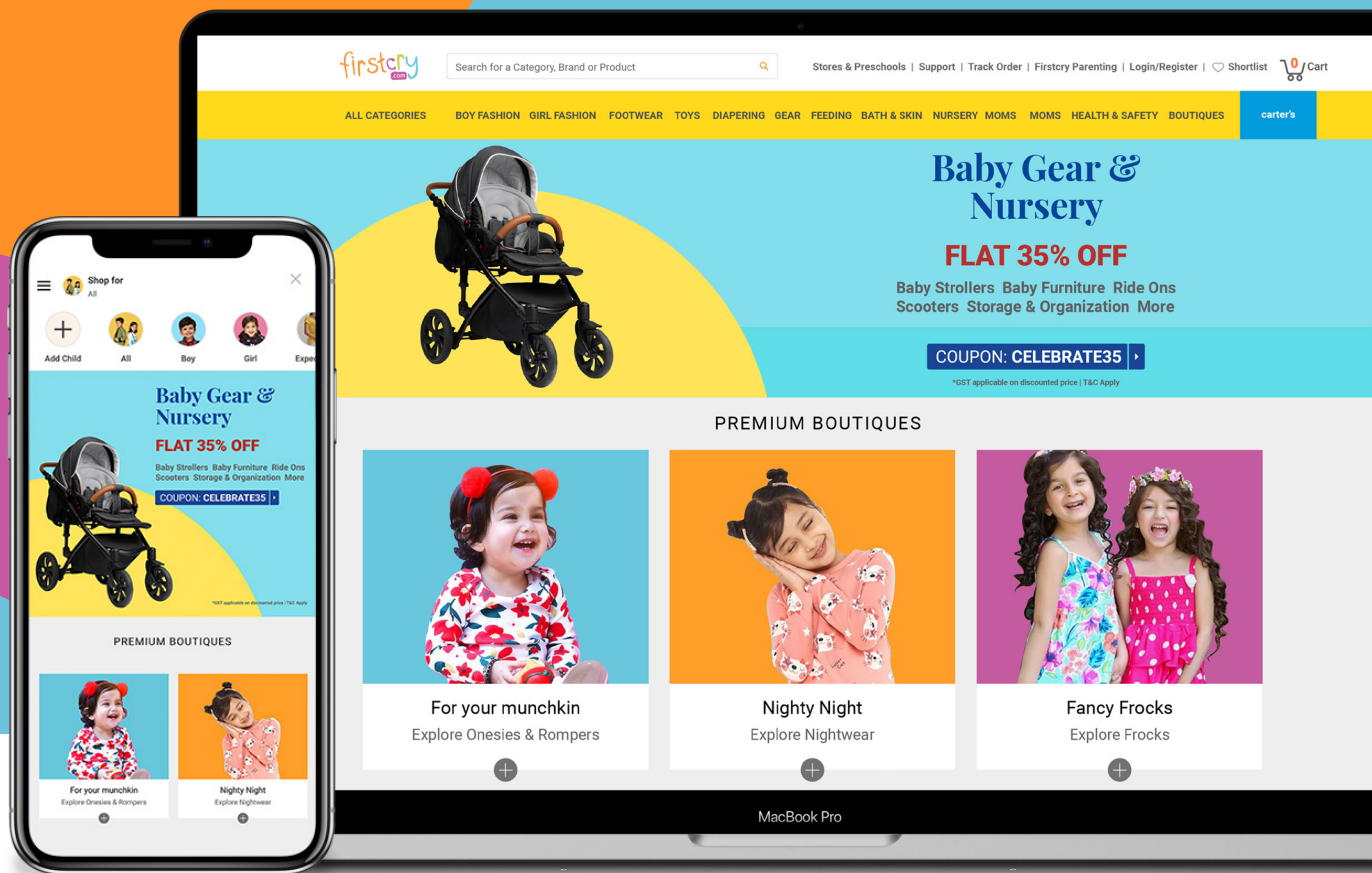
SOLUTION

Making use of analytical capabilities like **Funnel Analysis** helps FirstCry in delivering **data-backed, hyper-personalized campaigns** to accelerate its website/app engagement and retention initiatives.



WebEngage plays a significant role in our growth journey. We are able to drive repeat purchases, increase AOV, and directly impact our business's bottom line in a flooded baby care products category. The drop-off campaigns have proved to be a game-changer for us, driving an uplift of over 120% in the number of orders placed. The Customer Success and Support teams at WebEngage have always been a message away to solve our challenges and answer any queries we might have.

- Saumil Gupta
Senior Online Marketing Manager, FirstCry



FirstCry aims to offer an unparalleled shopping experience to parents buying for their babies & kids. FirstCry also strives to ensure that parents get the widest range of products from top brands at reasonable prices.

To offer a personalized experience to millions of parents and drive business growth, the Product & Marketing teams at FirstCry were looking for a full-stack retention operating system.

After vetting a few retention operating systems available in the market, FirstCry decided to adopt WebEngage for its user engagement and retention initiatives.

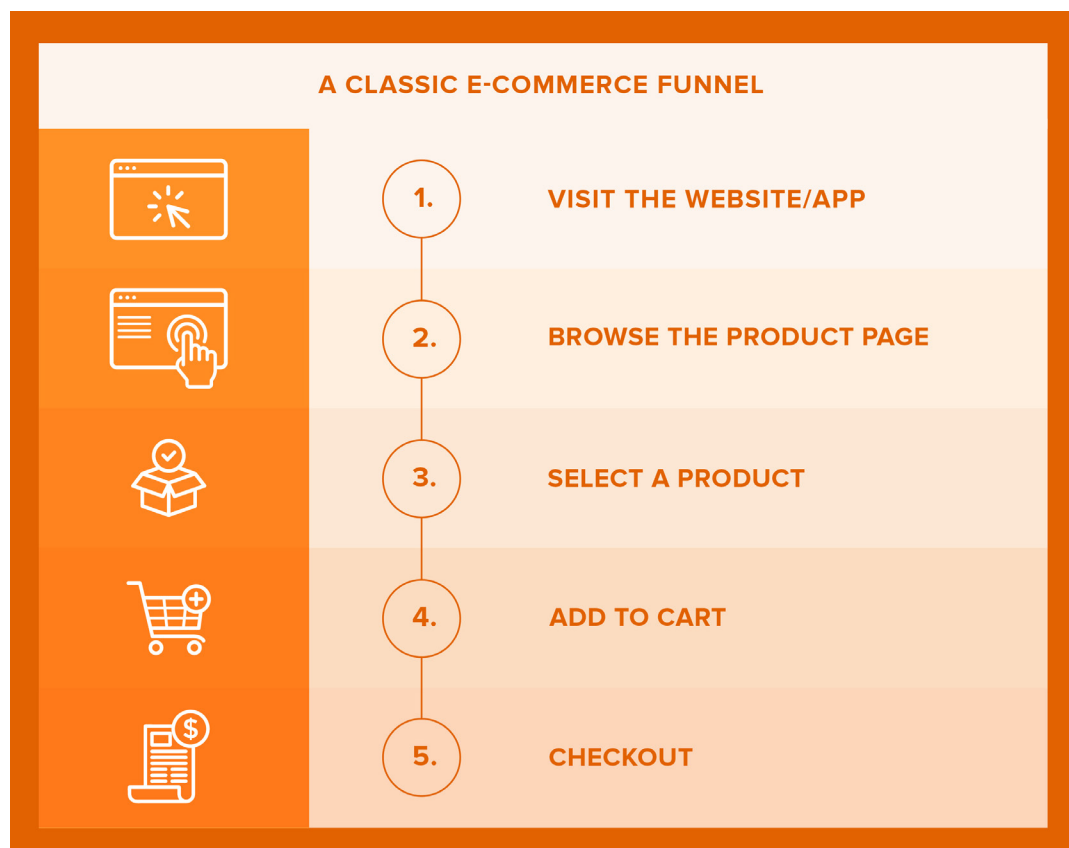
Read on to find out more about how FirstCry has been able to overcome its challenges and implement various use cases to drive business growth.

Goal #1: Increase the number of orders placed

Getting more traffic to an E-commerce store is good. But if the store is getting say 100k visitors per month and only 1% of visitors are placing an order, it can be an expensive marketing exercise.

FirstCry, being an experienced player in the E-commerce industry, understands the importance of retaining customers for sustainable business growth. So the team at **FirstCry wanted to effectively engage its existing users (parents) and encourage them to place an order.**

Challenge #1: Reducing funnel drop-offs



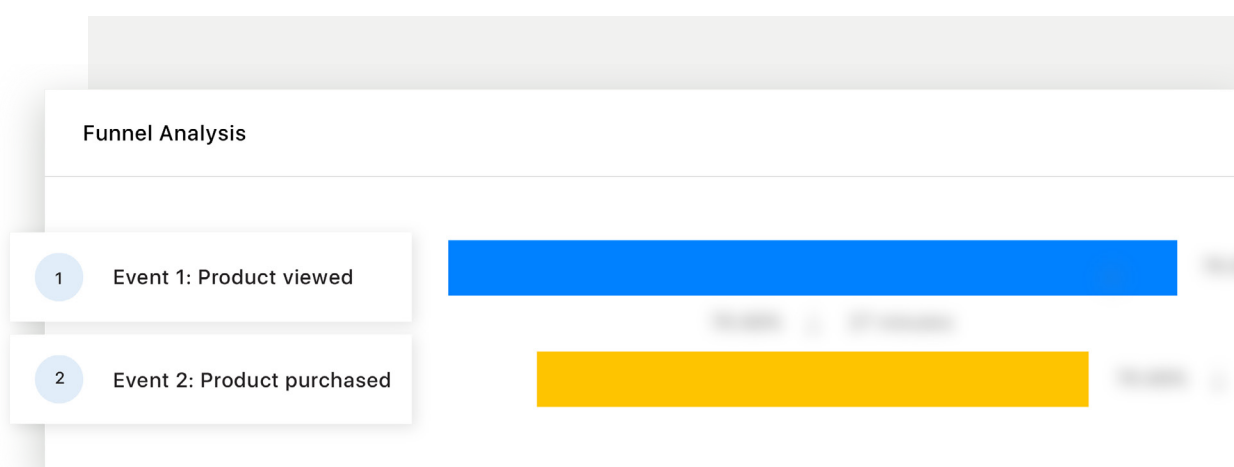
Users (parents) can drop-off from any stage of the funnel due to multiple reasons. The Marketing team at FirstCry didn't have the required tools to analyze their conversion funnel and then take necessary actions to reduce the drop-offs.

Moreover, the **challenge was to reach out to millions of parents with personalized communication and encourage them to place an order.**

Solution #1: Hyper-personalized communication based on Funnel Analysis

With a thorough understanding of the goal and the challenge, the WebEngage Customer Success Team (CSM) collaborated with the teams at FirstCry. Further, the teams mutually decided to leverage [Funnel Analysis](#) feature on the WebEngage dashboard and use the findings to guide the engagement strategy.

Acting upon the approach, the team at FirstCry created different funnels to analyze the parents' behavior on its app and website. Here's a look at one of the funnels that FirstCry has created on the WebEngage dashboard:



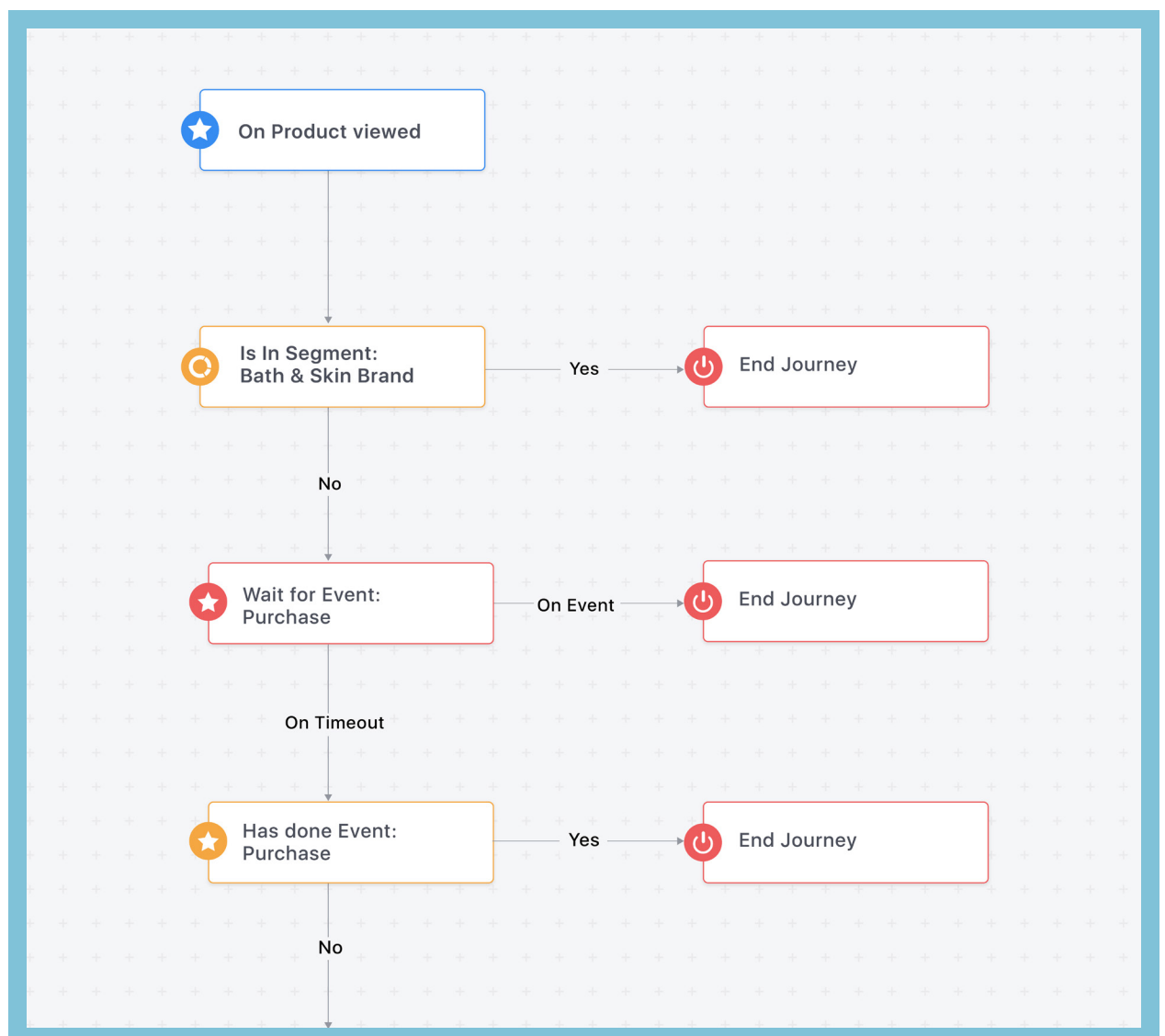
Interesting Fact: You can duplicate an existing funnel to create more funnels with minor variations on the WebEngage dashboard.

FirstCry has created this funnel for the parents who viewed the products but didn't purchase.

With the help of Funnel Analysis, FirstCry identifies the Month-on-Month (MoM) trend of parents' behavior and how many parents are purchasing the products after viewing them on the product page of different categories. The funnel analysis also helps FirstCry with metrics like Overall Conversion Rate and the [Average Time to Convert](#).

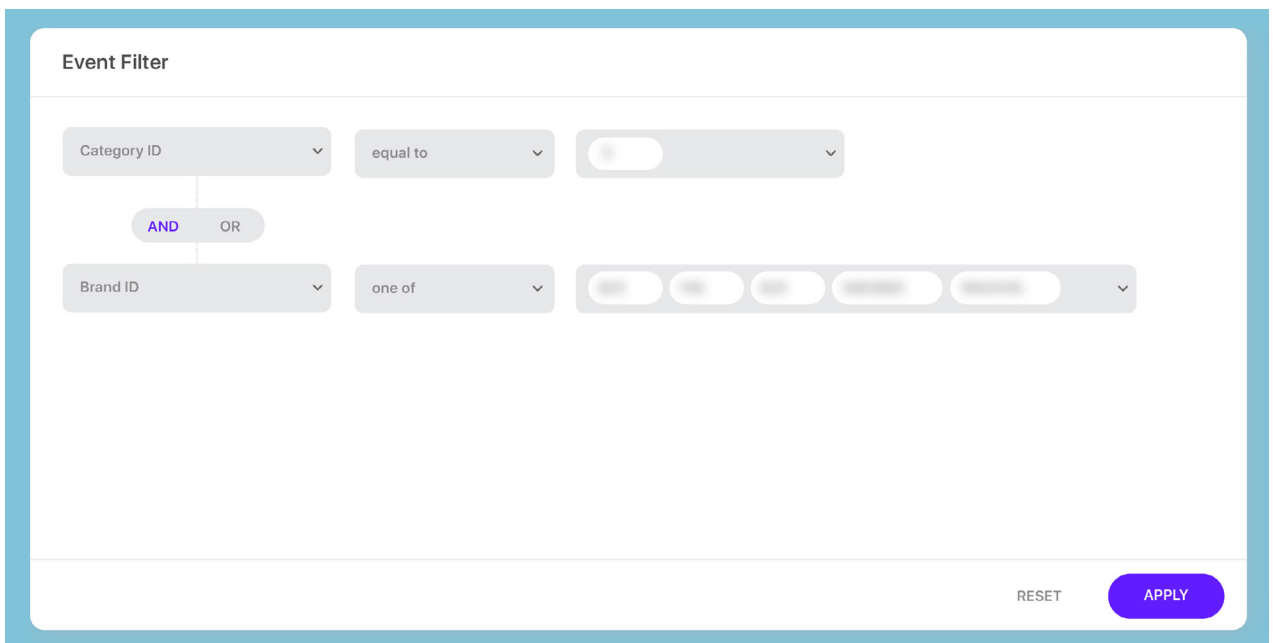
These metrics are strong indicators of how parents interact with FirstCry's app and website. After analyzing the Funnels, the team at FirstCry decided to create journeys for different categories and encourage the parents to complete the checkout process.

Some popular product categories on FirstCry are Bath & Skin, Fashion, Feeding & Nursing and more. Here's a glimpse of one of the journeys for the Bath & Skin category that FirstCry has created on the WebEngage dashboard:



How does the Funnel Drop-off Journey work?

The journey starts with an event trigger '*Product viewed.*' '*Product viewed*' is a [custom event](#) that is triggered when a parent views a product on the FirstCry app/website. The event trigger also uses filters to engage only those parents who have viewed products under the Bath & Skin category. This is determined using the category ID and brand ID of Bath & Skin products category.



The screenshot shows the 'Event Filter' configuration interface. It features two filter conditions connected by a logical operator. The first condition is 'Category ID' with a dropdown arrow, followed by 'equal to' with a dropdown arrow, and a single toggle switch with a dropdown arrow. The logical operator is set to 'AND'. The second condition is 'Brand ID' with a dropdown arrow, followed by 'one of' with a dropdown arrow, and a row of five toggle switches with dropdown arrows. At the bottom right, there are 'RESET' and 'APPLY' buttons.

Subsequently, the journey uses a Wait Block to wait until the parents make a purchase. If parents purchase the product within the wait duration, then the journey ends. Otherwise, the journey uses a [Channel Reachability](#) block to check if parents are reachable on the following channels:

1. Mobile Push
2. Web Push

If parents are reachable on the above channels, they receive the following communication:

MOBILE PUSH CAMPAIGN

firstcry
com

Now

Shashank,

Gentle skin care for your li'l one

Looking for **Massage Oil** for your precious one? Look no further, here is a wide range of products by **Himalaya**.

CHECK OUT NOW



WEB PUSH CAMPAIGN

firstcry
com

Now

Kavya,

Gentle skin care for your li'l one

Looking for **Hair Oil** for your precious one? Look no further, here is a wide range of products by **Mamaearth**.

CHECK OUT NOW



The interesting bit about this journey is that FirstCry has enabled Frequency Capping. [Frequency Capping](#) is a powerful campaign management feature that allows FirstCry to control the number of messages a parent receives within a day, week, and month.

Inside Frequency Capping settings, FirstCry has also defined a time gap between the delivery of consecutive messages. This is done to avoid spamming a parent with multiple messages.

Results

Sending hyper-personalized communication across channels enables the team at FirstCry to encourage its existing users (parents) to place an order. The FirstCry team witnesses some fantastic results.

120% uplift in the number of orders placed by abandoners
97% uplift in revenue generated

Goal #2: Increase the Average Order Value (AOV)

Every E-commerce marketer strives to increase the Average Order Value (AOV) because there is a transaction cost associated with each order. Increasing AOV means more revenue. And more revenue means more profit.

While there are several ways to increase AOV (product bundling, discounting, loyalty programs, etc.), FirstCry specifically wanted to increase the AOV by cross-selling products to relevant user segments. This would also enable FirstCry to:

- **Increase Customer Lifetime Value (CLTV)**
- **Foster brand loyalty**

Challenge #2: Identifying the high-intent user segments

We know that 'one-size fits all' is an approach of the past. It doesn't work in cross-selling or any sort of user engagement activity because each parent has their own set of buying patterns and needs.

Some parents seek discounts while some of them regularly come back to purchase products regardless of discounts.

The Marketing team at FirstCry had the **challenge of identifying the high-intent user segments to devise an effective cross-selling strategy.**

Solution #2: Personalized product recommendations based on parents' purchase history and behavior

To help the Marketing team at FirstCry analyze the parents' purchase history and past behavior, our team recommended **configuring [Event Attributes](#) and leveraging Dynamic Segments on the WebEngage dashboard.**

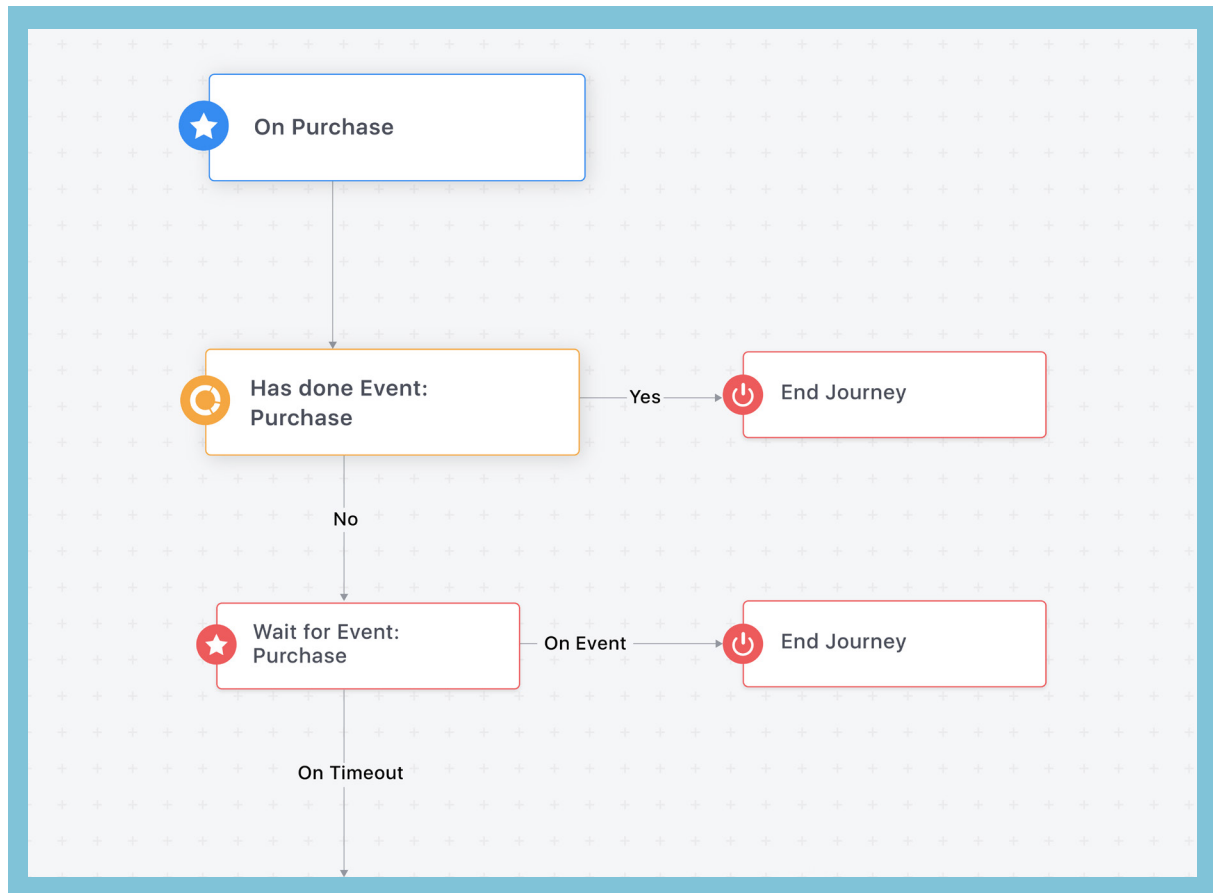
What are Dynamic Segments?

Segments on the WebEngage dashboard are never static. They are dynamic in the sense that WebEngage tracks parents' actions in real-time. So in case of FirstCry, the parents get added or removed from the segments as and when their actions/attributes match/don't match the segment rules.

Rather than manually creating segments of parents, Dynamic Segmentation enables FirstCry to automatically bucket the parents based on real-time data. Creating these segments has been a one-time exercise for the team at FirstCry.

After successfully identifying the relevant user segments, FirstCry decided to run customized journeys to cross-sell to these specific segments.

Here's how one of the cross-sell journeys look like on the WebEngage dashboard:



How does the Cross-sell Journey work?

The journey starts with an event trigger '*Purchase*'. '*Purchase*' is a custom event that is triggered when a parent purchases a product on FirstCry's app/ website. After the event trigger, the journey checks if parents have already purchased the products.

If yes, then the journey ends for those parents. Otherwise, parents receive a communication on the channels they are reachable on.

MOBILE PUSH CAMPAIGN

firstcry
.com

Now

It's a Match!

Step in style with matching Footwear with your Sets & Suits purchase. Order now.



WEB PUSH CAMPAIGN

firstcry
.com

Now

Bought Sets & Suits?

Don't stop there. Get matching trendy Footwear to complete your baby's look

SHOP NOW



The journey sends these messages at regular intervals to encourage parents to purchase. When a parent completes the purchase, he/she exits the journey where journey's *Exit trigger* = *Purchase*.

The interesting bit about this journey is that FirstCry has enabled [Conversion Tracking](#) on the WebEngage dashboard. A conversion event or end goal can be defined for the entire journey and is tracked through all its campaigns.

You might ask how conversions are accurately attributed when parents receive several campaigns through multiple channels, each campaign nudging them to perform a similar action?

WebEngage has devised a two-step conversion attribution model, [Deepest - Latest](#), that helps attribute each parent's conversion to the right campaign. WebEngage automatically tracks several actions that parents perform while interacting with the campaigns as Campaign Events. This includes several metrics like Clicks, Views/Impressions, Dismisses, Failures and so on.

Thus, a combination of all the data gleaned for each parent, in real-time makes it possible for the WebEngage system to attribute a conversion to a campaign accurately.

Results

As a result of identifying high-intent user segments and sending them personalized product recommendations, FirstCry has been successful in cross-selling its products and driving meaningful results.

613% uplift in the number of products purchased

99.21% uplift in revenue generated through cross-sell campaigns

Goal #3: Drive repeat purchases

Returning customers make up about [1/3 of all online shopping revenue](#) and spend 3x more time than one-time shoppers.

FirstCry wanted to encourage one-time shoppers to purchase again and grow its revenue from existing users (parents). This was a crucial goal for FirstCry to lay the foundation for an effective loyalty program and customer retention strategy for the long-term.

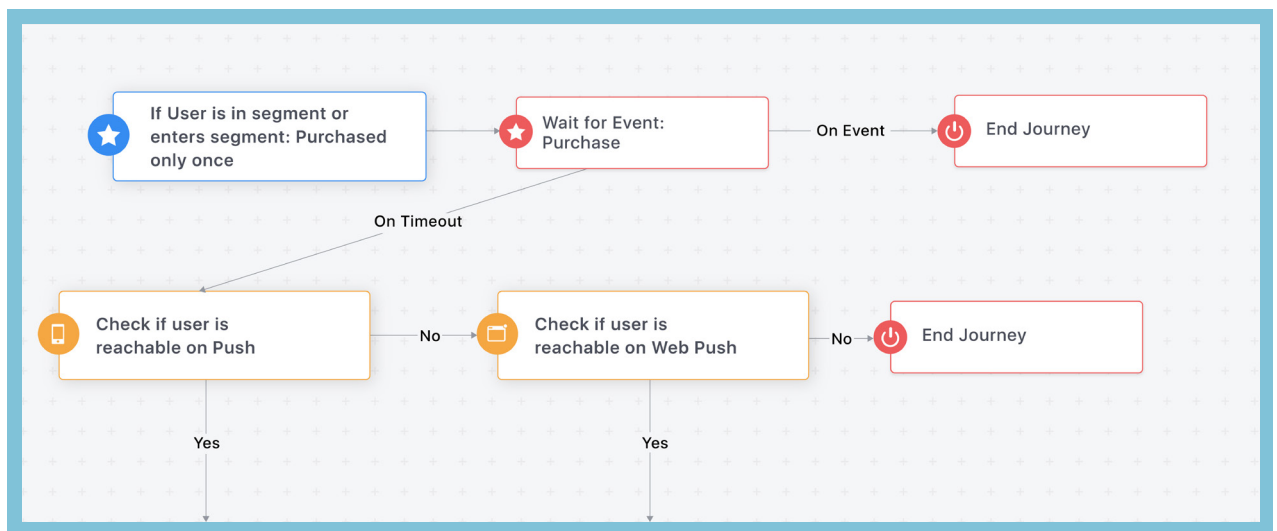
Challenge #3: Understanding parents' behavior and product inclinations

With **millions of Monthly Active Users (MAU)**, understanding each parent's preferences is a daunting task. The Marketing team at **FirstCry had to solve the complexity of understanding the parents' behavior and product preferences** on the platform. Otherwise, the team would miss out on an opportunity to influence the number of repeat purchases.

Solution #3: Nudging one-time shoppers with personalized offers

To overcome the challenge, the team at FirstCry decided to nudge one-time shoppers with personalized offers using a journey and **establish a one-to-one connection based on their product and channel preferences.**

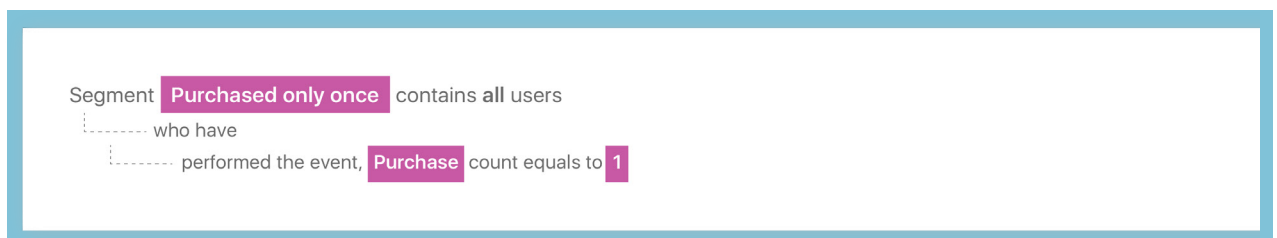
Here's a glimpse of the repeat purchase journey on the WebEngage dashboard:



How does the Repeat Purchase Journey work?

The journey starts when a customer enters or is already in the segment 'Purchased only once'. This is a dynamic [segment](#) which automatically gets updated in real time.

Take a look at the segment logic:



After checking the segment logic, the journey then uses a Wait Block and waits for the parent to complete a purchase organically. The journey ends if the parent completes the purchase within the wait duration. Otherwise, the journey proceeds to check parents' reachability on Mobile and Web Push.

If the parents are reachable on Mobile and Web Push, they receive the following communication:

MOBILE PUSH CAMPAIGN

firststory
com

now

Rahul,
Big Discount on your Next Purchase
Exclusive offer only for you!
Order today.



WEB PUSH CAMPAIGN

firststory
com

now

Jasmine,
Big Discount on your Next Purchase
Exclusive offer only for you!

ORDER TODAY



The interesting bit about this journey is that FirstCry has enabled a Control Group to measure the campaigns' effectiveness.

A [Control Group](#) is a small portion of a campaign's target audience that is randomly selected, represents the entire segment's behavior, and does not receive the campaign.

Results

As a result of engaging the parents based on their product preferences, FirstCry successfully drives repeat purchases and increases its revenue. FirstCry also witnesses significant results.

400.75% uplift in the number of repeat orders placed.

THE
WebEngage

EFFECT ON

firstcry
.com



120% uplift

in the number of orders
placed by abandoners



99.21% uplift

in revenue generated through
cross-sell campaigns



400.75% uplift

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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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