



CASE STUDY

Headout, an on-demand marketplace for tours, experiences and activities, minimizes tech dependency, carries out **90% faster campaign implementation**



COMPANY PROFILE

Headout is an on-demand mobile concierge helping travelers book the best local experiences.

Founded in 2014 by Suren Sultania, Varun Khona, and Vikram Jit Singh, Headout's mission is to help travelers and locals across the globe discover and book high-quality local experiences at the last minute at discounted prices.

Currently serving 50+ cities worldwide, Headout ties up with local service providers to deliver an unparalleled experience to more than 3 billion travelers.



GOALS

- Convert anonymous visitors into customers
- Maximize experience bookings
- Improve the post-purchase experience for better user retention



CHALLENGES

- Obtaining user data/email IDs from anonymous visitors
- Contextually reaching out to abandoners at scale
- Reducing tech dependency to deliver data-backed campaigns



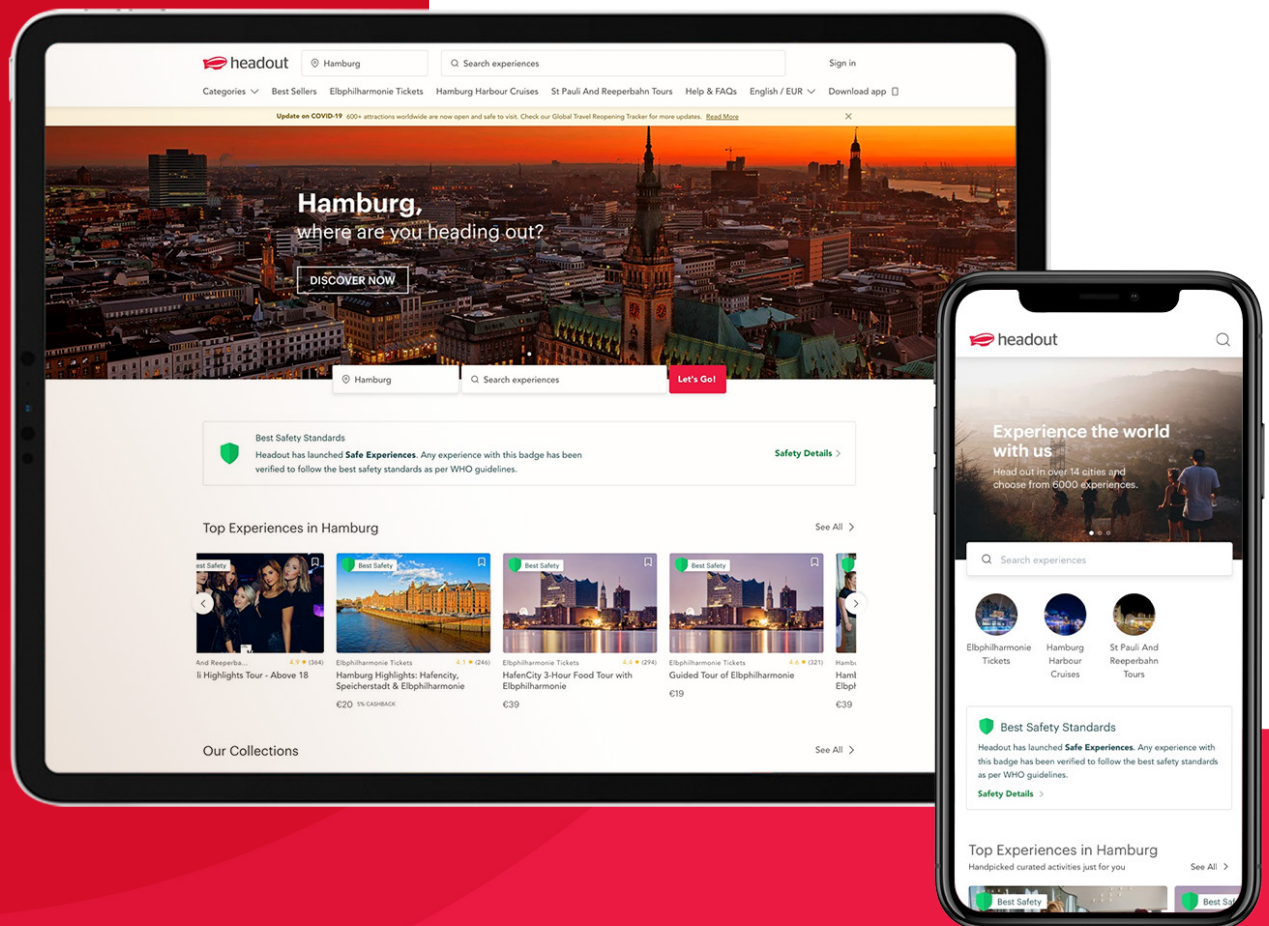
SOLUTION

Headout adopts a hyper-personalized communication approach to effectively nurture leads and deliver impactful and localized experiences at scale. Thus driving maximum conversions and revenue.



WebEngage's marketing automation platform has enabled us to deliver personalized experiences to each traveler around the globe. We are now able to engage with our customers in the language they speak and maximize conversions. With the help of automated user engagement journeys, we've been able to send data-backed campaigns at scale with no manual intervention from our Tech team.

Parag Jain
Vice President - Marketing at Headout



Objective

Providing a memorable and hassle-free booking experience and guiding over 200K monthly users/potential users at each stage of the journey is Headout's top priority.

So, the team at Headout was looking for a full-stack marketing automation platform that would help them:

- **Get a unified view of each user**
- **Build campaigns with shorter execution and testing cycles**
- **Engage with global users in their preferred language**

After evaluating a few marketing automation platforms, Headout partnered with WebEngage to power its user engagement and retention initiatives.

The team at Headout had specific goals to accelerate business growth. So, the Customer Success Manager (CSM) at WebEngage and the Product and Marketing Managers at Headout 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 Headout solves using WebEngage.

Goal #1: Convert anonymous visitors into customers

Headout receives a significant amount of traffic through desktop and mobile web. And a majority of the online visitors remain anonymous and leave the platform without making a transaction.

So, the team at Headout wanted to focus on this big chunk of potential buyers in order to increase conversions and drive higher revenue.

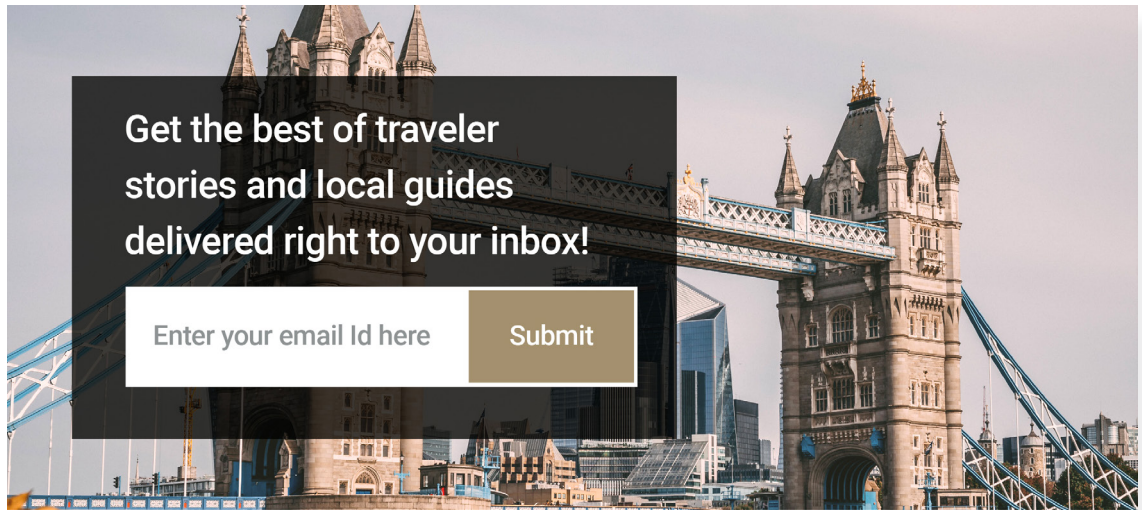
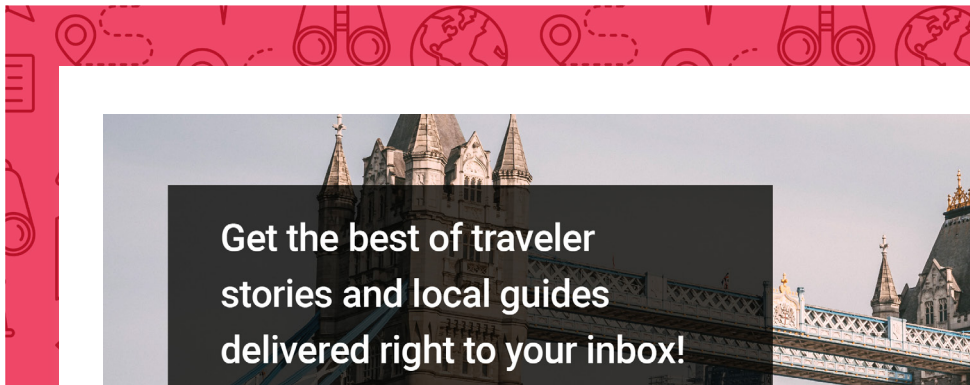
Challenge: Obtaining user data from anonymous visitors

Headout understands that if certain visitors are spending significant time browsing the content on its platform, it is certain that these users do have a decent interest in booking experiences on Headout. But contextually reaching out to these anonymous visitors at scale and nudging them to share their contact information can be quite a mammoth task.

Solution: Timely and contextual user engagement

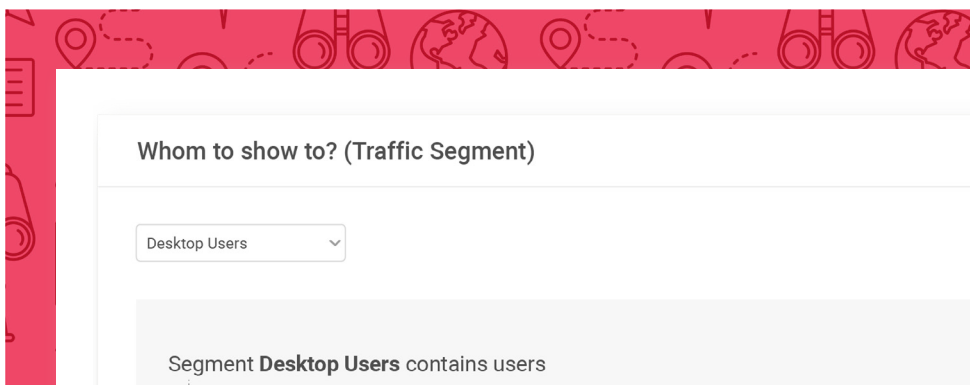
Keeping the above challenge in mind, the Customer Success Manager at WebEngage suggested leveraging [onsite surveys](#) to capture email leads on the website.

The Headout team leverages the on-site survey notification functionality on the WebEngage dashboard to create an on-site pop-up on the Headout blog page. The aim is to grab the visitor's attention before they exit the blog page and encourage the blog visitors to subscribe to the blog by sharing their email address.



The Headout team has configured targeting rules to define the Survey's target audience and control when and how it should be shown to a user:

- The team at Headout has created a segment to exclusively target the desktop users. Here's how the segmentation logic looks like on the WebEngage dashboard:



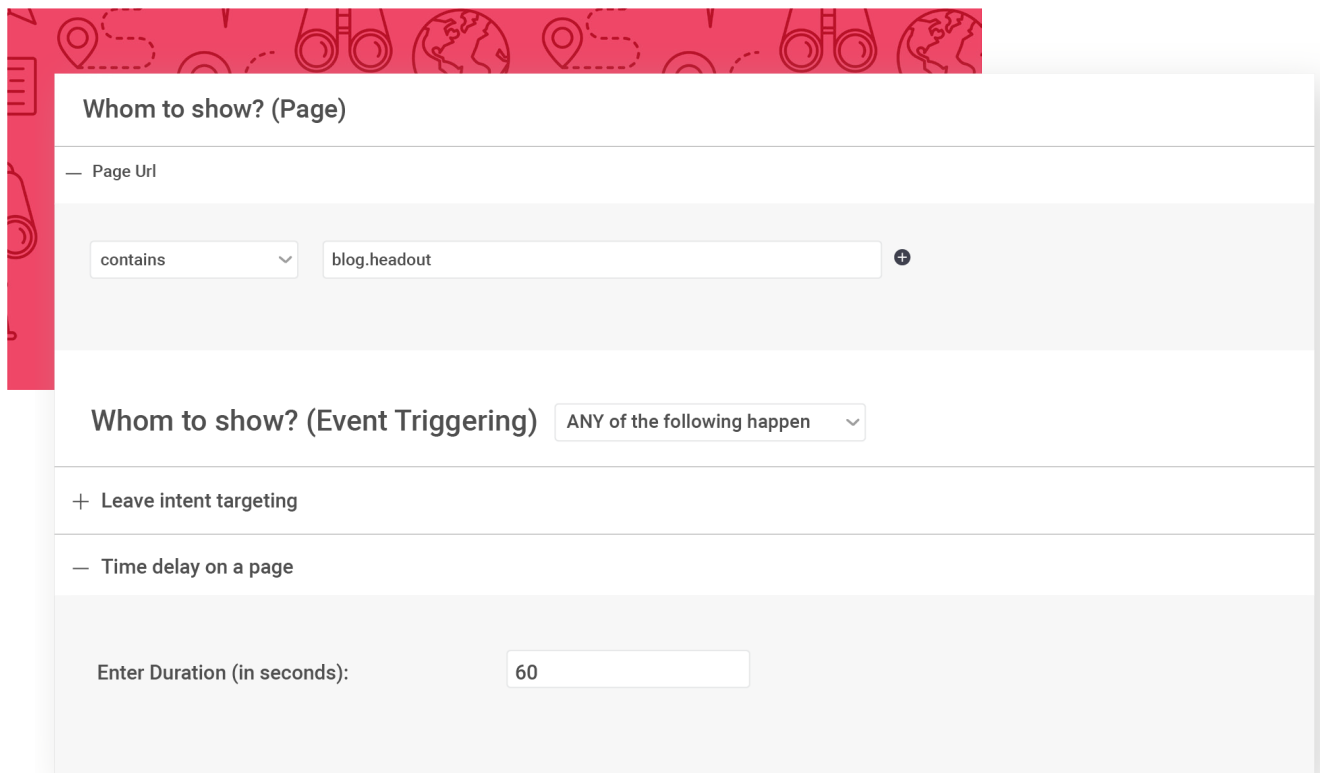
Whom to show to? (Traffic Segment)

Desktop Users

Segment **Desktop Users** contains users

- having WEB device
 - where
 - Device is Desktop

- Next, the Headout team has specified where and when the on-site pop-up must be shown to a visitor.



The screenshot displays the WebEngage configuration interface for a pop-up. The background is a red banner with white line-art icons of a location pin, a magnifying glass, a globe, and a person. The configuration panel is white and contains the following sections:

- Whom to show? (Page)**
 - Page Url
 - contains (dropdown) | blog.headout (text input) | + (add button)
- Whom to show? (Event Triggering)** | ANY of the following happen (dropdown)
- + Leave intent targeting
- Time delay on a page
 - Enter Duration (in seconds): | 60 (text input)

By configuring multiple conditions, the Headout team has been able to create a customized on-site notification to successfully drive leads by capturing the visitor's Email ID on the website and accelerate the conversion process.

Outcome:

With a targeted approach in capturing email leads, the Headout team has been able to witness :

27.27% of users booked their first experience on Headout

Additionally, the survey helped convert additional 1% of blog visitors to subscribe and push them through the usual engagement funnel rather than losing them completely.

Goal #2: Maximize experience bookings

In today's culture of virtual window shopping and price comparison, shopping cart abandonment has become a pain point not just for online retailers but for the online travel sector as well. In fact, the travel industry as a whole suffers from 81% abandoned cart rates*.

With dozens of booking options available to users for planning their tours, it's easy to get distracted and move on to other platforms without completing the transaction on one particular platform.

Headout aims at convincing maximum known as well as unknown users to complete their booking once the users have chosen a particular experience and reached closer to making the payment.

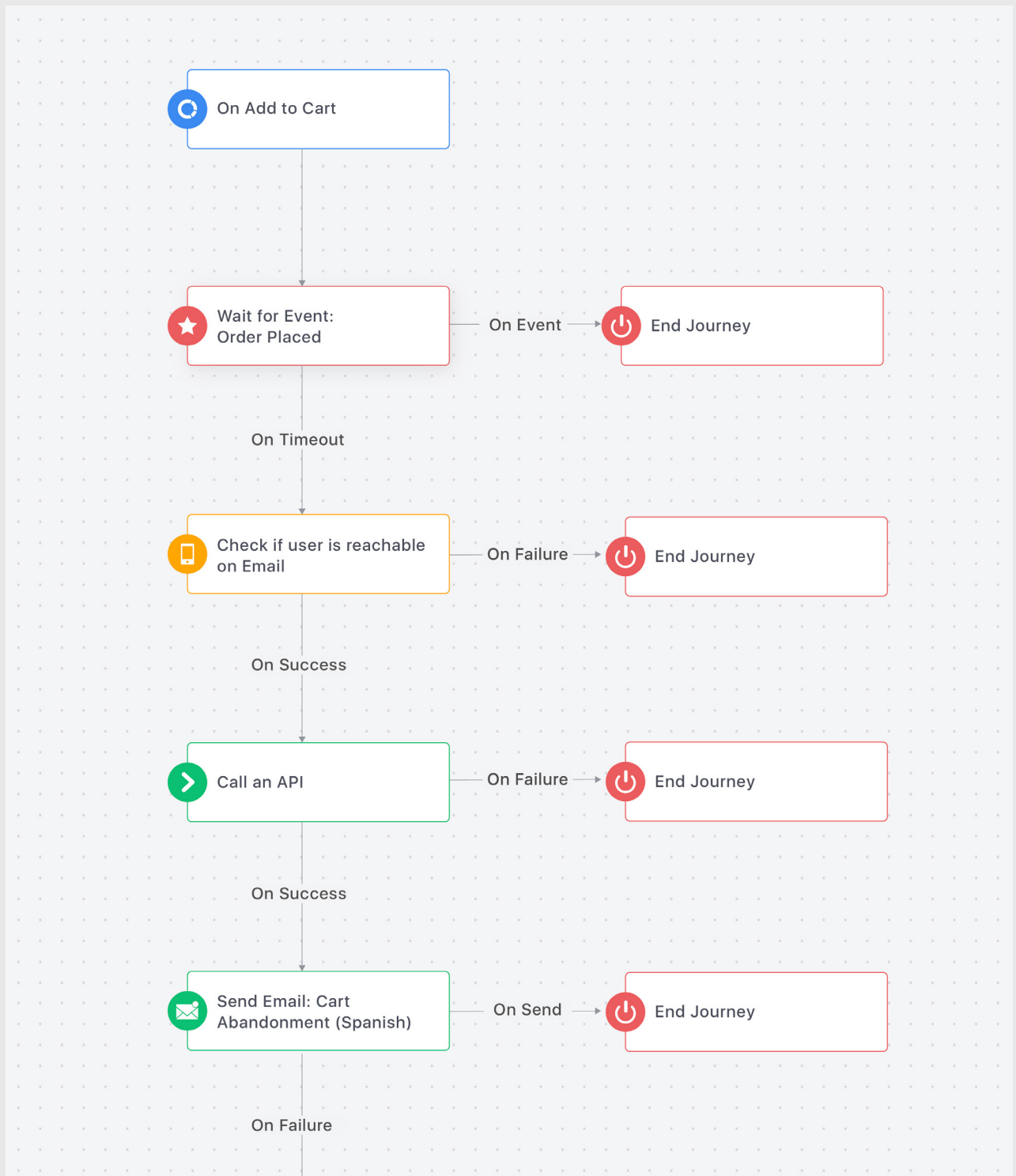
Challenge: Contextually reaching out to cart abandoners

With a growing user base, manually engaging with each user becomes time consuming and exhaustive for the team. And catering to a global audience with diverse interests and background like language, culture, etc. poses several challenges to the Marketing team.

Solution: Data-driven, localized user engagement at scale

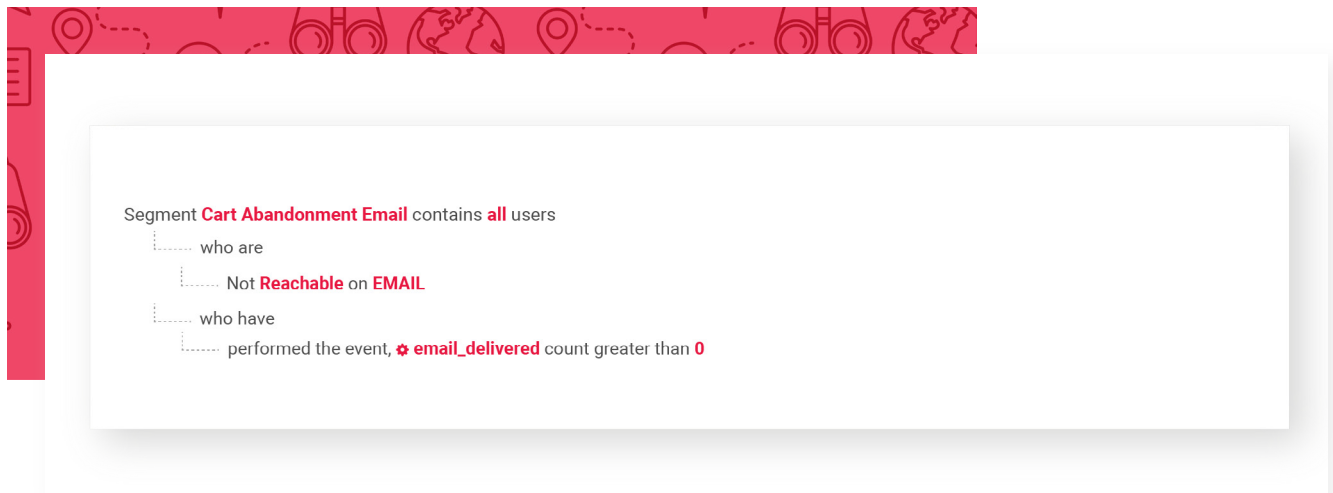
The team at Headout has designed user engagement journeys using WebEngage's Journey Designer to target users who are just a step away from making the payment and booking an experience.

Here's a snapshot of the Cart Abandonment journey:

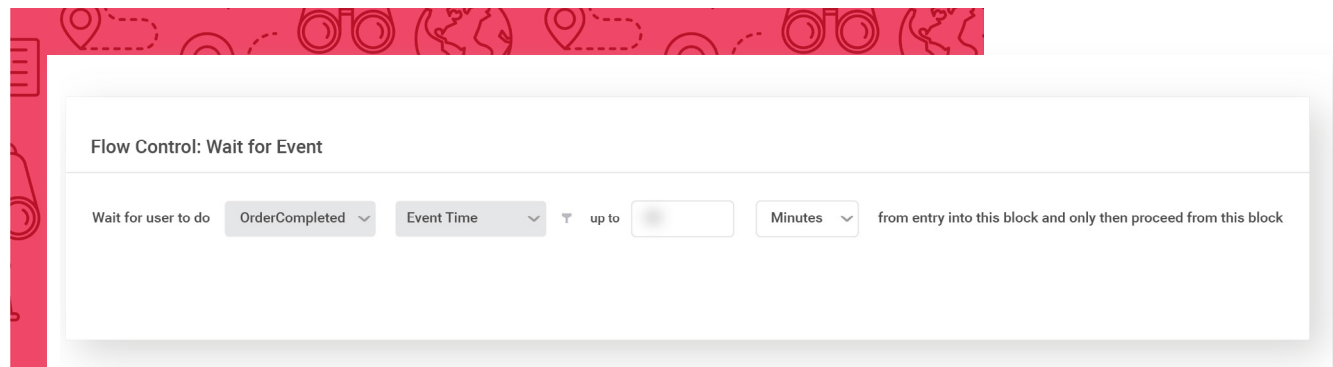


The journey starts with a simple event trigger, '*Checkout Incomplete*'. So the journey only gets triggered for the users who have added experience(s) to the cart but haven't checked out i.e. made the payment. Once the user enters the journey, the system then excludes the segment of users who are not reachable via email.

Here's how the segmentation logic on the WebEngage dashboard looks like:



The system then observes the user's behavior on the website/app, for a specified time, to check whether or not she has performed the event - *Order Completed*. This is done via the 'Wait For Event' feature as shown below.




If the user doesn't place the order within the specified time frame, the system summons an API call. With the API functionality, the system identifies users' language preference to send messages in their native language like French, Dutch, Spanish and more, establishing personalization and likelihood to convert.

As per the user's preferred language, the automated personalized email communication is then delivered to the user.

Here's how the messages sent from the Cart Abandonment Journey look like:

Cart Abandonment Email in English




Hey **Mahin!**

Looks like you didn't complete your **Dubai** booking. Here's the deal. Checkout in the next 24 hours and we'll give you an extra 5% off on your experience.

Use **DUBAI5** for additional 5% OFF
*Valid for the next 24 hours only

GO >>

Here's the experience you were eyeing.



Best Safety

Burj Khalifa Combo Ti... 4.6 ★ (246)

Burj Khalifa + Free Pastry & Coffee At The Café

AED 129

BOOK NOW

Still wondering if this is a good buy?
Here's what others are saying about this experience.

★★★★★ (4.6)

Anjali Verma

It was all very simple. We just had to get the QR codes scanned at the entrance and were good to go.


★★★★★ (5)

Farouq Mahmood

Absolutely an amazing trip to Dubai frame, it was a very nice experience.

[Read more reviews](#)

Not exactly what you're looking for? Here are some more experiences you'd like:




Best Safety

Jumble Dubai Tickets 4.7 ★ (35)

Jumble - The Urban Maze

from AED-195

AED 110 SAVE UP TO 37%




Free Cancellation

Dubai Lost Chambers A... 4.8 ★ (105)

The Lost Chambers Aquarium

from AED-120

AED 110 SAVE 8% + 5% CASHBACK



Best Safety

Burj Khalifa Combo Ti... 4.6 ★ (11,3K)

Dubai Aquarium & Underwater Zoo + Burj Khalifa Combo

from AED-229

AED 223.2 SAVE 20% + 5% CASHBACK

BOOK NOW



Cart Abandonment Email in Spanish



Hola **Emilia!**

Parece que no has completado tu reserva **Madrid**.
Te traemos una oferta especial. Termina tu reserva
en las próximas 24 horas y ¡te daremos un 5% de
descuento adicional a tu experiencia!

Utilice **MADRID5** para obtener un 5% adicional de*
*Válida solo para las próximas 24 horas

CONTINÚA >>

Esta es la experiencia que estabas viendo:



Prado Museum Tickets

4.5 ★ (941)

Sla de wachtrijen voor
het Prado-museum over
EUR 15

COMPLETA TU RESERVA

Todavía te preguntas si es una buena opción?
Esto es lo que otros usuarios opinan sobre
esta experiencia.

★★★★★ (4.6)

Isabella

It was all very simple. We just had
Fue una experiencia maravillosa.
¡Tuvimos un montón de diversión!

★★★★★ (5)

Mateo

Fue una gira realmente agradable.
Todo estuvo muy bien organizado.

[Leer más reseñas](#)

No es exactamente lo que estás buscando?
Aquí encontrarás más aventuras que te pueden
interesar



Santiago Bernabeu Sta...
Real Madrid C.F. Museum & Bernabeu
Stadium: Skip-the-Line Ticket

€19



Wax Museum Madrid Tic...
Skip the Line Ticket to Wax Museum
Madrid

€21



Zoo Aquarium Madrid T...
Zoo Aquarium Madrid: Skip the Line
Ticket

€24

RESERVAR AHORA



Additionally, to measure the campaign's effectiveness, the team at Headout has set up a [Control Group](#) on the WebEngage dashboard. A *Control Group* is a small portion of a campaign's target audience that is randomly selected, and it represents the entire segment's behavior, but does not receive any communication from the user journey targeted to the rest of the users in the segment. This group basically surpasses any and all the campaigns that go out via the journey created on the WebEngage dashboard.

Outcome:

With the help of automated workflows, multi-lingual support, and targeted communication, the team at Headout has been able to encourage abandoners to complete the order on the website/app and witness:

Over 7% CTR on Email

10.8% of the targeted users booked an experience

Goal #3: Improve the post-purchase experience for better user retention

The team at Headout understands that acquiring a new customer or winning over an old one is not the end of a customer lifecycle. It's equally important to make sure that a customer feels good about his/her purchase and keeps coming back to them.

So, the Headout team aims at enhancing the post-purchase experience of users by sending out personalized travel recommendations, audio tour guides, pre-trip reminder communication & more. Thus increasing the chances of repeat purchases and platform stickiness.

Challenge: Massive tech dependency to deliver data-backed campaigns

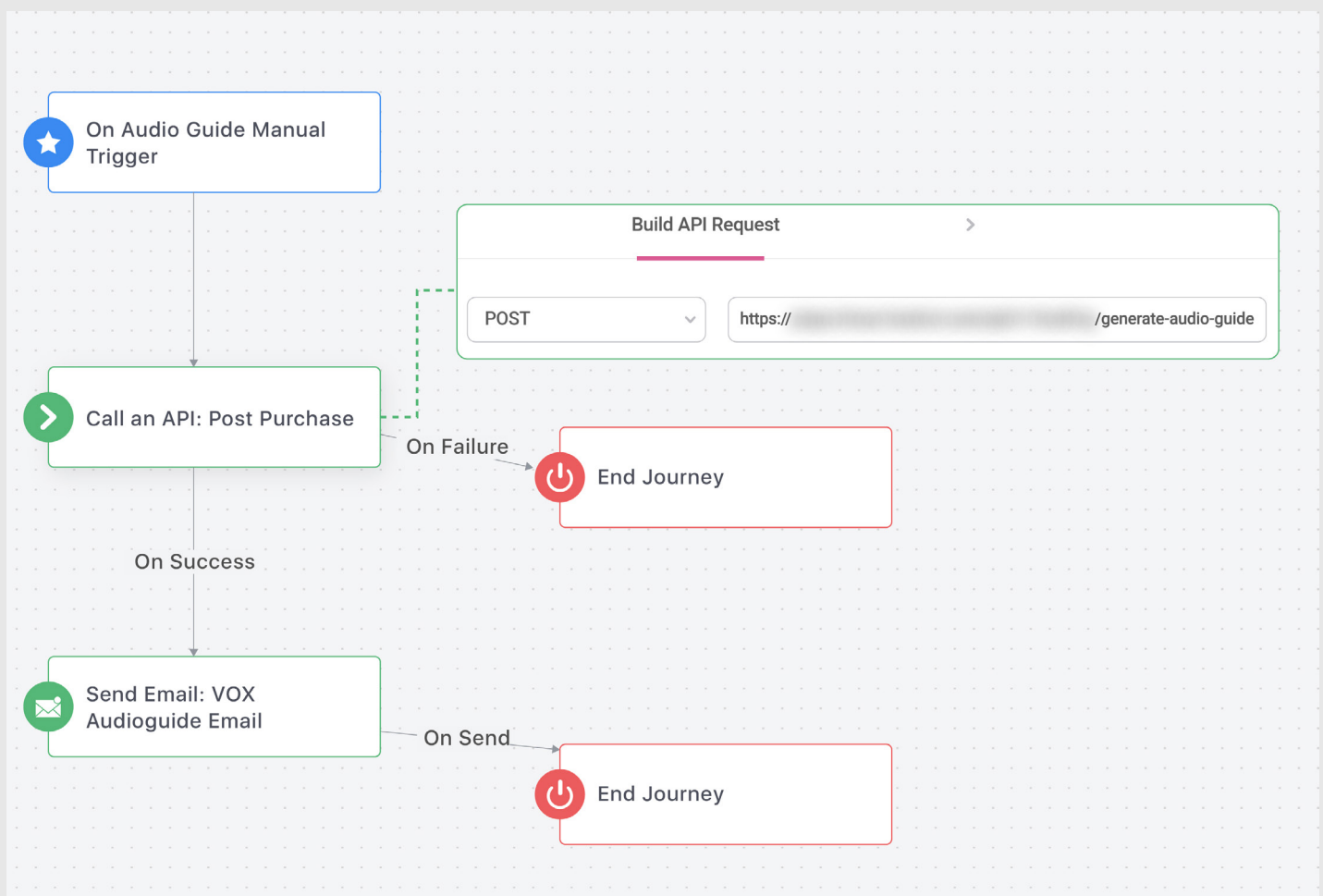
Now, manually mapping and sending out targeted and personalized, post-purchase communication to each user based on their purchase would take up a lot of time.

In order to send out contextual campaigns at scale, the team at Headout had to depend on their internal Tech team - this would require consistent manual intervention and sometimes lead to delays in campaign execution as well.

Solution: Automated, timely and personalized user engagement at scale

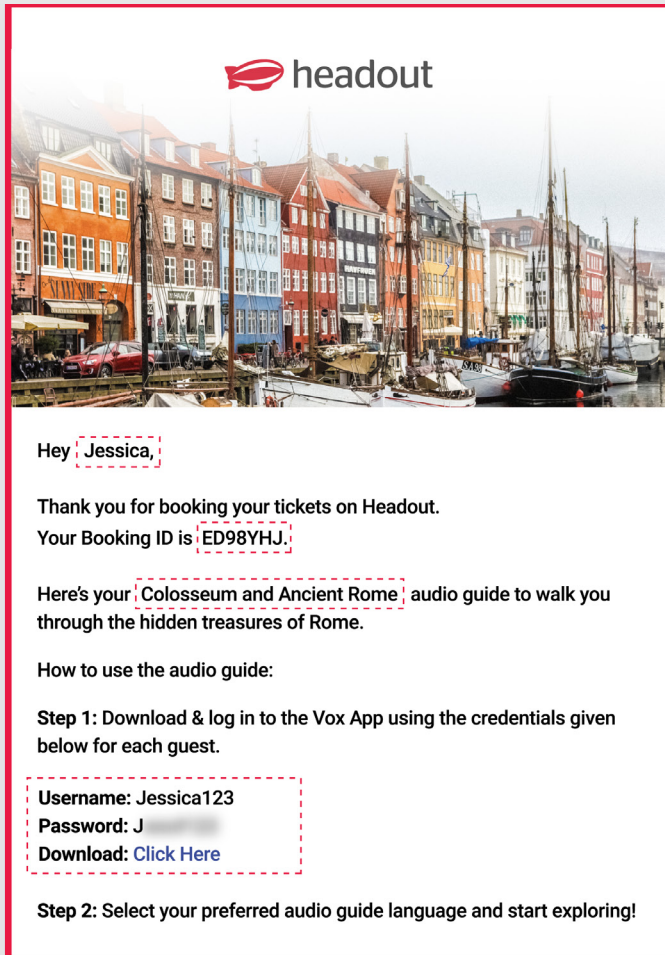
Keeping the above challenge in mind, the Headout team creates automated workflows using WebEngage's Journey Designer to target users who have booked an experience on the platform and send personalized audio guides in their preferred language. The audio guide acts as a self-guided tour which helps the user to explore new places and experiences with ease.

Here's a glimpse of the Audio Guide journey on the WebEngage dashboard:



Sending customized travel recommendations, audio guides, and timely trip reminders in the users preferred language provides more value to the users, thus driving brand loyalty and retention.

Audio Guide Email Communication



Using WebEngage's Journey Designer and *call an API* functionality, Headout has been able to engage with its customers meaningfully and drive repeat purchases.

Outcome:

50+ manual hours saved to execute post-purchase campaigns

90% faster implementation

Over 3% boost in repeat purchases

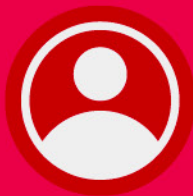
THE WebEngage EFFECT ON

 headout



Over 27% visitors

book their first experience on Headout



50+

human hours saved



90% faster

campaign implementation



Over 10%

cart abandoners complete
booking an experience

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.

TALK TO US TODAY

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