



India's tech-enabled
home interiors brand,
boosts its revenue by 148%
through **behavior-based**
user engagement

COMPANY PROFILE

HomeLane, established in 2014, is India's tech-enabled home interiors brand that provides personalized end-to-end interior design services. The company has been recognized by the Economic Times as the Best Brand in the Best Interiors category. HomeLane guarantees a predictable and easy interiors service for the Indian homeowner through their unique delivery timeline of 45 days.

In an industry riddled with delays, poor quality and hidden costs, the brand also assures superior quality finish with complete price transparency. Through technological interventions, tech-empowered expert designers and project managers, the company has aided 15,000+ homes with wonderful interiors across the country. HomeLane currently services 12+ cities across India through 21 experience centres.



The Objective

- Reduce drop-offs in the user lifecycle
- Increase the conversion rate and revenue



The Challenges

- Monitoring user actions and behavior at scale
- Reaching out to users in real-time



The Solution

HomeLane adopts a behavior-based multi-channel communication approach to **effectively nurture** leads and deliver personalized experiences. Thus driving **maximum** conversions and revenue.



WebEngage plays an instrumental role in our business growth. The use cases that we implement on the WebEngage dashboard have been helping us in increasing our overall revenue by 148% and retain our users consistently. The Customer Support and Success teams have always been there to solve our queries and enable us to overcome major challenges.

- Dhananjay Yadav

Associate Vice President - Customer Acquisition at HomeLane

THE OBJECTIVE

HomeLane's objective is to offer transparency, convenience, predictability of timelines, and quality in interior design. User experience plays an important role in interior designing and can be a good brand differentiator.

HomeLane aims to offer a best-in-class experience to millions of users and to do so, the team at HomeLane was looking for a scalable marketing automation platform with which they could:

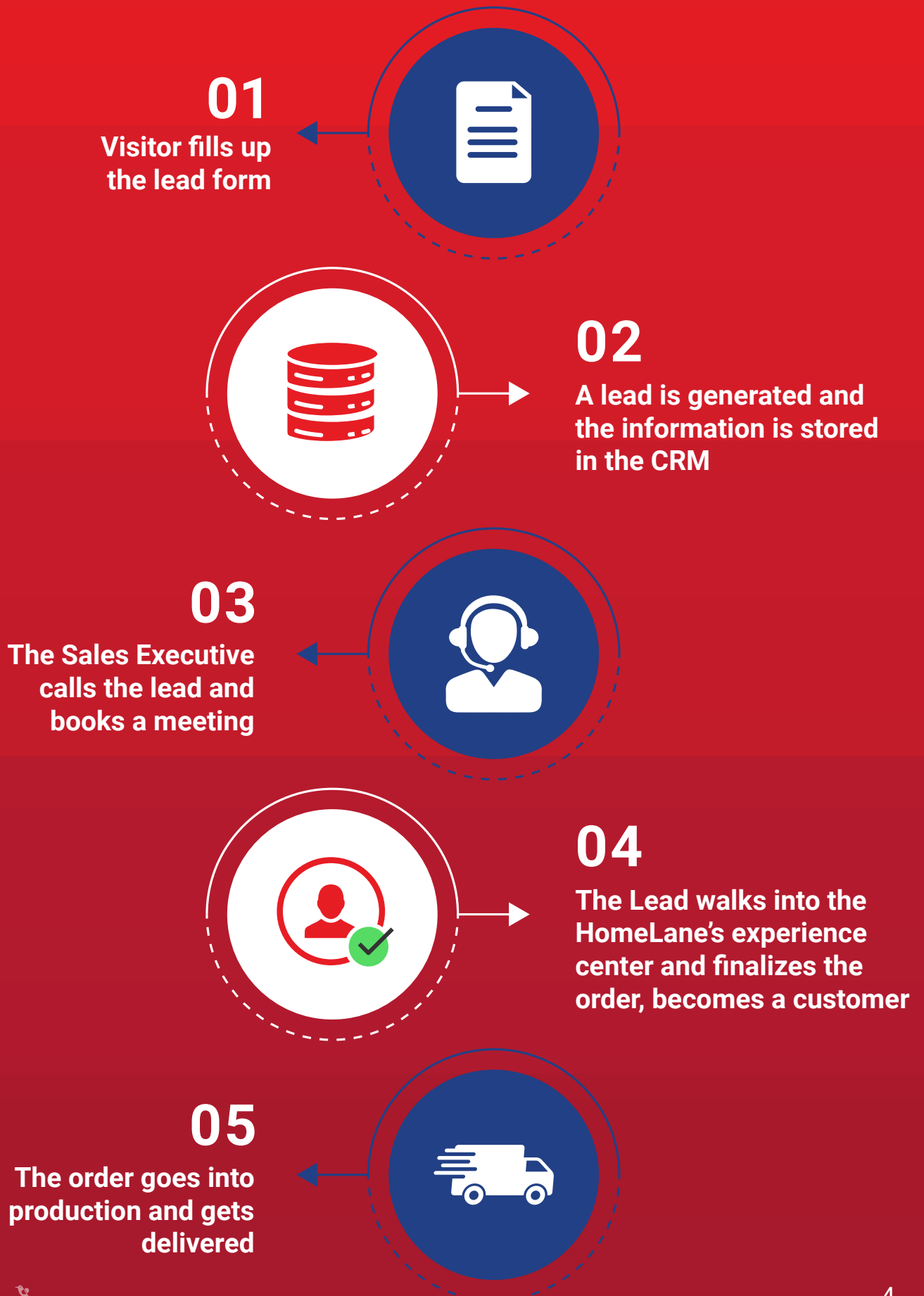
- **Reduce drop-offs in the user lifecycle**
- **Increase the conversion rate and revenue**

While these were the requirements from a growth perspective, HomeLane also wanted its chosen marketing automation platform to seamlessly facilitate third-party integration with applications like Customer Relationship Management (CRM) software and Google Tag Manager (GTM). This was necessary to manage the inflow and outflow of data as and when required.

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

Before we get into how HomeLane utilizes WebEngage, let's first understand how a typical user journey on the HomeLane website looks like:

USER JOURNEY ON THE HomeLane WEBSITE



Meet a designer online

Enter your name

Enter your email

Enter your mobile number

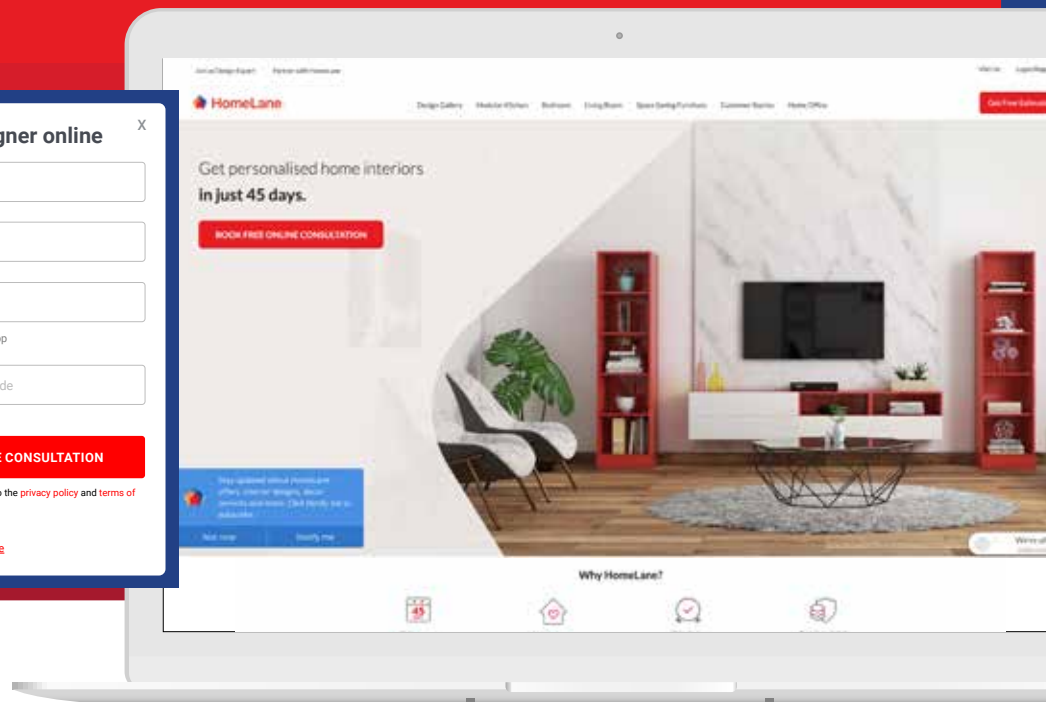
☐ You can reach me on WhatsApp

Enter your residence pincode

BOOK FREE ONLINE CONSULTATION

By submitting this form, you agree to the [privacy policy](#) and [terms of use](#)

Close



HomeLane spends a considerable amount on user acquisition (from organic and paid channels). It is necessary for HomeLane to convert these visitors into leads, otherwise it would be an expensive marketing exercise.

The Marketing team at HomeLane analyzed the complete user journey and found that visitors were abandoning the lead form midway and dropping off. HomeLane wanted to reduce these drop-offs with hyper-personalized retargeting and increase its pool of leads.

Because, more number of leads would mean:

- **A healthy pipeline for sales executives**
- **An opportunity to improve the North Star Metric - Consultation Booked**

THE CHALLENGES

The HomeLane team was facing a few challenges that centered around data unification and tracking, micro-segmentation, and multi-channel communication.

Here's a closer look at some of the challenges the HomeLane team was facing before partnering with WebEngage:



Monitoring user actions and behavior at scale

With a growing user base, manually tracking and monitoring the user behavior at scale is not an easy feat. The HomeLane team was using various individual tools and interfaces to engage with its users. And integrating data from across channels was challenging.

So, they wanted to break down all the silos and unify the customer data at a single place to analyze user behavior, create micro segments, and run contextual engagement campaigns.



Reaching out to users in real-time

As the HomeLane team aims to provide seamless and meaningful experiences to their customers, they aim at sending out relevant and personalized communication to each user based on how they engage and interact with the website. But sending contextual communication to millions of users manually in real time was time-consuming and tedious.

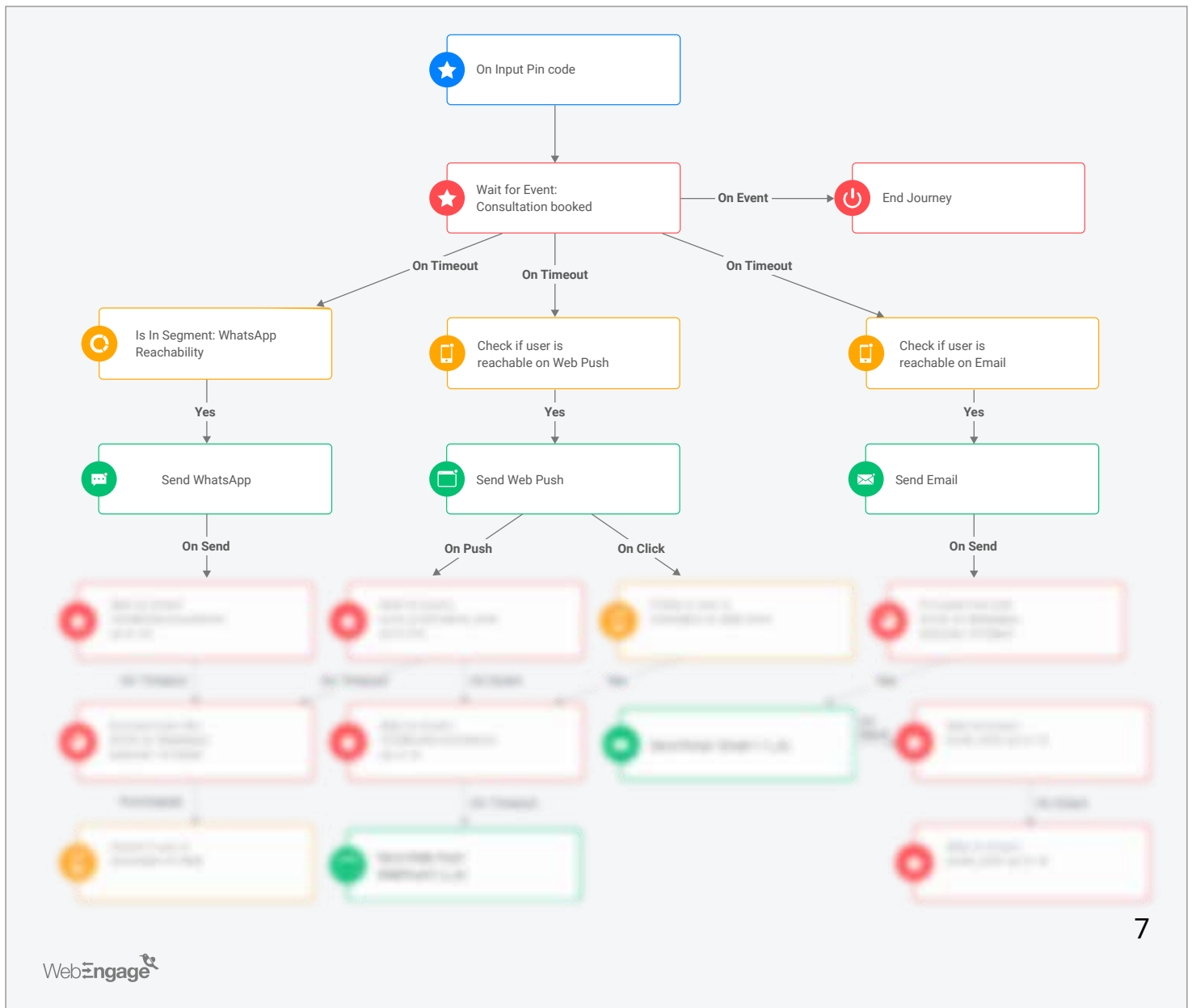
After getting an in-depth understanding of the challenges, WebEngage's Customer Success Manager suggested adopting a **behavior-based [multi-channel communication](#) approach**. The HomeLane team designed user journeys using the WebEngage [Journey Designer](#) to engage users at different stages of their lifecycle and reduce drop-offs.

THE SOLUTIONS

Stage 1: Convert website visitors into qualified leads

Using the WebEngage Journey Designer, HomeLane has created a user engagement journey, which is triggered based on the actions performed by the visitors on their first visit - these actions range from events like the user entering their *Pin code*, *Mobile number*, *Email* and so on. The user enters a particular journey based on the event performed by him/her. Once that happens, a set of contextual engagement campaigns are sent across to the user through the same journey to encourage the visitors to instantly book an online consultation with an interior designer on HomeLane.

Here's an overview of one of the visitor-to-lead journeys run by HomeLane



The journey starts as soon as the user does an event - *Input Pin code*. This means the journey starts when the user drops-off after entering the pincode while filling the online consultation form on the website.

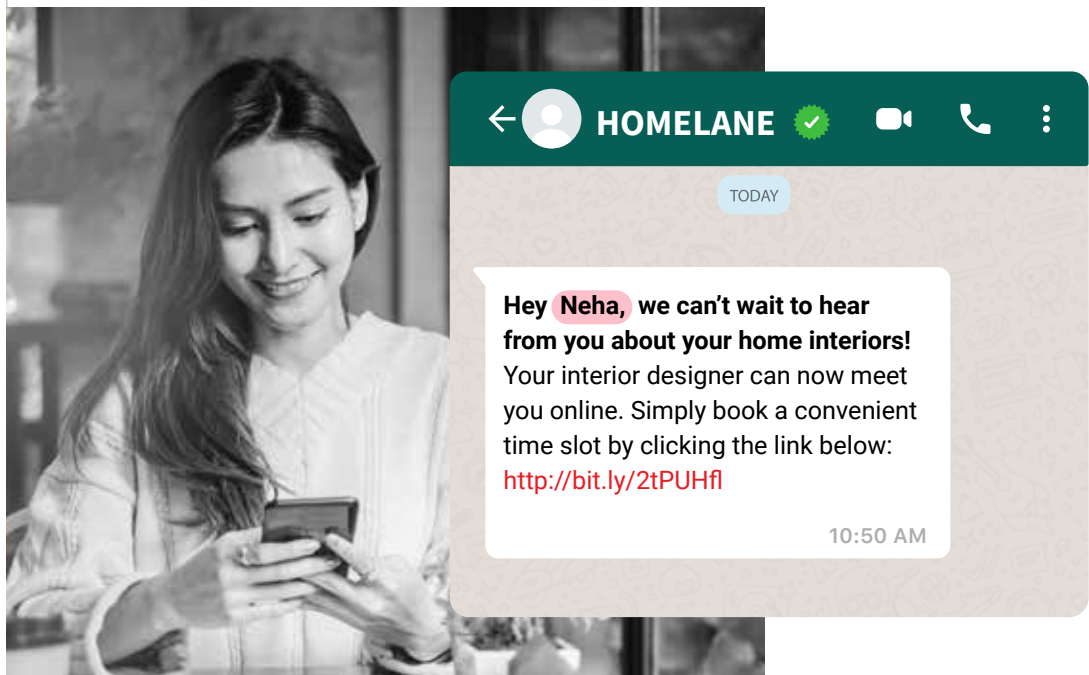
Once the user enters the journey, the system then checks for the event - *Consultation Booked*. If the user has already booked an online consultation on the website, the Journey ends for that user.

If not, the system then waits for a specified time to check whether or not the user has still performed the event - *Consultation Booked*. This is done via the 'Wait For Event' block on the Journey Designer canvas as shown below:

Flow Control: Wait for Event			
Wait for user to do	<div>Consultation booked</div>	up to	<div>5</div> <div>minutes</div>
from entry into this block and only then proceed from this block			

If the user hasn't booked a consultation within the specified time frame, the system checks for the user's reachability on different engagement channels like Email, Web Push, SMS, and WhatsApp. As per the user's reachability on each channel, automated and personalized communication is delivered to the user.

WhatsApp campaign



Email campaign



Design your new home's interior **online.**



Design your home interiors from the comfort of your home. Meet with our design expert online. Book your free online design consultation now!

BOOK NOW

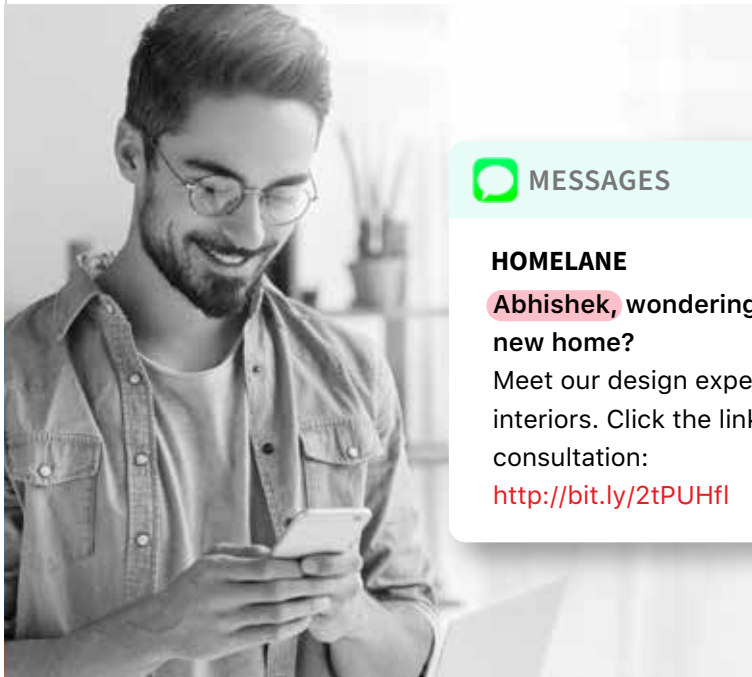
Web Push campaign



Hey **Mariam,**
Bought a house? Set it up beautifully with HomeLane - India's most preferred home interior design platform.

BOOK NOW

SMS campaign



MESSAGES

11:50 AM

HOMELANE

Abhishek, wondering how to set up your new home?

Meet our design expert online for beautiful interiors. Click the link to book your consultation:

<http://bit.ly/2tPUHfl>



Interesting fact: The *channel reachability* feature on the WebEngage dashboard is determined by tracking users' actions and behavior on the website. So, if the system detects that there is a failure in email delivery due to an invalid email address, then the user's reachability on Email as a channel is automatically set to *unreachable*. And if the user updates their correct email ID later, then the reachability on Email as a channel is set to *reachable* for that user.

Thereafter, if the user hasn't responded to the nudge within a day, then another round of communication is sent across the same channels. This is the final reminder and the journey ends whether or not the user converts (conversion event - *Consultation Booked*). This ensures that the user doesn't feel bombarded with multiple messages.

The HomeLane team also reaches out to the users at the time when they are most likely to convert. To do this, they used the 'Wait for Time' block to deliver messages only on weekdays and at an optimal time slot. Also, with the help of the AND/OR logic, HomeLane could combine more than one timeslots and send out the communication only during those slots. (as shown in the image below)

Flow Control: Wait for Time Slots

Wait for the following time slots and proceed from this block only during the following time slots. All timings are in

Project Time Zone (UTC+5:30)

Weekdays (Monday to Friday)

from

:

am

to

:

am

OR

Weekdays (Monday to Friday)

from

:

am

to

:

am

ADD TIME SLOT

Now, to effectively measure the performance of each campaign, the HomeLane team applies 'Tags' to all the campaigns - for faster access and improved campaign analytics. This helps them to organize their campaigns based on the campaign goals and objectives. And helps them to effectively analyze and compare the performance of each campaign across business verticals.

TAG	DELIVERED	CONVERSIONS	REVENUE
Bestselling kitchen	<div><div></div></div> 27%	<div><div></div></div> 19%	<div><div></div></div> 24%
Bestselling wardrobe	<div><div></div></div> 17%	<div><div></div></div> 12%	<div><div></div></div> 13%

Based on users’ interactions with the website, the HomeLane team identifies drop-off points by building funnels on the WebEngage dashboard and then feeding the insights gathered into multi-channel campaigns using the Journey Designer. This helps the team to effectively target each visitor and convert them into a qualified lead. Thus reducing drop-offs and driving conversions.

With the help of contextual and multi-channel engagement, HomeLane has been able to encourage its website visitors to complete the lead form and drive significant results like

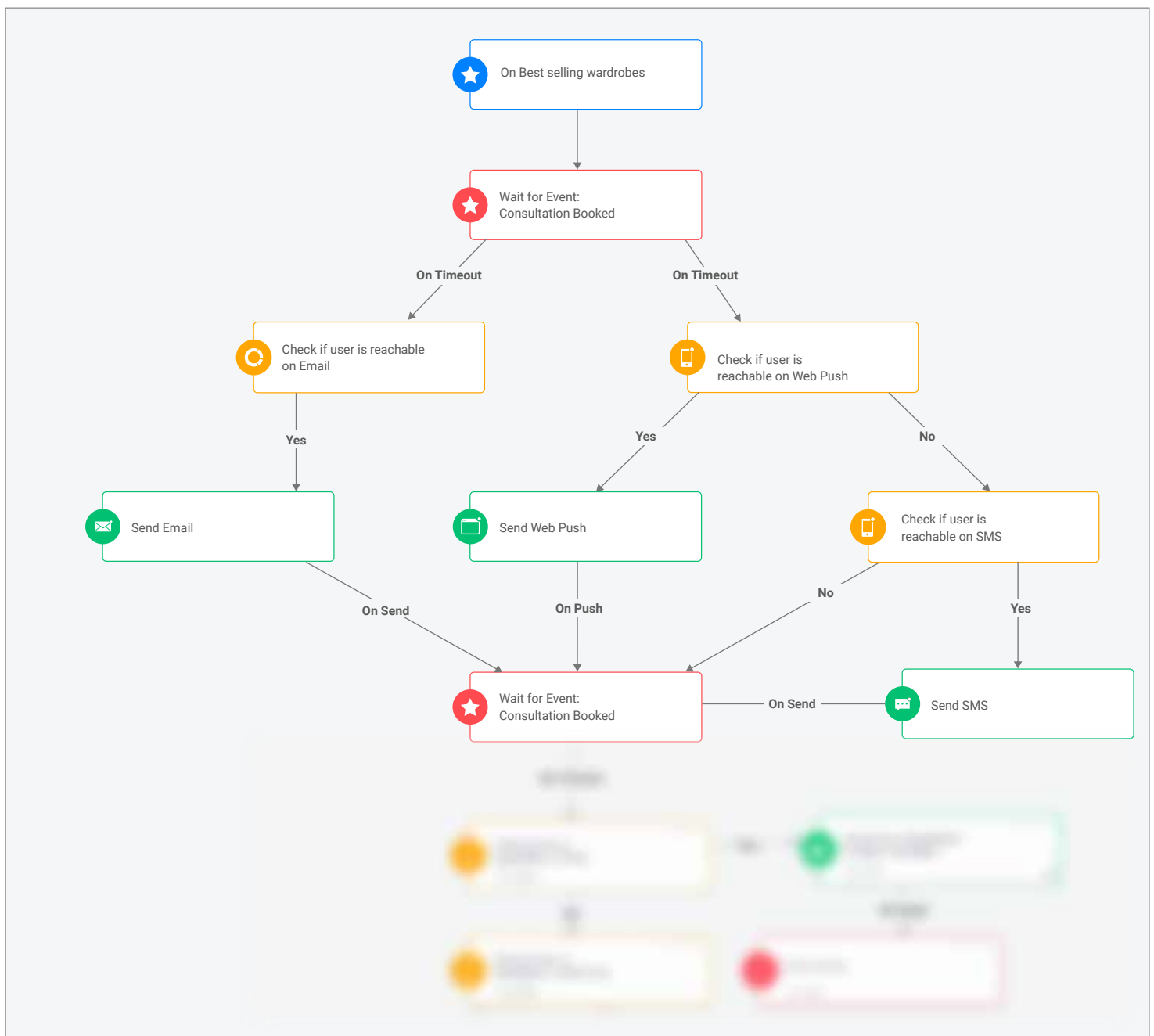
- 15% MoM increase in the number of qualified leads
- 10% increase in visitor to lead conversion rate
- 194% increase in the number of consultations booked

Stage 2: Convert qualified leads into customers

Converting website visitors into qualified leads is half the job done. The HomeLane team aims at nurturing each lead further and effectively moving them down the conversion funnel. This helps them increase the number of consultations booked on the website and drive more revenue.

To make this happen, the HomeLane team designs contextual user journeys to target different users at each drop-off point on the website.

Here's a snippet of the journey created by the HomeLane team for one of their best-selling products - Wardrobes.



The journey is triggered as soon as the user visits the best selling wardrobe page on the website. The journey tracks the action of the user for a specified time frame. If the user doesn't book an online consultation, then the journey prompts user to do so by triggering contextual and personalized messages on different engagement channels like Email, SMS, and Web Push.

SMS



MESSAGES

11:50 AM

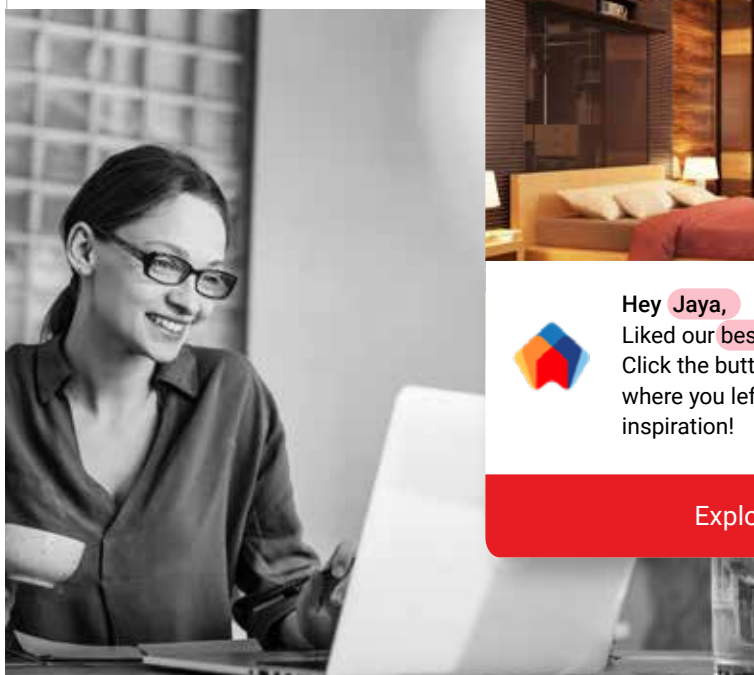
HOMELANE

Hey Pooja, liked our best-selling wardrobes?

Click the link below and pick where you left off for more design inspiration.

<http://bit.ly/2tPUHfl>

Web Push



Hey Jaya,

Liked our best-selling wardrobes?

Click the button below to pick up right where you left off for more design inspiration!

Explore More

Email campaign



Explore out top wardrobe designs

Hi Gaurav,
Loved our best-selling wardrobes? Pick where
you left off for more design inspiration!

Recently viewed design



Explore More

The automated personalized journeys aids the HomeLane team to engage with the users throughout their lifecycle; without annoying them with irrelevant and untimely campaigns. And encourages the leads to book an online design consultation on HomeLane.

By implementing the above solution, the HomeLane team has been able to shorten its sales cycle and convert more leads into customers. The journey helps HomeLane to achieve:

53% growth in the lead to customer conversion rate

425% increase in the number of orders booked

148% growth in revenue

HomeLane uses a hyper-personalized approach to lead nurturing, creating unique user experiences, and tailored content using WebEngage's Journey Designer. The team at HomeLane is now able to focus on other important marketing initiatives while the engagement campaigns run seamlessly in an automated manner. The result is a massive increase in conversions and business growth.

The WebEngage Effect on



15%

MoM increase in the number of qualified leads



53%

growth in lead to customer conversion rate



194%

increase in the number of consultations booked



148%

growth in revenue

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.

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