Snapp!

The largest and fastest-growing internet company in the Middle East, witnesses **44.62% uplift in app reinstalls**

Snapp!

Introduction

A super app facilitates users with a single application to carry out several services like cab ride booking, food ordering, flight booking & more, eliminating the hassle of navigating through multiple apps.

With the growing number of mobile-first users across different geographies like the Middle East, the concept of a super app has kicked off and witnessed widespread adoption. One such super app which is making its mark in the Middle East is Snapp!.

Snapp!, started in 2014 as a ride-hailing brand, is now a super app that offers diverse services to its users. With just a few clicks, users can simply book a cab ride, order food, recharge their number, book a hotel room, and much more.

With more than 40 million users, 2 million drivers, 2 million rides/day, and 2.5 million transactions/day, Snapp! has successfully built the largest and fastest-growing internet company in the Middle East.

Goals

- Automate engagement across users' lifecycle
- Deliver exceptional user experiences
- Increase the number of transactions

Challenges

- Keeping track of users' actions on the app
- Sending the right communication to the right users at scale
- Measuring user satisfaction at scale

Solution

Making use of capabilities like **User Segmentation and Event-based journeys** helps Snapp! accelerate its app engagement and retention initiatives. Additionally Snapp! uses Funnel Analysis to deliver data-backed, hyper-personalized campaigns at scale.

With the help of WebEngage's marketing automation platform, we can nudge our users based on the specific actions performed by them. We have moved away from a mass blast approach and switched to transactional and segment-based campaigns. This encourages our users to share their valuable feedback and book cab rides, hotels, flights, make bill payments seamlessly on the Snapp! app. As a result of exceptional experience, our users spread the word about Snapp! while continuing to use our services.

-Muhammad Zohaib Anwaar
Group Director - CRM, Snapp!

WebEngage

So why did Snapp! choose WebEngage?

• Snapp! wanted **a robust customer data platform** that could handle the data of its millions of active users.

• Snapp! also wanted a platform to run **automated multi-channel user engagement campaigns at scale.**

As the [onboarding](#) and integration processes were seamlessly completed, the Customer Success Manager at WebEngage started working closely with the Marketing team at Snapp! to identify different use cases and execute on the growth opportunities.

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

As a Product Manager, you always need powerful tools to tackle issues with minimum effort. WebEngage makes my life easier by providing useful features which may consume significant bandwidth of our tech team. Additionally, WebEngage continuously evolves as a product, adding exciting features for Product Managers and Marketers.

-Alireza Cheraghzadeh
Product Manager, Snapp!

WebEngage

Goal #1: Automate engagement across users' lifecycle

Being a super app, Snapp! offers various services like cab ride booking, food ordering, flight booking, bill payment, and so on.

Some users who download the Snapp! app are already clear about the services they want to use, while some of them explore the app and take some time to understand the brand's offerings.

To ensure that maximum users realize the value proposition, the team at **Snapp! wanted to set up an automated process to engage the users and handhold them at every stage of their lifecycle.**

Challenge #1: Keeping track of users' actions on the app

With a growing number of users each day, manually tracking and monitoring their actions on the app is not practically feasible. Once a user starts a session on the Snapp! app, **the challenge for the Marketing team at Snapp! was to keep track of the users' actions, observing their behavior, understanding their needs, and engaging with them accordingly.**

Solution #1: Event-based, automated user engagement

With a thorough understanding of the challenge, the WebEngage Customer Success Manager (CSM) suggested the Marketing team at Snapp! to **adopt a comprehensive approach of handholding the users at every stage of their lifecycle with Snapp!.**

DISCOVERY → DOWNLOAD → ENGAGEMENT → REVENUE → REFERRAL
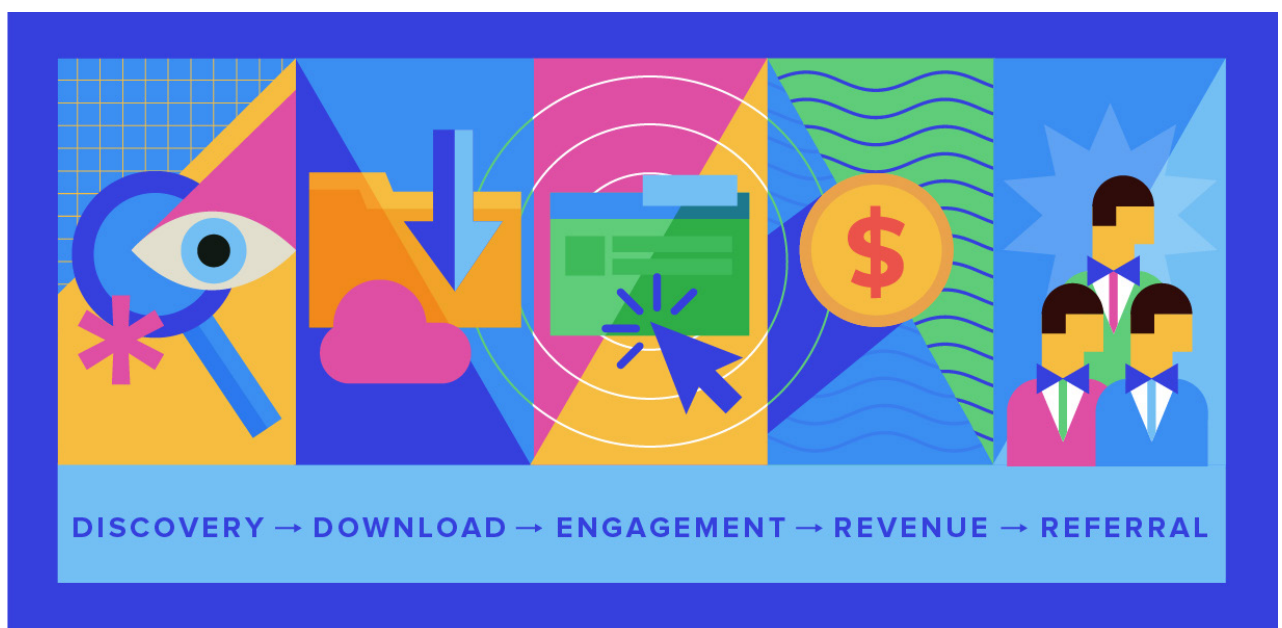
Acting upon the suggestion, the team at Snapp! has created different journeys using the [WebEngage Journey Designer](#) to target users at different stages of the user lifecycle as soon as a user downloads the Snapp! app:

1. Increase app sign ups

This is the first stage of the user lifecycle where users are encouraged to sign up after they install the Snapp! app.
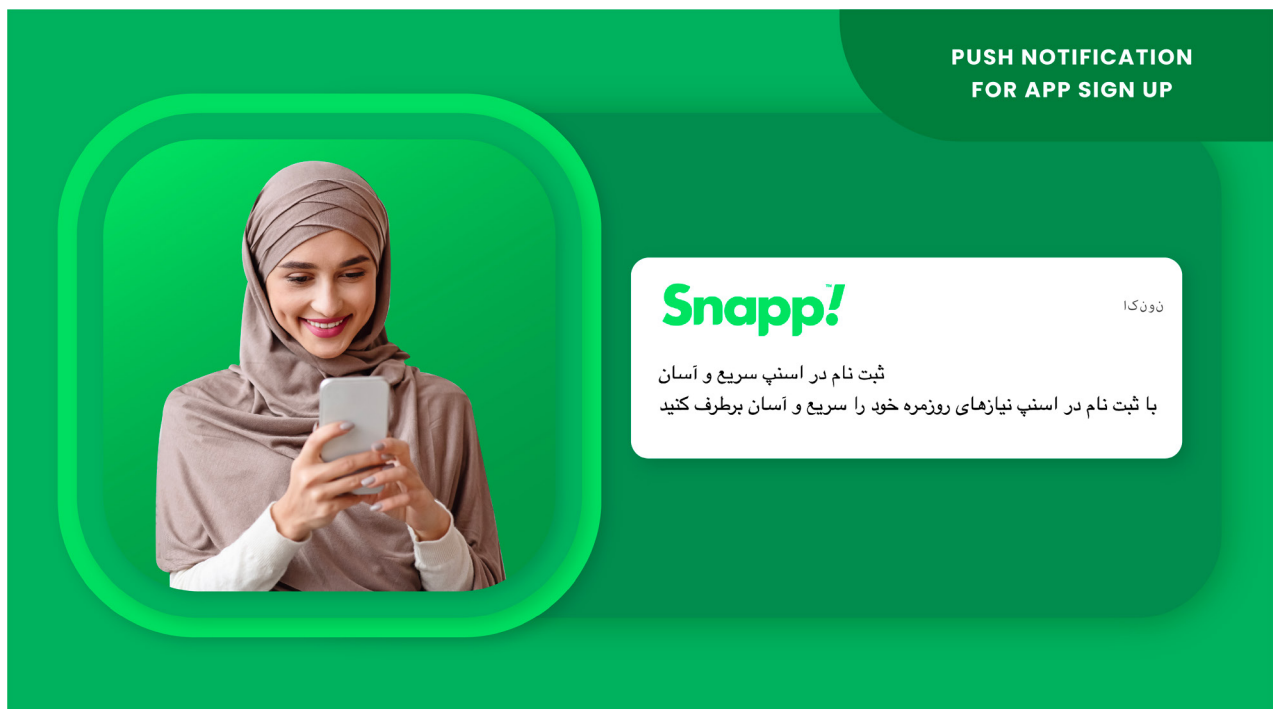
Snapp! sends timely nudges to users using an event-based journey that the team has created on the WebEngage dashboard.

Here's a glimpse of the journey:
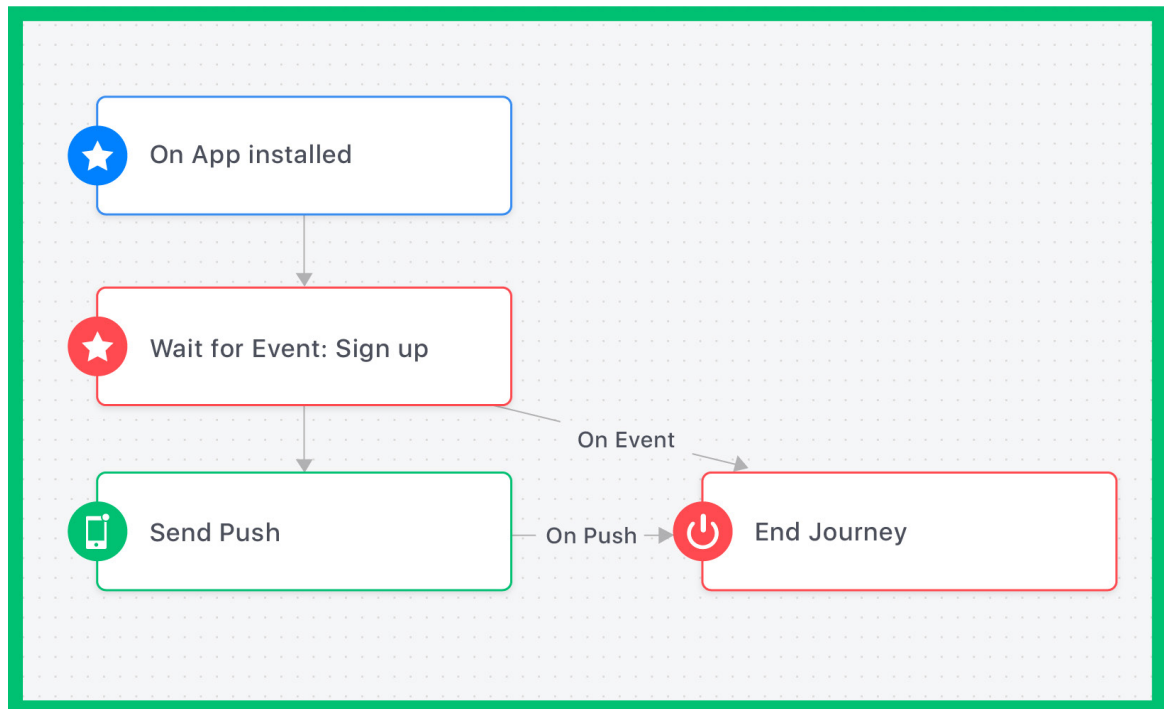
How does the Event-based Journey work?

The journey starts with an event trigger *'App installed.' 'App installed'* is a [system event](#) that is triggered when users install the app on their devices. After the event occurrence, users receive a push notification to sign up on the app.

As a result of timely nudges through the event-based journey, **Snapp! witnesses 21% uplift in app sign ups.**

2. Accelerate first-time conversions

After signing up on the Snapp! app, users are encouraged to avail different services available on the app like cab ride booking, bill payment, food ordering and so on. This is done using an event-based journey that Snapp! has created on the WebEngage dashboard.

Here's a glimpse of the journey:
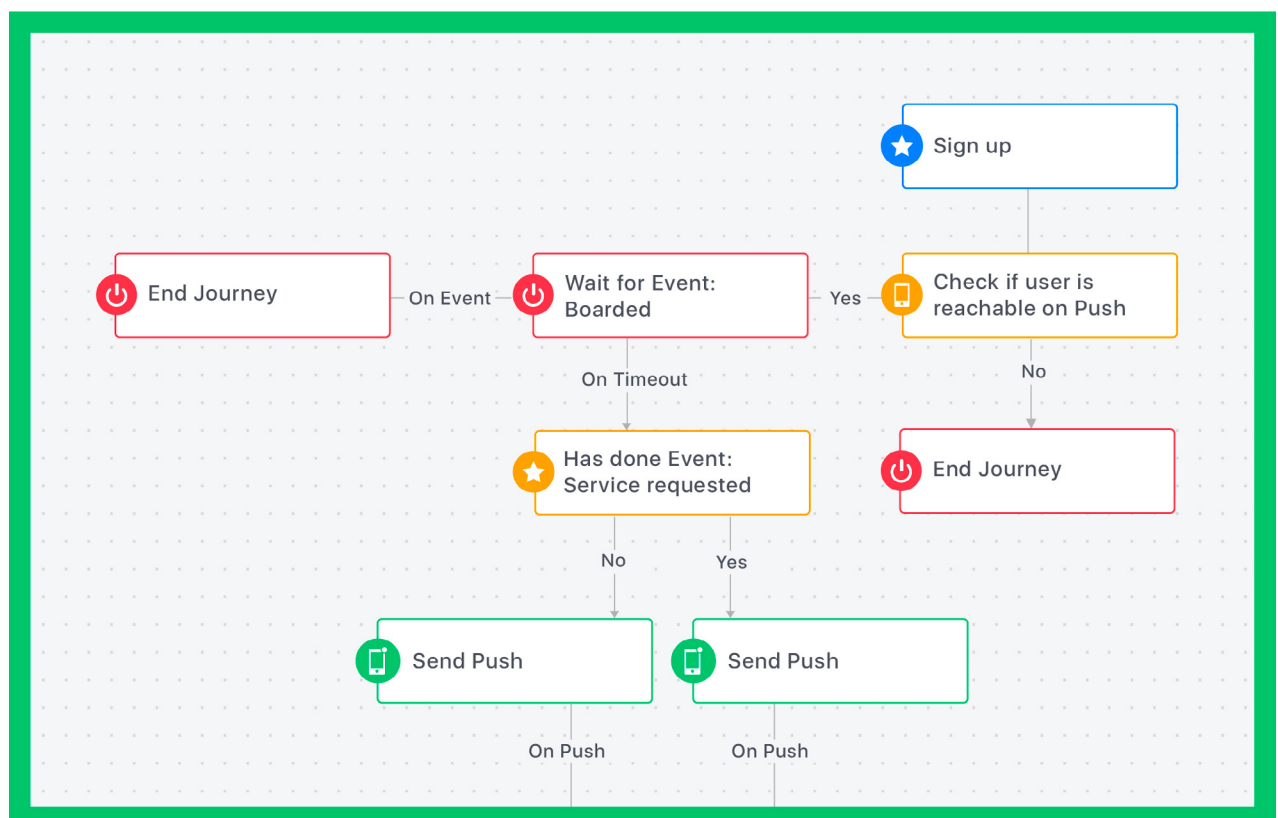
How does the Event-based Journey work?

The journey starts with an event trigger *'Sign up'*. *'Sign up'* is a custom event that is triggered when users sign up on the Snapp! app.

After the event trigger, the system checks the occurrence of another event *'Boarded'*. *'Boarded'* is a custom event that is triggered when users successfully complete the onboarding process by choosing a service they like to use on the Snapp! app.

If the event trigger returns a TRUE value, then the journey ends for that particular set of users. If the event trigger returns a FALSE value, then the journey employs a message block to send a push notification to users encouraging them to book their first cab ride, make bill payments, order food and so on.
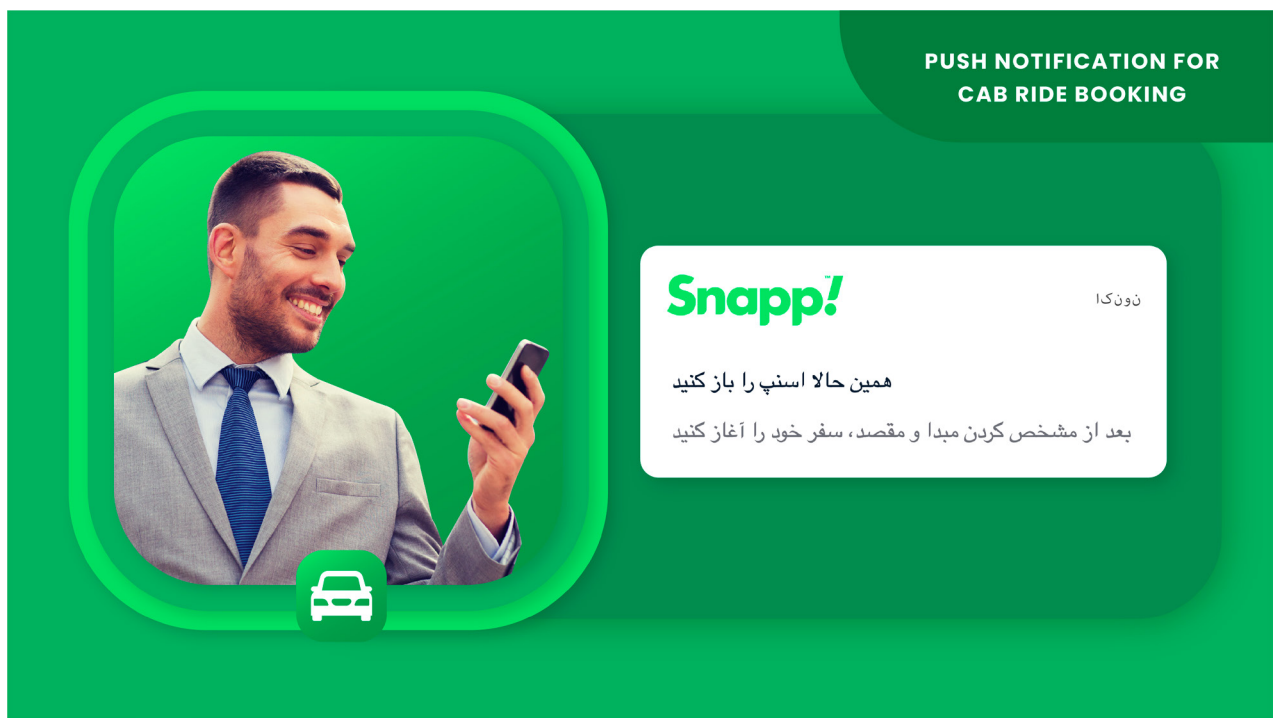
Interesting Fact: You can send a push notification to multiple *Android* and *iOS* apps from the WebEngage dashboard.

Snapp!

نونکا

شارژ راحت سیم‌کارت با اسنپ 📱
با سرویس «شارژ سیم‌کارت» اسنپ می‌تونی با وارد کردن شماره
موبایل و انتخاب اپراتور برای خودت و اطرافیانت شارژ سیم
کارت همراه اول، ایرانسل، رایتل و آذرتل بخری.
روی این پیام بزن 👆

Snapp!

نونکا

سفارش سریع غذا با اسنپ 🍔
با سرویس «غذا»، خونه بمون و غذاهای هیجان انگیز سفارش
بده. اسنپ خیلی سریع غذا رو برات میاره.
روی این پیام بزن 👆

To ensure maximum users successfully avail the services and don't
drop-off without completing the checkout process, **Snapp! has also
created cart abandonment campaigns on the WebEngage dashboard.**

WebEngage

To reduce drop-offs and send cart abandonment campaigns at the optimal time, Snapp! utilizes funnel analysis on the WebEngage dashboard.

For example, Snapp! has created a Funnel (using relevant events) for the users who have shown interest in flight booking but abandoned their carts without completing the checkout process.

Funnel Analysis

1	Event 1: Flight searched
2	Event 2: Flight selected
3	Event 3: Flight booked
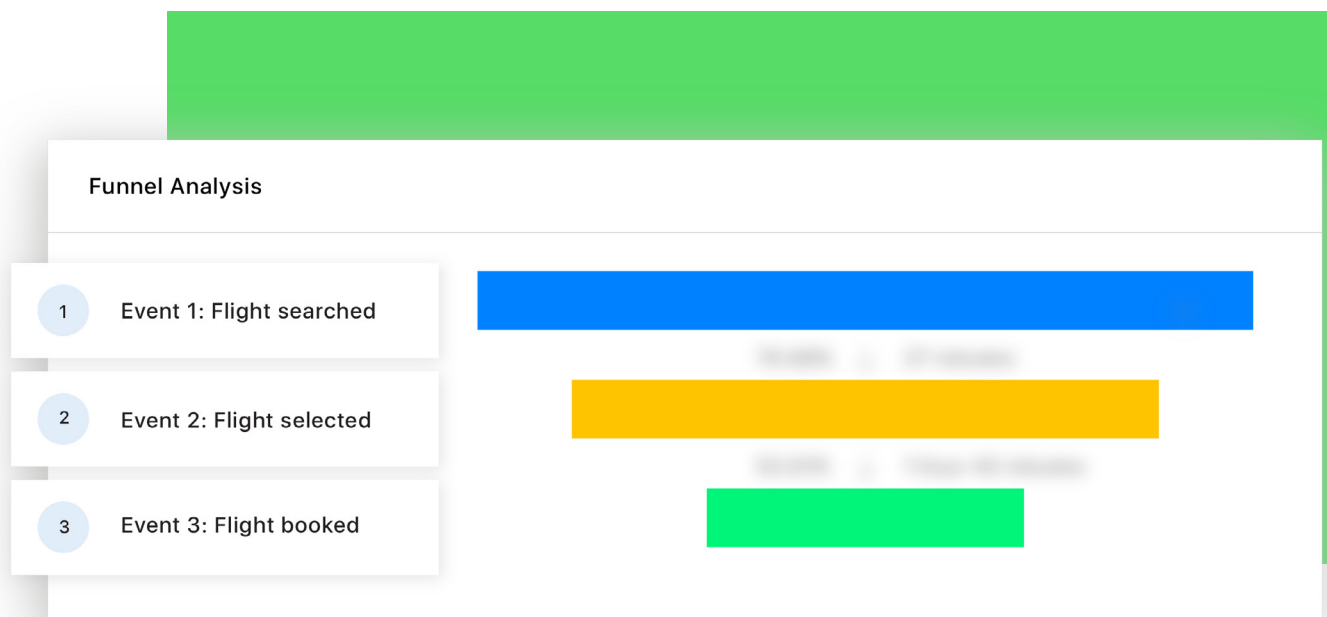
What does the Funnel Analysis reveal?

Funnel analysis helps Snapp! understand the Average Time to Convert and the optimal time to send the communication to abandoners.

For example, if the funnel analysis shows that users take at least 2 hours to book a flight, then it's appropriate to send a communication after 2 hours and not before that.

Sending a communication before 2 hours can leave a bad impression and the users might think of Snapp! as too pushy.

Using Funnel Analysis and automated engagement campaigns, **Snapp! witnesses 13% uplift in food orders placed by cart abandoners. Additionally, 13.13% uplift in hotel bookings by purchase abandoners and 17.13% uplift in flight bookings by purchase abandoners.**

3. Retain maximum users

At the Engagement stage, some users might lose interest and uninstall the Snapp! app. To retain and bring back the lost users, the Marketing team at Snapp! derived insights from the Uninstalls section on the WebEngage dashboard.

The team at Snapp! wanted to figure out which channels, campaigns, and devices were leading to most number of app uninstalls.
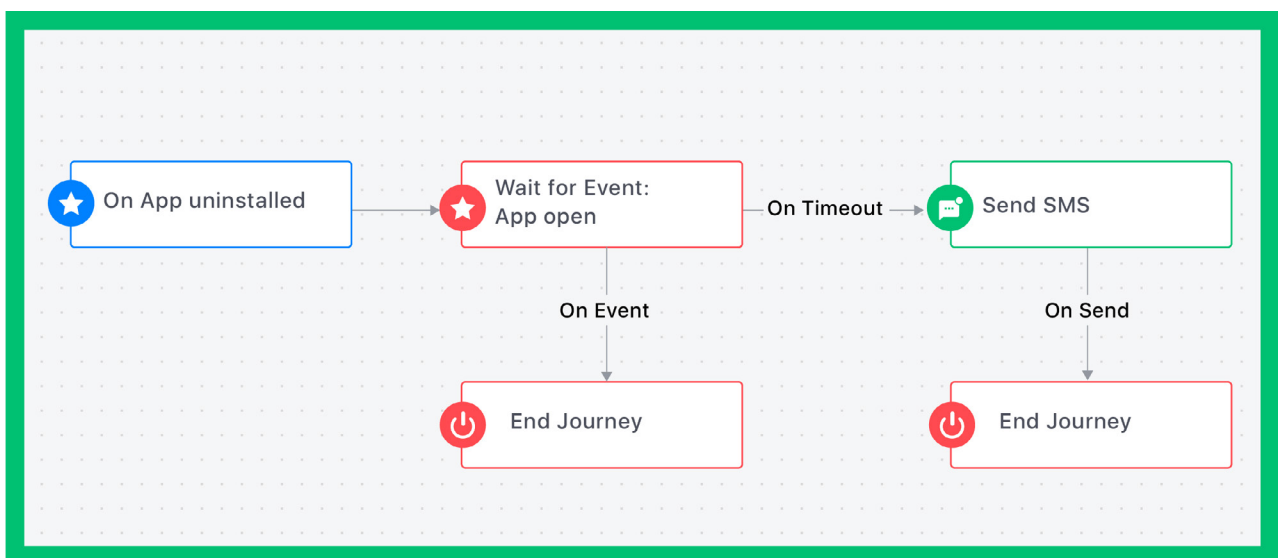

App Uninstall Trends

•— Uninstalls

LAST 90 DAYS
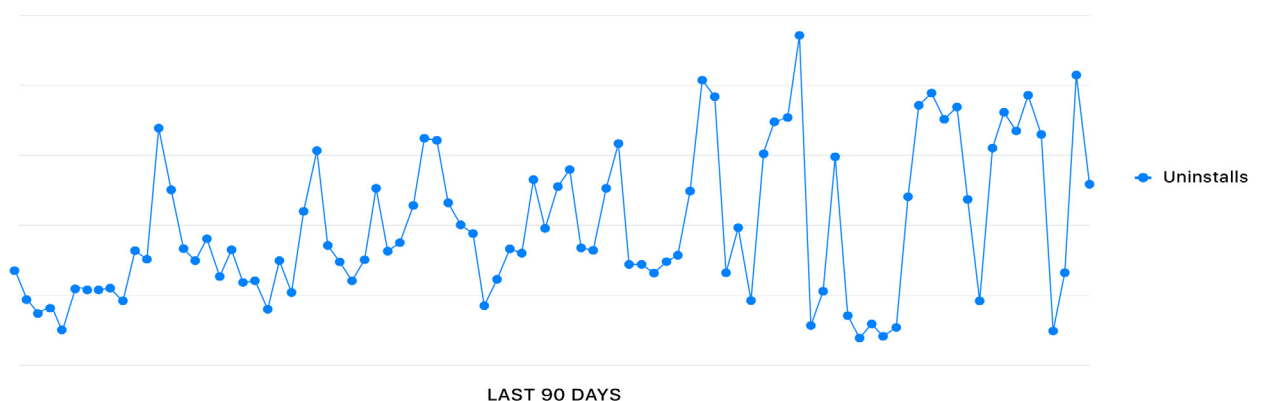
On analyzing the Uninstall trends, the team at Snapp! decided to reach out to users who uninstalled the app to collect their feedback. This would help the team to deliver improved user experiences.

Once the team collected users' feedback, they decided to create a trigger-based journey using the WebEngage Journey Designer to nudge the users to reinstall the app.

Here's a glimpse of the journey:

How does the App Reinstall Journey work?

The journey starts with an event trigger *'App uninstalled'. 'App uninstalled'* is a [system event](#) that is triggered when users uninstall the app from their devices.

After the event trigger, the system waits for 7 days for users to open the app. If users open the app within 7 days, then the journey ends.
This indicates that the users are still interested in using the app further.

Otherwise, users receive an SMS to reinstall the app and continue using different services offered by Snapp!.

Snapp!

نون‌کا

در انتظار دیدار دوباره ایم
همراهی تان برایمان ارزشمند است و این دعوتی است
برای دیدار دوباره ی شما و استفاده ی مجدد از اپلیکیشن
اسنپ!
دوباره اسنپ بگیرید و شانس خود را برای شرکت در قرعه
کشی اعتبار ۱میلیون تومانی اسنپ امتحان کنید!
http://snp.cab/cgiz
از طریق نظرسنجی زیر می‌توانید دغدغه‌های خود را در
راستای بهبود خدمات اسنپ با ما در میان بگذارید.
http://snp.cab/lbml

As a result of the App Reinstall journey, Snapp! witnesses **44.62%** uplift in app reinstalls.

Results

Adopting a comprehensive approach to user onboarding has helped Snapp! to not only onboard its users effectively, but also retain them to increase the app stickiness. Snapp! witnesses some fantastic results.

21% uplift in app sign ups
13% increase in sign up to first cab ride booking
25% increased awareness among new users for different Snapp! services
13% uplift in food orders placed by cart abandoners
13.13% uplift in hotel bookings by purchase abandoners
17.13% uplift in flight bookings by purchase abandoners
44.62% uplift in app reinstalls

WebEngage

Goal #2: Deliver improved rider experiences

Good experience in ride-hailing means minimum wait time, hygienic vehicle, and reasonable prices even during peak hours. Snapp! didn't become the fastest-growing company without matching these expectations.

To continue growing further, **Snapp! wanted to offer improved rider experiences by creating a feedback loop.** As a result of collecting feedback, Snapp! also wanted to:

1. Understand riders' expectations and sentiments.
2. Identify the areas of enhancement in the riders' lifecycle.

Challenge #2: Measuring rider satisfaction at scale

Easier said than done - meeting riders' demands and expectations not only concerns the supply-demand equation but also involves micro-nuances like:

• Driver's behavior
• Fare breakup
• Vehicle maintenance and more

Rider satisfaction could have been measured easily if Snapp! had a handful of customers. **But how to measure it at a scale of millions?**

Solution #2: Running targeted surveys via transactional push notifications

The WebEngage Customer Success Manager (CSM) suggested the team at Snapp! to collect riders' feedback via Transactional Push Notifications.

Why Transactional Push Notifications?

[Transactional Push Notifications](#) are used to convey updates and time-sensitive information. Such notifications are triggered when a specific milestone or scenario occurs in the riders' lifecycle.

With WebEngage's [Transactional Campaign API](#), Snapp! triggers real-time messages asking the riders to share their feedback by filling up a survey. The feedback survey has been integrated with Snapp!'s backend system and driver IDs are automatically identified and certain actions are taken based on the feedback submitted by the riders.

The interesting bit here is that Snapp! has defined the Key-Value Pairs on the WebEngage dashboard to easily personalize push notifications.

Key-Value Pairs are a set of linked data points in which the *Key* acts as a unique identifier and the *Value* either represents the data or points to the location of the data that is identified by the Key.

The best part - the Key-Value pairs are not visible to the riders. All this data is sent as an extra payload to the Snapp! app, causing its code to perform the specified action and render the push notification.

Thus, defining Key-Value Pairs in the app's code is one of the most scalable ways to dynamically control the way each rider experiences Snapp!'s push notification and the app.

Results

With automated Transactional Push Notifications, Snapp! not only offers a highly contextual experiences but also collects quality feedback from its riders. Snapp! witnesses some significant results.

10.69% CTR for transactional push campaigns
60% average survey response rate

Goal #3: Increase the number of ride bookings

Ride bookings are the North Star Metric for ride-hailing brands. More ride bookings mean more revenue and increased usage of the platform. Increased bookings are also an indicator of customer trust and loyalty.

So Snapp! always aims at increasing the number of ride bookings to capture a bigger pie of the ride-hailing market and emerge as a market leader. To achieve the goal, **Snapp! was looking to engage its newly onboarded riders by offering discounts on their first ride booking.**

Challenge #3: Sending the right communication to the right riders at scale

With the continuous acquisition of new riders, segmenting riders into relevant buckets was a daunting task for the Marketing team at Snapp!.

Manually segmenting the riders and mapping relevant communication could be challenging because even one tiny error could lead to:

• Unpleasant rider experiences
• Non-contextual targeting
• Low app engagement

So the team at Snapp! had to overcome the challenge to ensure contextual targeting at scale.

Solution #3: Targeted rider engagement through dynamic segmentation

To help Snapp! contextually engage with its new riders, **our team recommended using the WebEngage Journey Designer coupled with Dynamic Segmentation capability.**

What is Dynamic Segmentation?

Segments on the WebEngage dashboard are never static. They are dynamic in the sense that WebEngage tracks riders' actions in real-time. So in the case of Snapp!, the riders get added or removed from the segments as and when their actions/attributes match/don't match the segment rules.
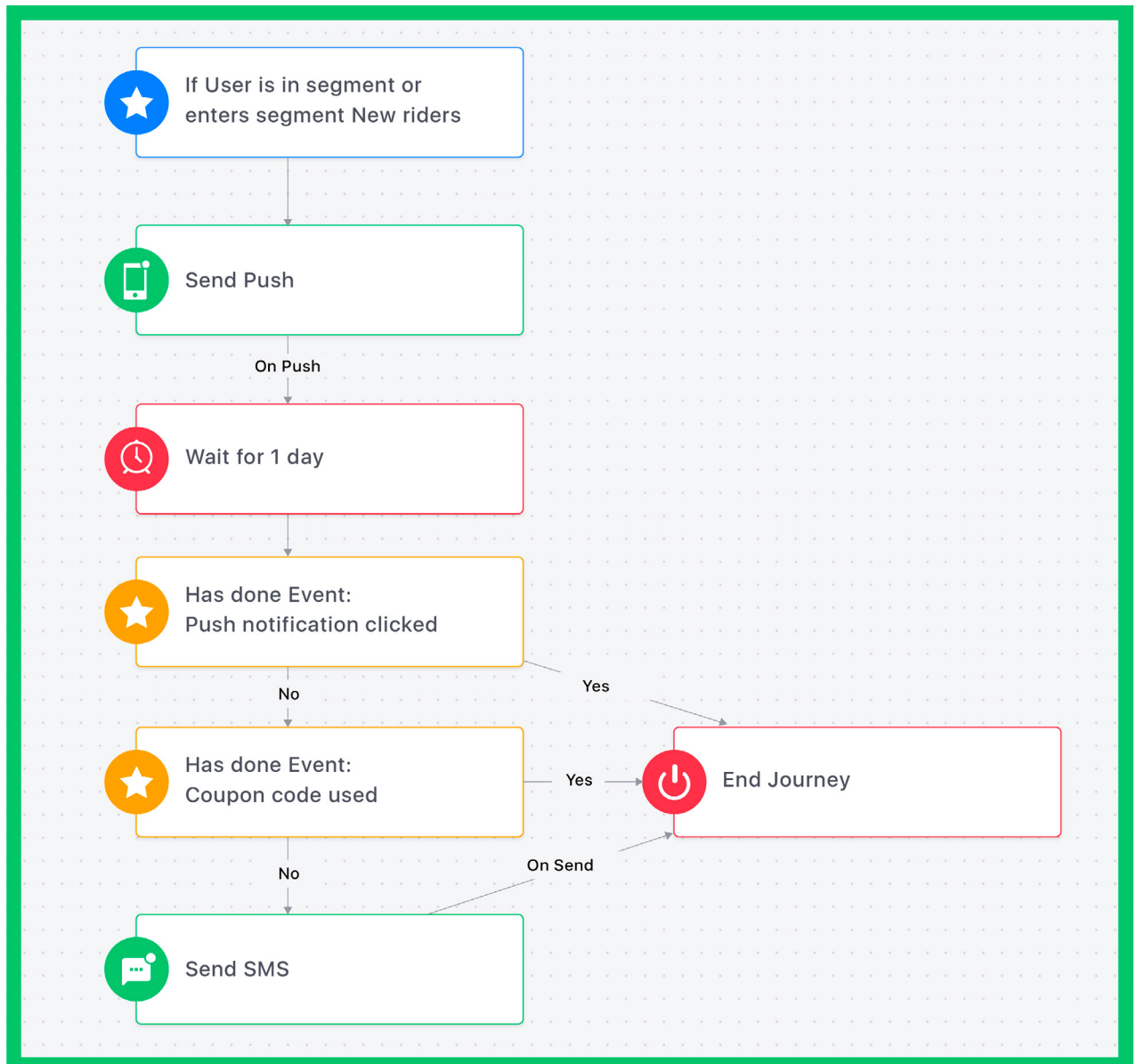
> **Interesting Fact:** You can add one or multiple *System Attributes* and *Custom Attributes* to the rules of segmentation.

Rather than manually creating segments of its riders, Dynamic Segmentation enables Snapp! to automatically bucket its riders based on real-time data.

Creating these segments has been a one-time exercise for the team at Snapp!.

Now to carry out rider engagement, the team at Snapp! has designed various multi-channel rider engagement journeys on the WebEngage dashboard based on the segments that need to be targeted.

Here's a glimpse of the journey:

If User is in segment or enters segment New riders

Send Push

On Push

Wait for 1 day

Has done Event: Push notification clicked

No — *Yes* — End Journey

Has done Event: Coupon code used — *Yes* — End Journey

No — *On Send*

Send SMS

How does the Multi-channel Rider Engagement Journey work?

As Snapp! has already created Dynamic Segments, the team uses one of those segments as an entry trigger for the journey. The journey starts with the Dynamic Segment *'New Riders'*.

Here's a look at the segment logic:

The segment only includes new riders who have recently installed the Snapp! app. After checking the segment logic, the journey employs a message block to send a push notification (containing the discount coupon code) to all the riders in this segment.

PUSH NOTIFICATION

After sending the push notification, the journey uses a *'Wait Block'* of 1 day to allow riders to use the coupon code to book their first cab ride.

If the riders don't use the coupon code within the next 1 day, the journey subsequently checks the occurrence of the following events:

1. Push notification clicked
2. Coupon code used

If both the events return a FALSE value, then the journey uses a message block to send an SMS to the riders nudging them once again to use the coupon code and book their first cab ride.
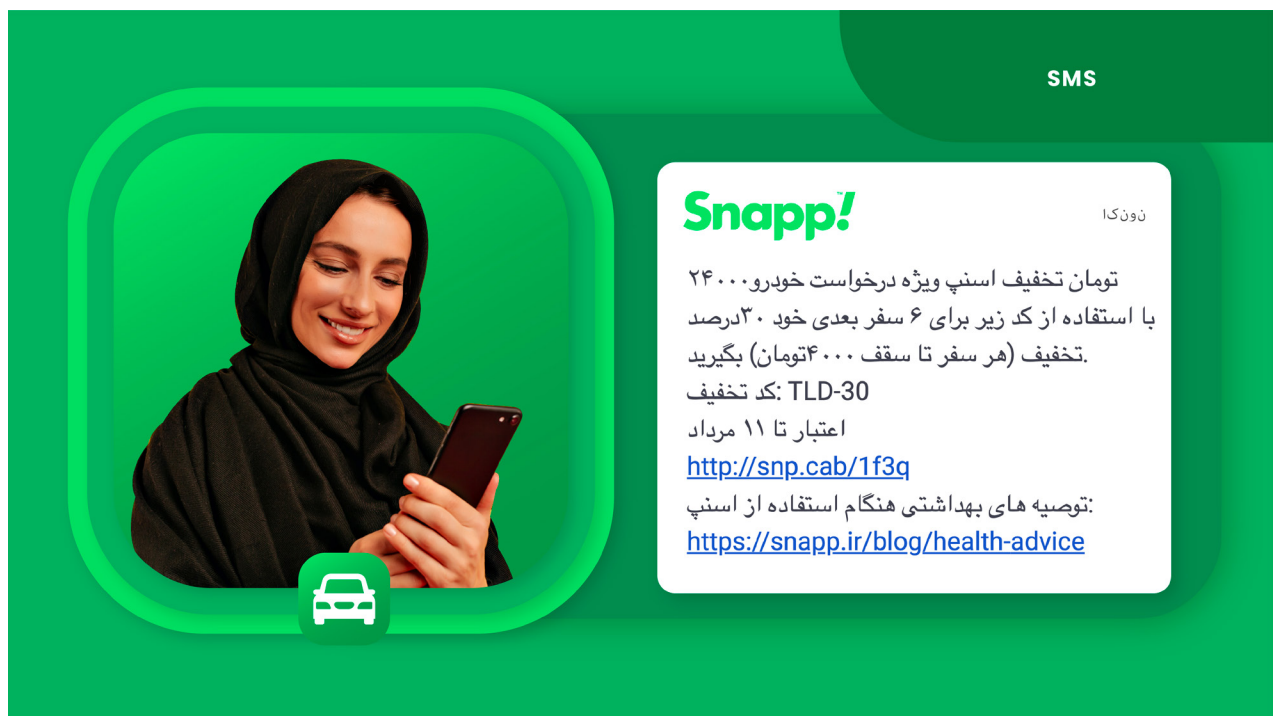
Snapp! uses the couponization approach to nudge the riders to book their first cab ride.

Now, to engage and retain the existing riders, Snapp! adopts a gamification approach by introducing monthly ride targets for the riders. For example, riders who take 10 rides/month are eligible to win 1 free ride. Such extrinsic rewards encourage the riders to book more cab rides.

Snapp! uses WebEngage to track the progress of its riders after they complete each ride and nudges them to take more rides if they haven't done so in the past 3-7 days. Snapp! sends monthy ride target communication to its riders using Mobile Push as a channel.

The interesting bit about the Multi-channel Rider Engagement Journey is that Snapp! has configured Exit Triggers on the WebEngage dashboard.

Exit Triggers help Snapp! end the Journey experience prematurely for users once they perform the desired behavior, as per the Journey's end goal. Exit Triggers also ensure that Snapp! doesn't send redundant/ out of context messages to its users.

Additionally, Snapp! has enabled Queueing on the WebEngage dashboard. [Queueing](#) enables delayed delivery of campaigns to a user, ensuring minimal gaps in user communication. A Queueing duration can be specified for the journey and is automatically applied to all its campaigns.

Results

Using a couponization and gamification approach for new and existing riders respectively enables Snapp! to increase the number of ride bookings and retain its riders. Snapp! witnesses some fantastic results.

8% increase in cab ride bookings of new customers via multi-channel campaigns
5% CTR for push notifications
8% average CTR for SMS campaign
3% uplift in cab rides for targeted users via gamification campaigns

THE WebEngage EFFECT ON

Snapp!

21% uplift
in app sign ups

44.62% uplift
in app reinstalls

17.13% uplift
in flight bookings by abandoners

60% average
survey response rate

13% increase
in signup to first cab ride

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WebEngage

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.

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