Speero, Saudi's largest marketplace for automotive aftersales, **increases its revenue by 25% using WebEngage**

WebEngage | سبيرو Speero

About Speero

Founded in 2017, Speero is a Riyadh-based auto parts marketplace that allows users to buy new and used automotive spare parts through its website and mobile app. Users can also submit requests for the spare parts they're looking for and receive quotations within hours. If they like the price, they can order the parts right away, which are then delivered to their doorstep anywhere in Saudi Arabia.

Speero has served 400k+ customers since its launch providing customers with over 700k quotations. Besides selling directly to customers, Speero also sells spare parts to car repair centers (workshops).

GOALS

- Convert unknown visitors into known users
- Encourage cart abandoners to place the order
- Increase the number of orders placed

CHALLENGES

- Building various segments and figuring out the right communication
- Nudging cart abandoners at the right time to complete the checkout process
- Monitoring user actions at scale

SOLUTION

Speero leverages various capabilities like Funnel Analysis, Omnichannel Campaign Orchestration and Personalization Engine available under the WebEngage Retention Operating System to implement data-backed, highly contextual user engagement.

WebEngage is an excellent retention marketing platform. We've been able to increase our overall revenue by 25% and continue to grow it even further. We've also witnessed an uptick in our key user engagement and retention metrics. The Customer Success and Support teams at WebEngage have been proactive in solving our challenges and supporting us in our growth journey.

– Asif Khan
Marketing Manager, Speero

The Objective

Speero believes in continuous innovation to deliver the best user experience. The brand aims to simplify the online user journey by enabling the users to buy spare parts online in a frictionless manner. To meet the objective, the Product & Marketing teams at Speero wanted a full-stack retention operating system with which they could:

- Accelerate visitor to known user conversion
- Increase the number of orders placed
- Retain maximum users

After vetting a few retention operating systems available in the market, the teams at Speero decided to choose WebEngage.

So why did Speero choose WebEngage?

The teams at Speero chose WebEngage because of the following capabilties they identified:

• The ability to create, analyze and optimize the conversion funnel

• Easy and faster execution of omni channel user engagement campaigns at scale

As the [onboarding](#) and integration processes were seamlessly completed, the Customer Success Manager (CSM) at WebEngage started working closely with the teams at Speero.

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

Goal #1

Convert unknown visitors to known users

Getting more traffic to an E-commerce app/website is only one part of the marketing strategy. What's more important is converting that traffic into customers to increase sales and revenue.

The team at Speero understands how important it is to improve the conversion rate for continuous business growth. Therefore, **the team wanted to follow the ideal funnel approach of converting the visitors into known users and then into customers.**

Starting with the first step, Speero aims at converting maximum unknown visitors into known users by getting the users to sign up on the Speero app.

Speero's Conversion Funnel

VISITORS

↓

KNOWN USERS

↓

CUSTOMERS
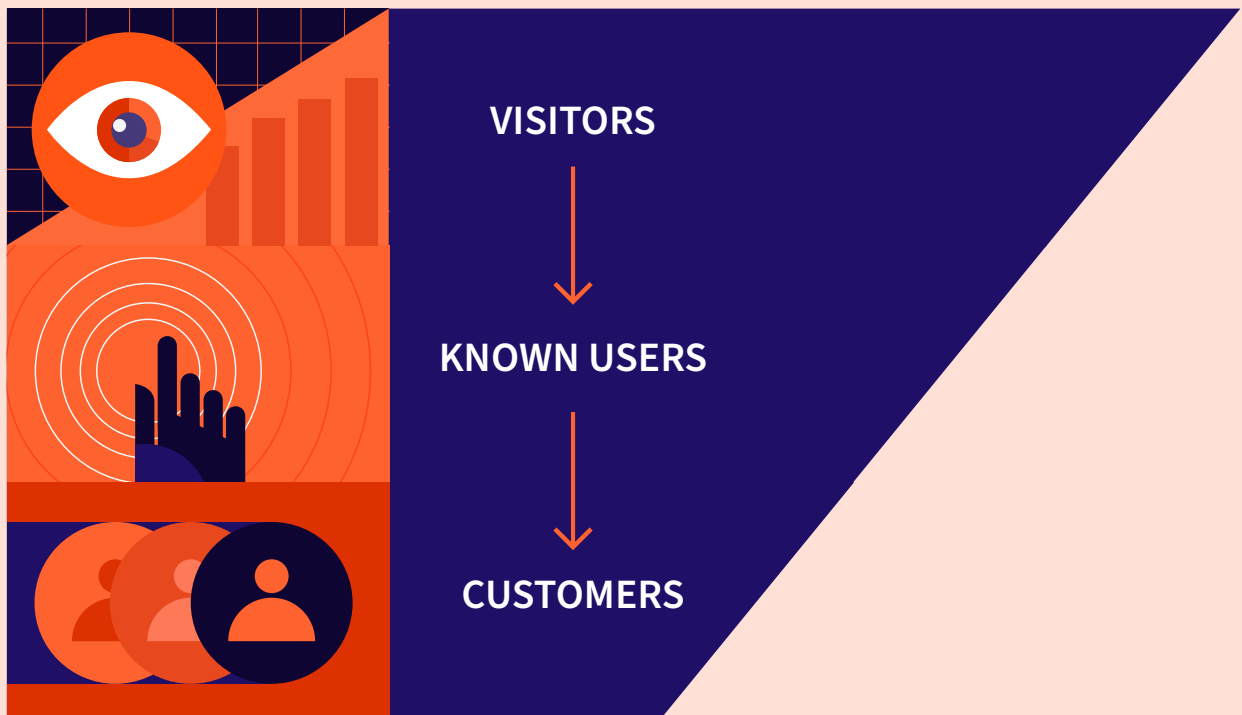
Challenge #1

Building various segments and figuring out the right communication

'One size fits all' hardly works for an E-commerce store in the digital world. The communication has to be tailored to the users' preferences and expectations. However, to do this, **the team at Speero had the challenge of building various users' segments based on their actions.** Manually building various segments would not only require massive time and efforts of Speero's Marketing team but would also result in:

- Mismatched targeting
- Unpleasant user experience
- Low app and web engagement

Speero had to solve the challenge of building various user segments and then sending them relevant communication in an automated fashion.

Solution #1

Targeted user engagement through Dynamic Segmentation

To help Speero contextually engage with its anonymous visitors and convert them into known users, **our team recommended creating [Dynamic Segments](#) on the WebEngage dashboard.**
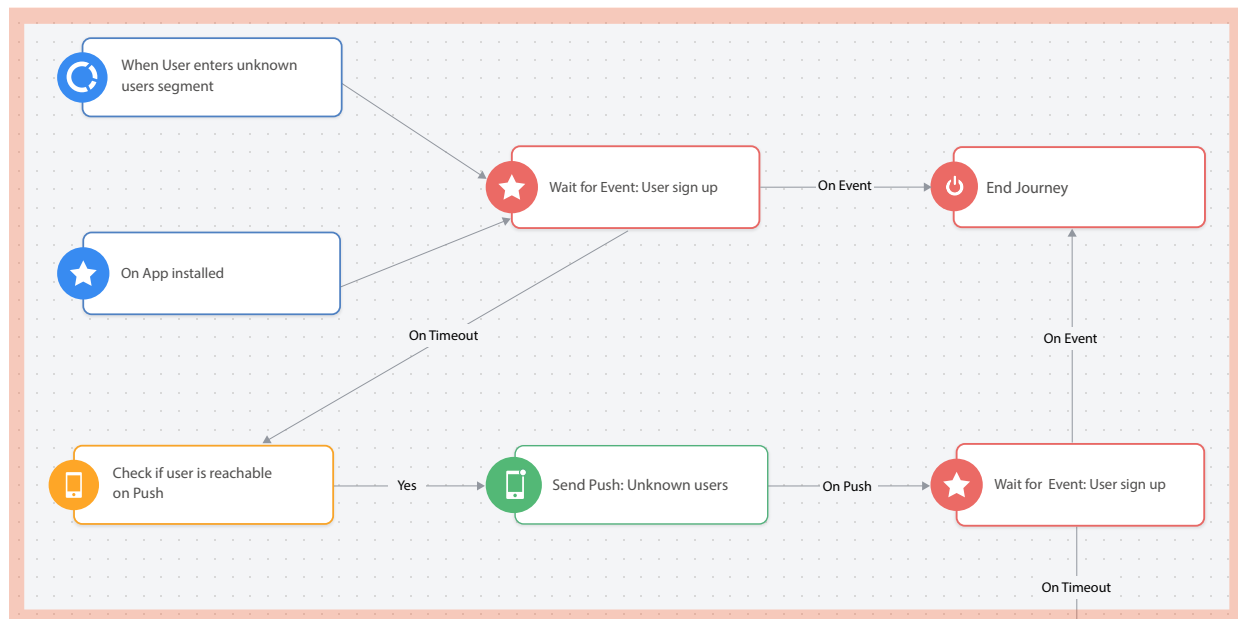
What are Dynamic Segments?

Segments on the WebEngage dashboard are never static. They are dynamic in the sense that WebEngage tracks users' actions in real-time. So in the case of Speero, the users 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 its users, dynamic segmentation enables Speero to automatically bucket its users based on real-time data. Creating these segments has been a one-time exercise for the team at Speero.

Now to engage these user segments, the team at Speero has designed various user engagement journeys on the WebEngage dashboard based on the segments that need to be targeted.

WebEngage

Here's a glimpse of one of the user engagement journeys created by Speero on the WebEngage dashboard:

How does the User Engagement Journey work?

As Speero 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 *'Unknown users.'*

Here's a look at the segment logic:

The segment only includes Unknown users who have installed the Speero app but haven't signed up yet. After checking the segment logic, the journey employs a Wait for Event block. This block checks the occurrence of the event *'Sign up.'*

If the users sign up within the defined time, they automatically exit the journey. Otherwise, they receive a mobile push notification nudging them to sign up.

MOBILE PUSH

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وش يقالك؟
أكمل التسجيل وساعدنا على التعرف
عليك بشكل أفضل

The journey doesn't end here. After sending this push notification, the journey employs another wait for event block to check the occurrence of the event *'Sign up'* once again. Here, the wait time is 1 day to allow the users to sign up. If the users don't sign up on the Speero app within 1 day, then they receive another mobile push notification.

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وش يقالك؟
أكمل التسجيل وساعدنا على التعرف
عليك بشكل أفضل

The interesting bit about this journey is that Speero sends these mobile push notifications to both Android and iOS devices. This is done by adding multiple app credentials while configuring the push notification.

Here's a glimpse of how Speero sends push notifications to multiple apps (Android and iOS) from the WebEngage dashboard:

Results

Sending targeted communication using Dynamic Segments and user journeys helps Speero convert maximum anonymous visitors into known users. Speero also witnesses some fantastic results.

4% unknown visitors converted into known users

Over **3%** visitors placed the order on the day of visit/Day 0

Goal #2

Encourage cart abandoners to place the order

A typical marketplace funnel looks like this:

Visit the app/website → Browse the product page → Select a product → Add to cart → Checkout

Marketplace businesses face this common scenario where users coming onto the platform add products to their carts but don't checkout. According to a [study](#), the average cart abandonment rate is around 70%, presenting an opportunity for marketplaces to recover a lot of revenue.

Speero, being an established brand in the industry, understands that cart abandonment is a critical challenge to solve. So the **team wanted to ensure that maximum users complete the checkout process after adding products to their carts.**

Challenge #2

Nudging cart abandoners at the right time to complete the

checkout process

There can be multiple reasons (like limited shipping options, lack of a good offer, web/app performance issues) behind cart abandonment. Amidst the uncertainties of all the reasons, one thing is certain - the *buying intent.* Users who add the products to their carts have a strong buying intent because they intended to complete a transaction but couldn't due to some reason.

Such users often require a timely, contextual nudge to complete the checkout process. More importantly, it's crucial to time the nudges to perfection. It's just as possible to send out a reminder too soon and annoy the user who is still evaluating the products, as it is to send one too late when the user has already lost interest. **The team at Speero found it challenging to determine the optimal time to send out the communication to its users who abandon their carts and drop off.**

Solution #2

Timely, contextual communication based on Funnel Analysis

After brainstorming, the teams at WebEngage and Speero mutually decided to adopt a Funnel Analytics approach to dig into the users' behavior and identify the best time to send the cart abandonment communication.

Using the [Funnels](#) feature on the WebEngage dashboard, the team at Speero created a checkout funnel using two events:

Funnel Analysis
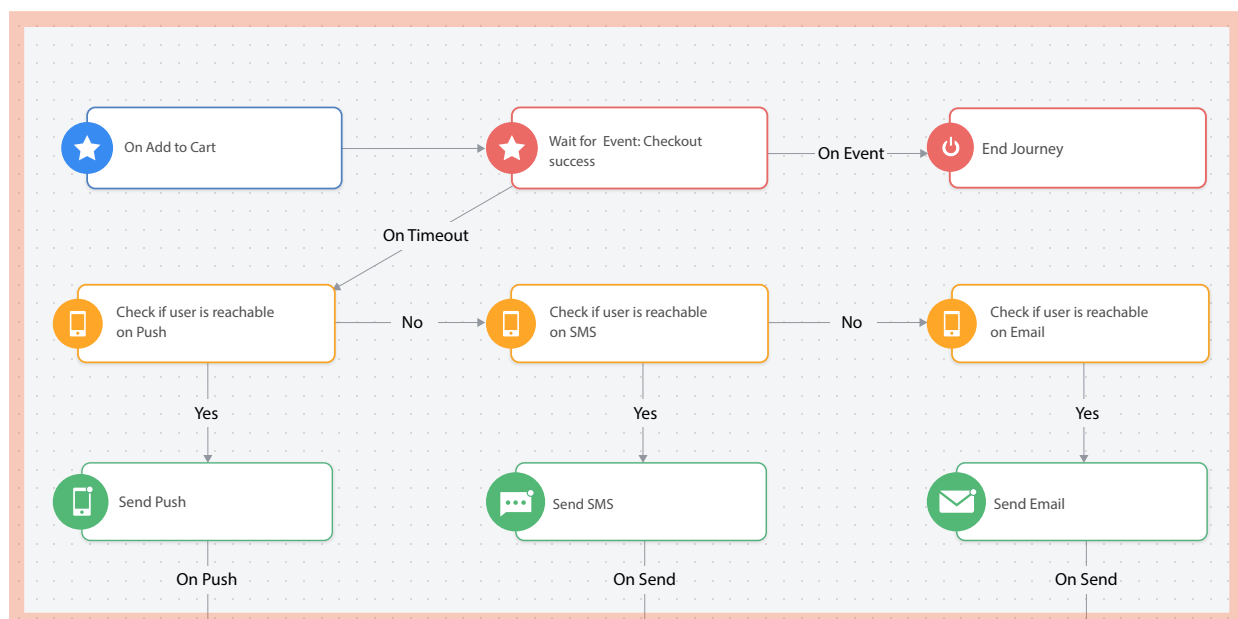
1 Add to cart

2 Checkout success
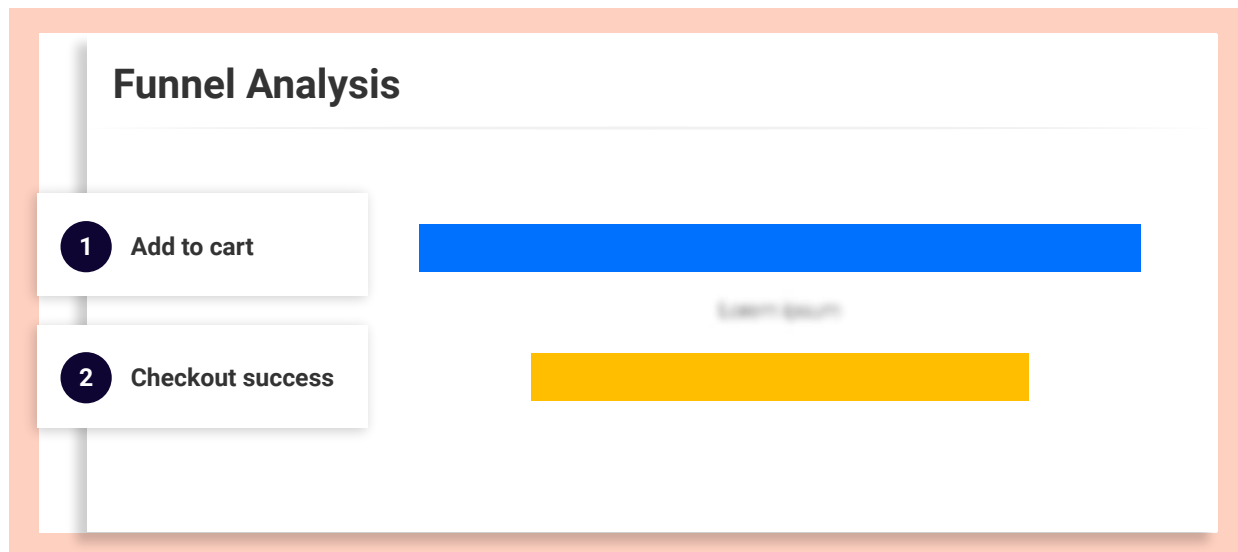
What does the Funnel Analysis reveal?

Funnel Analysis helps Speero understand the [Average Time to Convert](#) and the optimal time to send the communication to cart abandoners.

As a result of Funnel Analysis, the team at Speero concluded that 3 hrs (after adding products to the cart) was the optimal time to send the cart abandonment communication to users. Speero has created a cart abandonment journey using the [WebEngage Journey Designer](#) to send out the communication.

Here's a glimpse of the cart abandonment journey:

On Add to Cart → Wait for Event: Checkout success → On Event → End Journey

On Timeout

Check if user is reachable on Push → No → Check if user is reachable on SMS → No → Check if user is reachable on Email

Yes → Send Push → On Push

Yes → Send SMS → On Send

Yes → Send Email → On Send

WebEngage

How does the Cart Abandonment Journey work?

The journey starts with an event trigger *'Add to cart.' 'Add to cart'* is a [custom event](#) with attributes like:

- Car model name
- Spare part name
- Spare part number
- Quantity
- Year of manufacture
- VIN (Vehicle Identification Number)

and so on.

All these event attributes help Speero understand the context and send highly contextual communication to its users. After the event occurrence, the journey employs a Wait for Event block of 3 hrs. (as derived from the Funnel Analysis)

If the users checkout within 3 hours, they automatically exit the journey and do not receive any cart abandonment communication from Speero.

If the users don't complete the checkout process within 3 hrs, they receive contextual communication across multiple channels like Mobile Push, SMS and Email.

Here's how the multi-channel communication sent from the cart abandonment journey looks like:

MOBILE PUSH

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خلنا دايم على البال
العناصر الخاصة بك في عربة التسوق في
انتظارك للدفع. لا تنسى تطبيق كود الخصم
"d5" والذي سيخصم 5٪ من إجمالي مشترياتك

SMS

| MESSAGES | 1h ago |

خلنا دايم على البال
العناصر الخاصة بك في عربة التسوق في
انتظارك للدفع. لا تنسى تطبيق كود الخصم
"d5" والذي سيخصم 5% من إجمالي مشترياتك

EMAIL

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Speero

مرحبا **خالد**

العناصر الخاصة بك في عربة التسوق في انتظارك للدفع

لا تنس كود الخصم"d5"
يتم خصم 5% من إجمالي مشترياتك

اشتري الآن

The interesting bit about the cart abandonment journey is that Speero has enabled Revenue Mapping on the WebEngage dashboard. Revenue Mapping is a simple one-time setup that allows Speero to draw a correlation between specific user actions (prompted by a campaign) and the business revenue.

Additionally, the team at Speero uses Tags for better campaign analytics. Tags are keywords that Speero has applied to the cart abandonment journey campaigns to categorize them and access them easily in one place on the WebEngage dashboard.

The team at Speero further breaks the list down by attributes like Opens, Clicks, Conversions, and Revenue to answer questions like *'Which marketing channel has been most successful in recovering abandoned carts?'*

TAG	DELIVERED	CONVERSIONS	REVENUE
Brakes and Fabrics	17%	19%	14%
Doors, Flaps and Compartments	27%	22%	23%

Results

Sending timely and contextual cart abandonment communication using Funnel Analysis enables Speero to recover the abandoned carts and increase its revenue. Speero also witnesses some significant results.

189% uplift in the number of orders placed by the abandoners

Over **67%** revenue recovered through cart abandonment campaigns

25% growth in overall revenue via WebEngage

Goal #3

Increase the number of orders placed

Speero allows users to buy new and used automotive spare parts through its website and mobile app. But in case the parts aren't available, users can also submit a request for the spare parts they're looking for and receive quotations from Speero.

To encourage the users who request the unavailable spare parts, **the team at Speero wanted to nudge them with relevant price quotations and place an order on the app/ website.**

Challenge #3

Monitoring user actions at scale

With thousands of Monthly Active Users (MAUs) and a growing user base, manually tracking and monitoring user actions is not practically feasible. To precisely identify the set of users who have requested price quotations, **Speero had to solve the complexity of monitoring their actions in an automated manner.** Without monitoring the user actions, Speero wouldn't be able to- **1.** Get a 360-degree view of the users **2.** Personalize the communication for each user.

Solution #3

Event-based, personalized user engagement journeys

The CSM team suggested the team at Speero to create an event-based journey specifically for those users who have requested a price quotation. Here's a glimpse of the event-based journey :
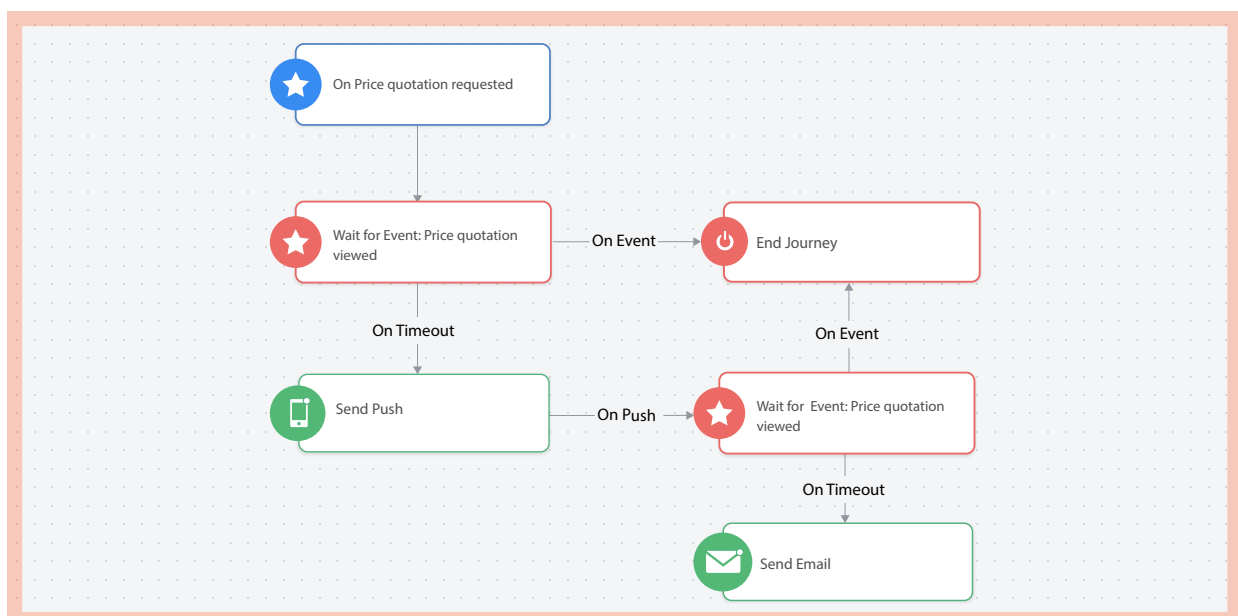
How does the Price Quotation Journey work?

The journey starts with an event trigger *'Price quotation requested.'* *'Price quotation requested'* is a custom event with attributes like:

- Spare part name
- Spare part type
- Request part ID
- Unit price and so on.

Such custom events and [attributes](#) help Speero understand the right context and send relevant communication to the users who have requested the spare parts.

After checking the event occurrence, the journey employs a wait block of 8 hours.

Why 8 hours?

Using historical data, Speero concluded that 8 hours was the optimal time to send the communication and nudge the users to place an order.

If the users view the price quotation within 8 hours and place an order, the journey ends for those users. Otherwise, the users receive a push notification reminding them to check the price quotation and place an order.

Here's how the push notification sent to the users looks like:

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العناصر الخاصة بك في عربة التسوق في
انتظارك للدفع. لا تنسى تطبيق كود الخصم
"d5" والذي سيخصم ٥٪ من إجمالي مشترياتك
إتمام الشراء الآن واشتري مروحة رديتر مقابل 327 ريال

After sending the push notification, the journey employs another wait block to allow users to check the price quotation and place an order. If they do so, the journey ends for those users. Otherwise, users receive an email reminding them to check the price quotation and place an order.

WebEngage

Here's how the email sent to the users looks like:

Speero has designed the email communication using the [Drag & Drop Editor](#) on the WebEngage dashboard. Drag & Drop Editor helps Speero create responsive & dynamically personalized email campaigns. This functionality also enables the Marketing team at Speero to minimize tech dependency and go live with the campaigns faster.

The interesting bit about the price quotation journey is that Speero has enabled 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.

By excluding the Control Group from receiving the campaign, Speero compares the campaign's outcome against the organic behavior of Control Group users. This sets the perfect benchmark to assess the real impact of the campaign on influencing user behavior.

Results

As a result of event-based, personalized campaigns, Speero successfully increases the number of orders placed and witnesses some amazing results.

139.28% uplift in the number of orders placed

37% of total revenue generated via price quotation campaigns

2X man-hours saved after using WebEngage

2X increase in conversions after using WebEngage

The WebEngage Effect on

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25% growth in overall revenue

189% uplift in orders placed by cart abandoners

2X increase in conversions

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