Spinny,
a full-stack car buying platform,
witnesses **432% uplift in**
test drive bookings

WebEngage | Spinny

COMPANY PROFILE

Founded in 2015, Spinny is an online-to-offline (O2O) full-stack platform for buying and selling pre-owned cars in India. Users can choose a car they want to purchase and book a test drive at their doorstep or the nearest Spinny car hub using Spinny's website and mobile app.

Being a full-stack retail platform, Spinny features only the highest quality cars after a meticulous inspection process. Every car offered through the platform passes a 200-point inspection checklist and comes with a 1-year warranty, 5-day money-back guarantee and buyback insurance.

GOAL

Increase test drive bookings

CHALLENGE
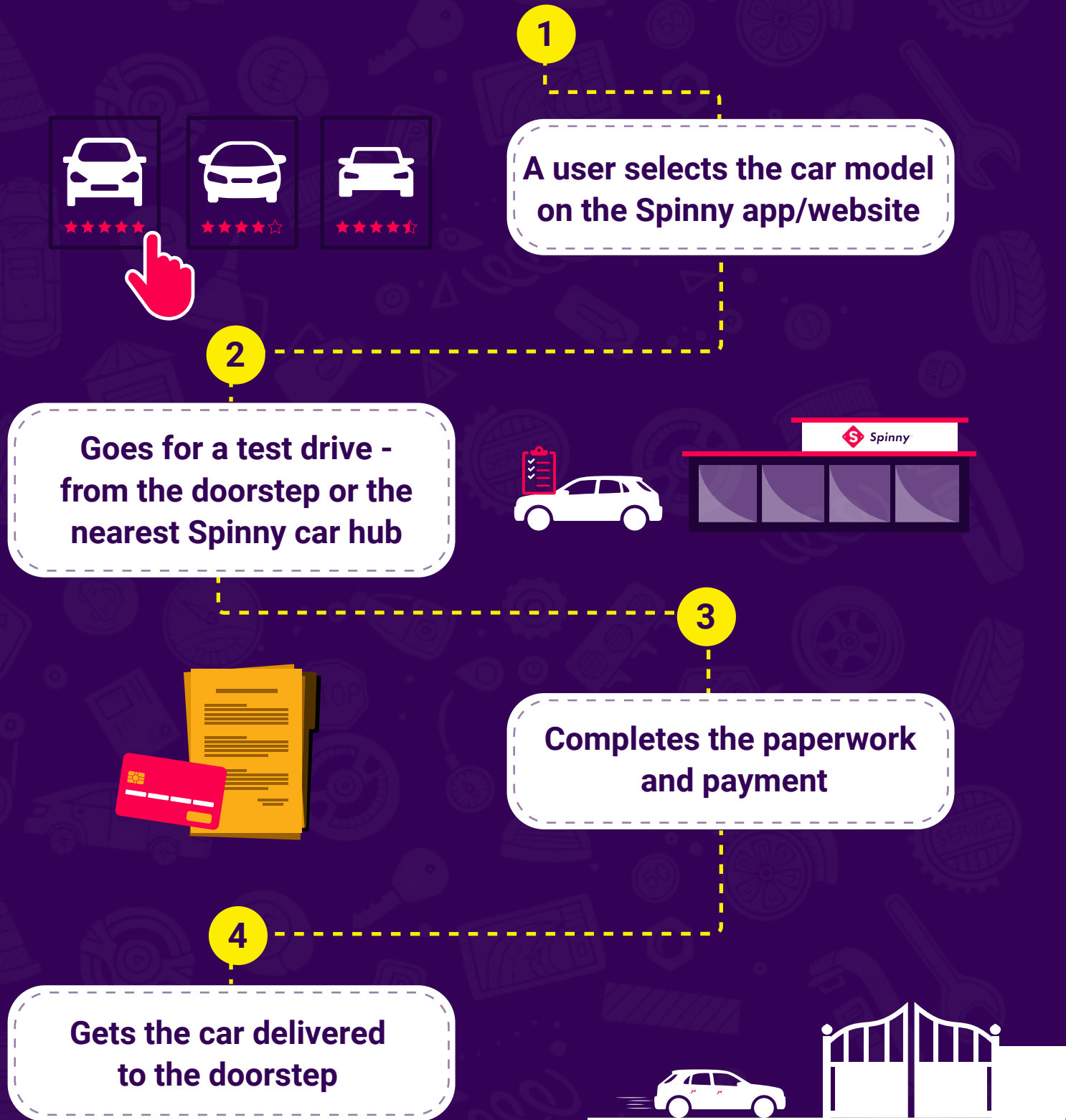
Lack of consolidated lead data

SOLUTION

Spinny adopts a **hyper-personalized, multi-channel engagement approach** to engage its users and reach out to them on their preferred channels. This helps Spinny improve its **North Star Metric-Test drive bookings.**

WebEngage's full-stack retention operating system has played an instrumental role in helping us deliver a best-in-class customer experience in a competitive car selling space. With the ability to send hyper-personalized communication across channels, we've been able to boost the number of test drive bookings by over 400%. The Customer Support and Success Teams at WebEngage have been supportive of fueling our business growth.

– Ramanshu Mahaur
Founder & CTO, Spinny

4-Step Process To Purchase A Pre-owned Car From Spinny

1

A user selects the car model on the Spinny app/website

2

Goes for a test drive - from the doorstep or the nearest Spinny car hub

3

Completes the paperwork and payment

4

Gets the car delivered to the doorstep

The Objective

Spinny's objective is to help people purchase a pre-owned car with the same confidence that they show while buying a new car. Spinny aims at making the pre-owned car buying process absolutely seamless and transparent.

With this belief, Spinny wanted to enable its Product & Marketing functions with the right technology to deliver a best-in-class user experience - an experience that perfectly synchronizes online and offline channels.

This was the moment when the teams at Spinny started looking out for a full-stack retention operating system with which they could:

- **Increase test drive bookings**
- **Automate marketing and retargeting communication flows**

Additionally, Spinny wanted its chosen retention operating system to facilitate smooth third-party integrations with applications like Google Analytics, Google Tag Manager and others.

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

So why did Spinny choose WebEngage?

- **The Product & Marketing teams at Spinny wanted to build micro-segments to engage its users with hyper-personalized communication.**

- **The teams at Spinny also wanted to create and automate user lifecycle campaigns across various touchpoints.**

As the onboarding and integration processes were seamlessly completed, the Customer Success Manager at WebEngage started working closely with the Marketing team at Spinny to execute on the growth opportunities.

Read on to find out more about how Spinny has been able to drive significant business impact.

Goal

Increase test drive bookings

While interacting with a brand across different touchpoints, a visitor/potential buyer can drop-off from any stage in its lifecycle. There can be multiple reasons for the visitors to drop-off. The reasons may include lack of time, simply browsing with no or minimal intent, comparing the prices, and others. While it's hard to predict drop-offs or the reason for the drop-offs, these **dropped visitors (potential leads) can definitely be brought back to the website/app using re-engagement campaigns.**

To nurture these leads and convert them into customers, Spinny didn't want to adopt a 'one-size fits all' strategy. Rather, the brand wanted to re-engage with these leads via hyper-personalized communication based on their actions and interactions with the platform. Further, **Spinny wanted to improve its North Star Metric - Test Drive Bookings.**

Challenge

Lack of consolidated lead data

When visitors drop-off from any stage in their lifecycle, they leave traces of data and behavior behind them. This data can be in the form of attributes like: Device & browser used, Acquisition channel, Events performed on the website/app, Contact details, Offline Events and so on

While Spinny had all the required data, the Marketing team at Spinny didn't have it consolidated on one single platform. Without consolidated data, **Spinny had the challenge of building lead profiles that were necessary to:**

- **Get a 360-degree view of the dropped leads**
- **Hyper-personalize the communication for each lead**

Solution

Hyper-personalized re-engagement campaigns based on unified

lead profiles

With a thorough understanding of the challenge, **the WebEngage Customer Success Manager (CSM) suggested the Marketing team at Spinny to collate all the lead data on the WebEngage dashboard and have a unified view of each lead.**

Why is a comprehensive view of each lead important?

With a unified view of all its leads, **Spinny would be able to get a complete picture of all the touchpoints, and the actions that a lead performs across channels and mediums.** This helps in instantly identifying the leads' preferred time, channels of engagement and also helps the team at Spinny to deliver contextual communication.
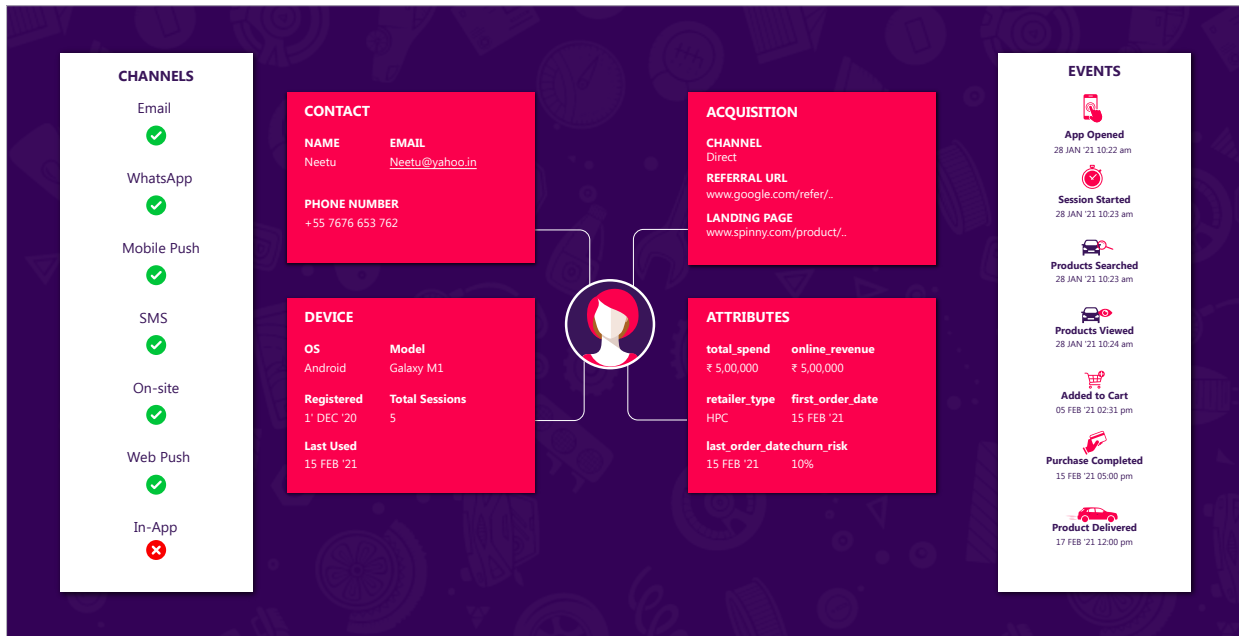
After getting a unified view of all the leads on the WebEngage dashboard, the team at Spinny decided to re-engage the dropped leads using win-back campaigns. **Spinny uses the [WebEngage Journey Designer](#) to create win-back campaigns and re-engage the dropped leads on their preferred channels of communication.**

Here's a glimpse of one of the re-engagement journeys that Spinny has created on the WebEngage dashboard:
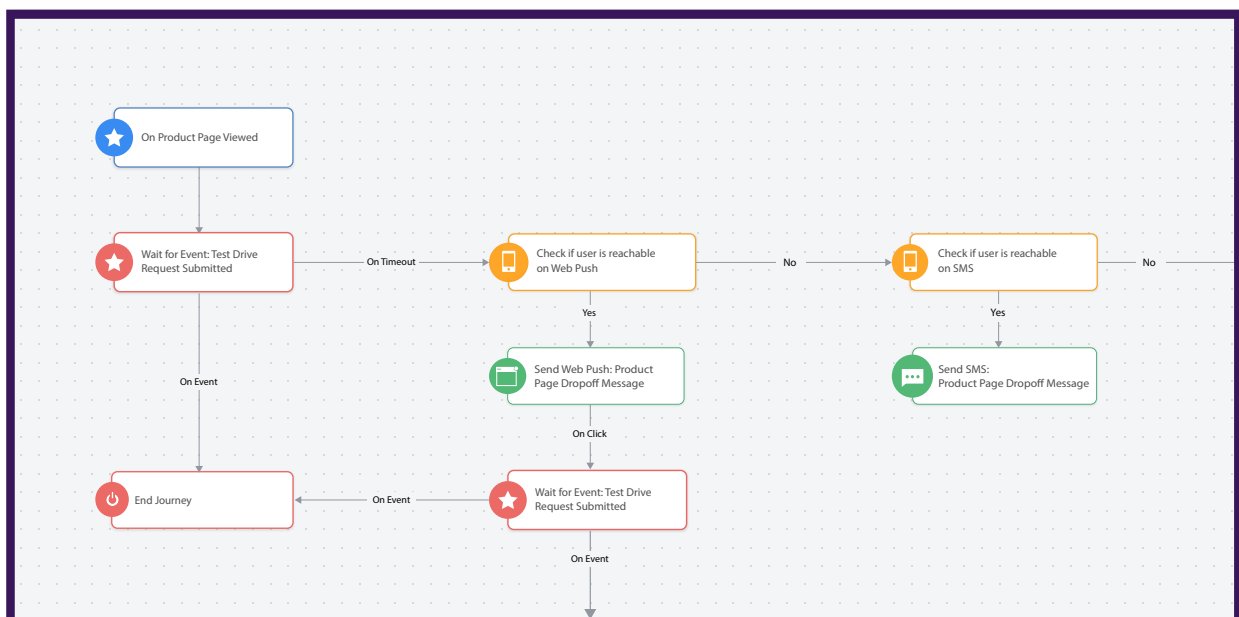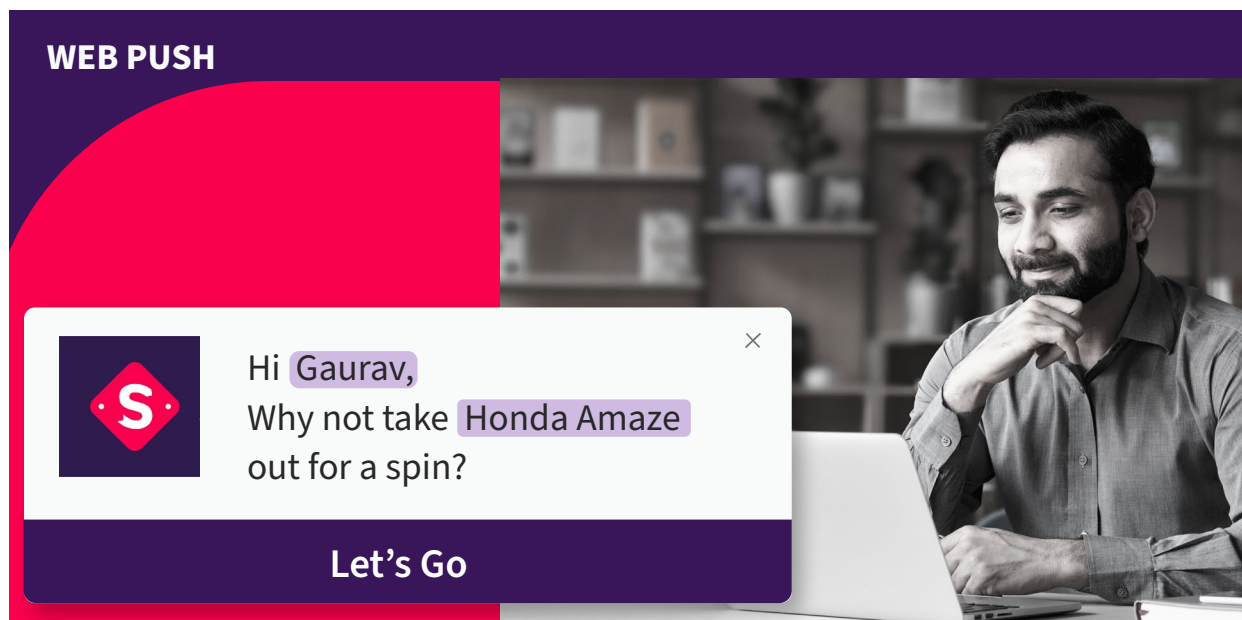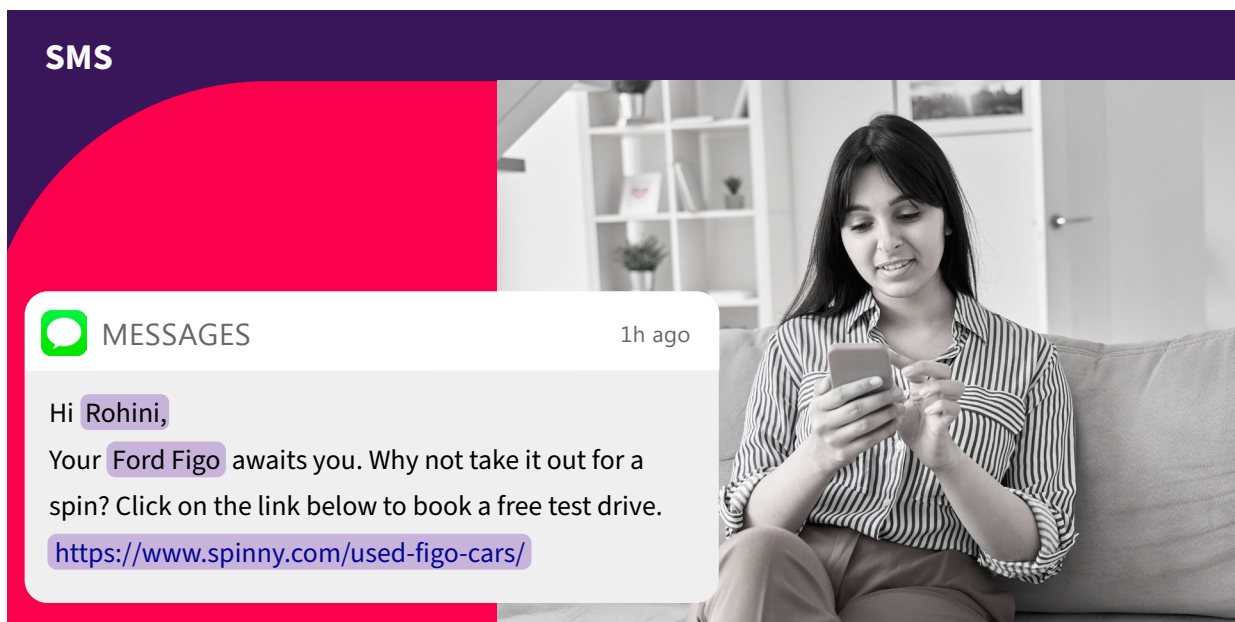
How does the re-engagement Journey work?

The journey starts with an event trigger *'Product page viewed.' 'Product page viewed'* is a custom event that is triggered when a visitor views the product page. This custom event has attributes like Car body type, Fuel type, City, Mileage, Model and so on.

The custom event and its attributes help Spinny understand the context and send highly contextual communication to influence conversions. After the event occurrence, the journey proceeds and employs a Wait for Event block. This block checks if the lead has requested a test drive or not.

If 'YES', then the journey ends because it doesn't make sense to send communication to a lead who has already taken the desired action of the journey i.e. Booking a test drive. If the lead hasn't done so, then the journey employs a channel reachability block to check the leads' reachability on channels like Web Push and SMS. Channel reachability is an indicator of leads' preference, helping Spinny identify the most viable channel to engage them.

Subsequently, the system sends a communication on Web Push & SMS encouraging the leads to check out the car they abandoned and take it out for a test drive.

WEB PUSH

Hi Gaurav,
Why not take Honda Amaze
out for a spin?

Let's Go

SMS

MESSAGES   1h ago

Hi Rohini,
Your Ford Figo awaits you. Why not take it out for a spin? Click on the link below to book a free test drive.
https://www.spinny.com/used-figo-cars/

Did you notice something interesting in the communication above?

The communication sent to the leads is hyper-personalized to the extent that it contains the exact details of the car they viewed and the product page URL of the car so that they can book a test drive in a couple of clicks. This is done using the WebEngage personalization engine which lets Spinny personalize the communication based on lead profile data & attributes, behavior data & attributes, Journey events and more.

Additionally, keeping in mind its leads' preferences and privacy, Spinny doesn't send the communication during odd hours or when the leads are asleep. This is done using DND hours on the WebEngage dashboard. Configuring DND hours is a one-time setup and these settings are applied to a lead as per their timezone.

Result

Spinny has been able to get a comprehensive view of its leads and offer them a seamless car buying experience using WebEngage. The team at Spinny accelerates user engagement resulting in a **432% uplift in its North Star Metric - Test Drive Bookings.**

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WebEngage

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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