



## Toppr, India's booming after-school learning app, witnesses 133% uplift in conversions through personalized campaigns



## COMPANY PROFILE

Toppr is India's booming after-school learning app for 5<sup>th</sup> to 12<sup>th</sup> grade students. It supplements classroom learning with interactive lectures, useful practice materials, regular tests & doubt-solving sessions to make learning personalized for the students.

## THE OBJECTIVE

- Equip every student with personalized learning

## THE CHALLENGES

- Running quick and timely experiments to understand the user behavior
- Sending relevant learning content to the students
- Enabling unassisted sales

## THE SOLUTION

- Driving content discovery and incorporating personalization
- Enabling faster testing cycles
- Steering user adoption



WebEngage has brought more cadence and rigor to our communication. Our product and marketing teams are now more efficient at what they do!

— **Zishaan Hayath**  
CEO, Toppr

## INDUSTRY OVERVIEW

EdTech is one of the most booming startup sectors in India. It beholds a large addressable audience, growing investor interest, increasing paid subscriptions, and intense competition. A recent Google-KPMG report estimates the overall sector to grow 8x and reach \$2 billion by 2021. The paid subscriptions are likely to reach 9.6 million with 6x growth since 2016.

## ABOUT TOPPR

Launched in 2013, Toppr started off as a platform specifically focused on helping students prepare for competitive exams such as IIT-JEE, AIIMS, BITSAT, and many more. Once Toppr realized a pool of opportunities that exists in the business, they shifted their focus towards students of both junior and senior classes beginning from class 5 to class 12.

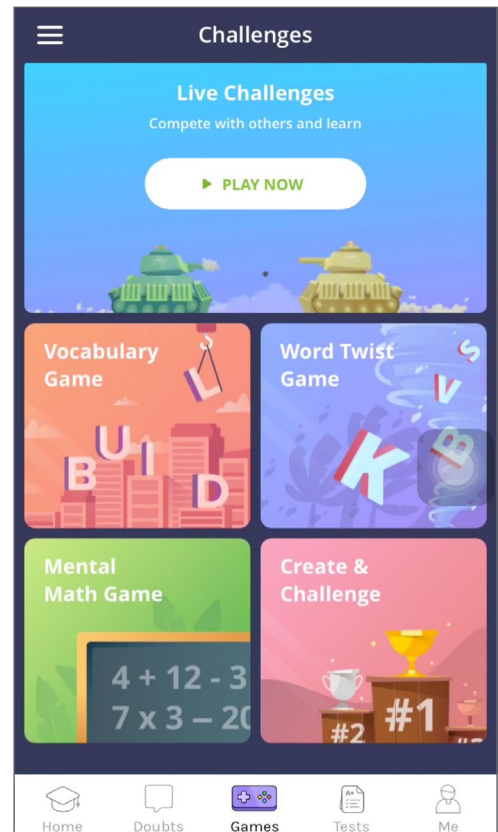
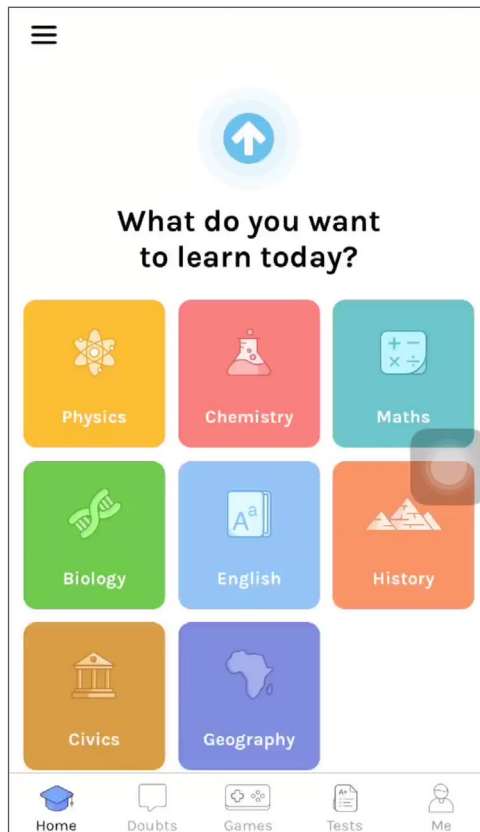
In order to provide exceptional learning experiences to all the students, Toppr scaled up its educational resources drastically:

- 2 million+ pieces of learning material provided
- Over 4 million doubts solved
- More than 3 million tests taken by students
- 70K educational videos uploaded
- 15 lakh+ questions and solutions provided

In this video, Zishaan Hayath and Joe Kochitty, CEO & VP Product at Toppr respectively, talk about how Toppr cracked the customer engagement and retention code.



[Watch the video](#)



*A snapshot of Toppr's mobile app where the student selects the subject he wants to learn and then solves related challenges which are gamified.*

Shortly after raising \$35 million in 2019, Toppr is all geared up to hit 20 million users (approximately) in 2020.

## Objective

### Equip every student with personalized learning

Toppr believes that every student is unique and possesses different learning needs. Thus, Toppr needs to lay a prime focus on an adaptive learning approach that meaningfully sharpens every student's skill sets.

With adaptive learning functionality, the app adapts itself to the student's behavior; thus, empowering them to modify and customize their learning experience on the Toppr app.

## Toppr's approach to personalized learning

### We believe that every student is unique

We believe that every student learns differently and we work towards helping them learn better.



### They learn better with individual learning paths

We use adaptive algorithms to create individual learning paths that improve the unique strengths and weaknesses of each student



### They get their doubts solved instantly, 24x7

Even if its the middle of the night, students can chat with experts to get their doubts solved instantly.



### They learn with videos, concepts, tests and stories for free

Whether they want to start a new chapter or revise an old one, students learn at their own pace.



### Students experience all round academic growth

Our four modules work seamlessly to boost every student's all-round academic growth, helping them learn better.



# Challenges

## 1. Running quick and timely experiments to understand the user behavior

Experimentation is an important tool for product teams to dive deep into the users' product expectations.

Hence, to understand the users' behavior at Toppr accurately, they introduced new features and further measured its user-impact. However, in order to stay abreast of their users' expectations, Toppr was required to boost the speed at which the experimentation process functioned.

## 2. Sending relevant learning content to the students

With Toppr's user base swelling day-by-day, it became necessary and challenging for them to collate all the relevant content and send it to appropriate user segments in the form of reminders or notifications. Sending such targeted and timely communication throughout the student's life cycle at Toppr was essential in order to build powerful engagement.

Moreover, every student used the app at their own pace, thanks to the adaptive learning approach here. Hence, it was important to share content with them at a time when it's most useful to them. This called for a more granular approach to engagement.

## 3. Enabling unassisted sales

An increase in Toppr's user-base meant an increase in the query solving efforts. If a student encounters issues at the point of sale, then troubleshooting all those doubts became Toppr's liability.

Also, managing a vast database is a challenge if done manually especially, while streamlining the entire communication or keeping a tab on it constantly. Hence, scaling up its subscription-based acquisition with minimal human assistance was the need of the hour for Toppr.

## Solution

After sifting through a bunch of marketing automation services, Toppr decided to go ahead with WebEngage as a tool of choice in order to make overcoming challenges easy.

The teams at Toppr and WebEngage came together and plotted a customized solution for the challenges Toppr lived through. These solutions included:

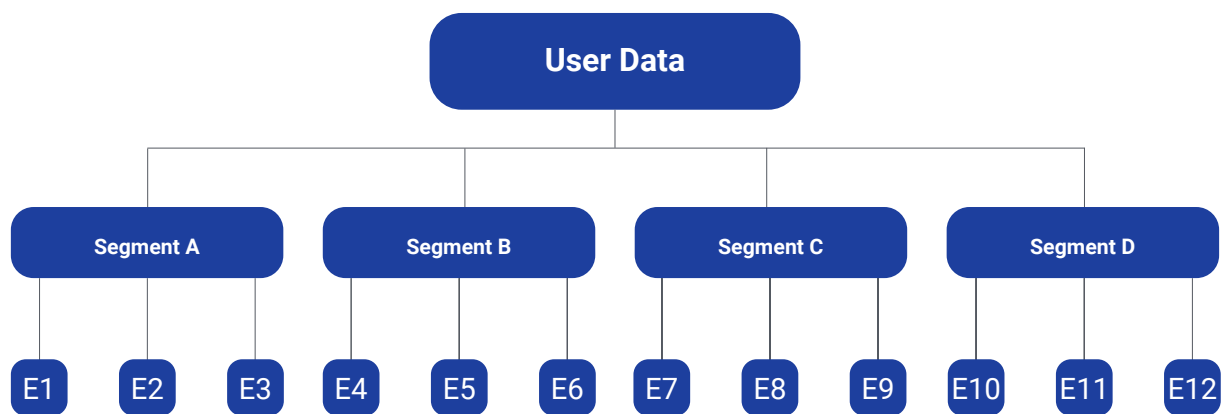
### 1. Driving Content Discovery and Incorporating Personalization

Building a strong user-base of 8 million and aiming to add another 12 million shortly, requires systematic segmentation of these users based on their behavior, preferences, and performance.

WebEngage understood this situation well and suggested - intelligent [user segmentation](#) and personalized communication for engagement as an apt solution.

While implementing the solution, Toppr collated all its user data and created relevant segments on their WebEngage dashboard. These segments are attested to an event trigger. This means, whenever the user performs any action on the learning app, a particular event is triggered, and the user gets automatically grouped under the relevant segment.

For example, if user X performed an action tagged as event 5, then this particular user will be automatically grouped under segment B.



*Note: E1, E2, E3....E12 stand for Event 1, Event 2, Event 3....Event 12.*

Such action-based segmentation is backed by the RFM (Recency, Frequency, and Monetisation) model, which played a major role in amplifying Toppr's product marketing campaigns.

# WHAT IS RFM?



## RECENCY

The last time users performed any kind of activity on your mobile app or website



## FREQUENCY

The number of times a user performs an activity on your mobile app or website



## MONETISATION

The amount spent by users while enrolling for a test or course on your mobile app or website.

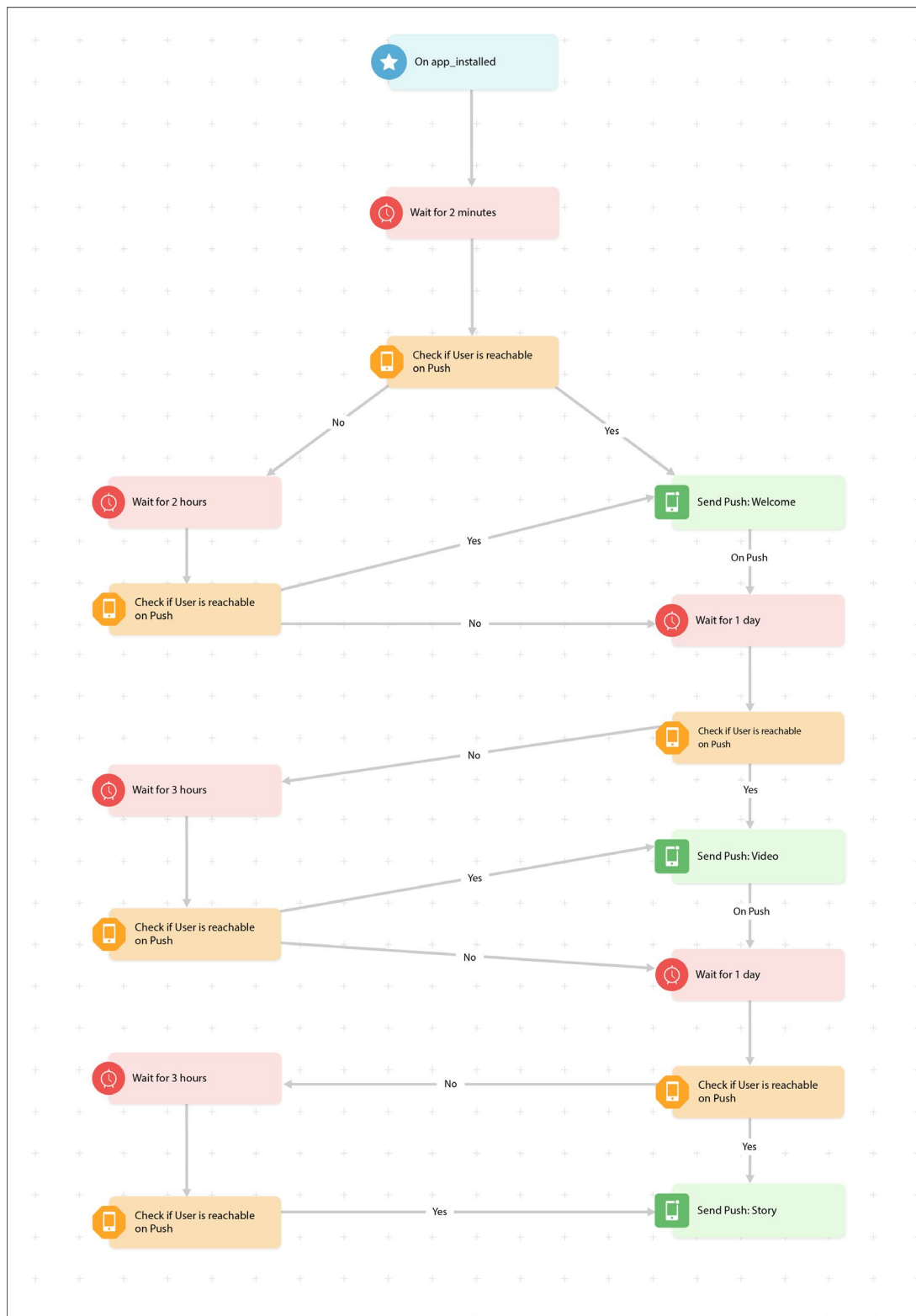
WebEngage

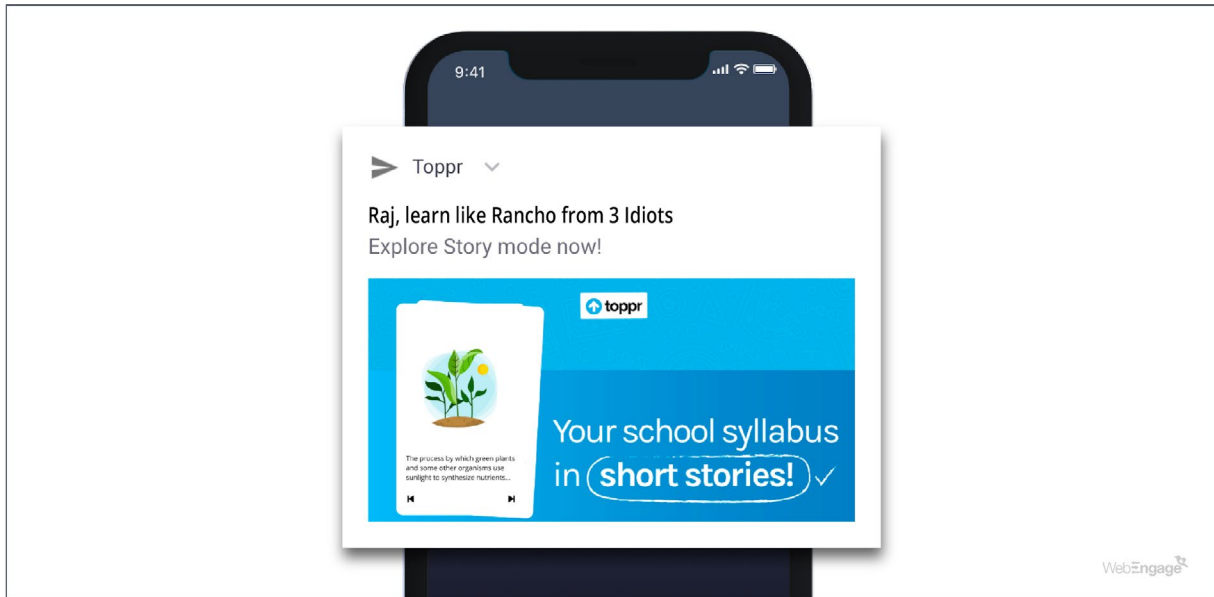
Such detailed segmentation further enabled Toppr to send personalized communications to its users. As per the [report](#), lack of content relevancy generates 83% lower response rates. Hence, providing personalized experiences to users was critical for Toppr.

For example, if Toppr's data suggests that a particular student has an extensive browsing history related to Maths then, the next time he reopens the mobile app, he'll receive communication mainly related to Maths. This is because Toppr first understood the student's behavior very well and then sent personalized content to the student accordingly.



Content personalization is not just limited to the in-app communication channel. Toppr sends out timely and contextual learning material to its users via [push notifications channel](#) along with SMS and email. This multi-channel communication approach adopted by Toppr not only helps them to constantly engage with their users, but also supports them to improve their retention metrics.





*A sample of Toppr's push notifications sent to its users*

**Personalized communication and highly targeted user segmentation led to 133% uplift in Toppr's conversions.**



WebEngage has transformed our user engagement and redefined the way we solve every student's problems. We've seen that sending contextual messages to users really help in improving engagement metrics.

**— Joe Kochitty  
VP Product, Toppr**

## 2. Enabling Faster Testing Cycles

Experimentation plays an important role when it comes to keeping up with Toppr's DNA of **experimentation**. And experimentation demands quick decision making and implementation process. Hence, it was important for Toppr to conduct these experiments at Godspeed.

WebEngage's dashboard enabled Toppr to measure data in real-time basis. This feature helped Toppr to analyze the impact or result of every experiment they rolled out quickly. By achieving quick results, Toppr was able to make all the required iterations in the relevant features in a lesser time frame than before.

## 3. Steering User Adoption

User adoption, also known as user onboarding, is the process of understanding the user's readiness to experience a new product or service. It is one of the most important aspects of a customer's lifecycle. If the adoption process is not smooth enough, then the chances of users relaunching the mobile app or revisiting the website are narrow.

In Toppr's case, user adoption was required for two major product upgrades - a monthly pricing model and a refer-and-earn program.

With WebEngage by its side, Toppr was able to send automated and highly targeted push notifications and in-app campaigns to its users at the right time. These automated campaigns helped Toppr to engage with its users at appropriate lifecycle stages without much manual effort.

Apart from all the above feature solutions provided by WebEngage, affection for the 'journey designer' grew profoundly at Toppr.



The journey designer allows us to segment users based on the actions they have performed on our mobile app and configure specific user journeys for various scenarios from a single place. This is the most used feature by almost all the teams at Toppr.

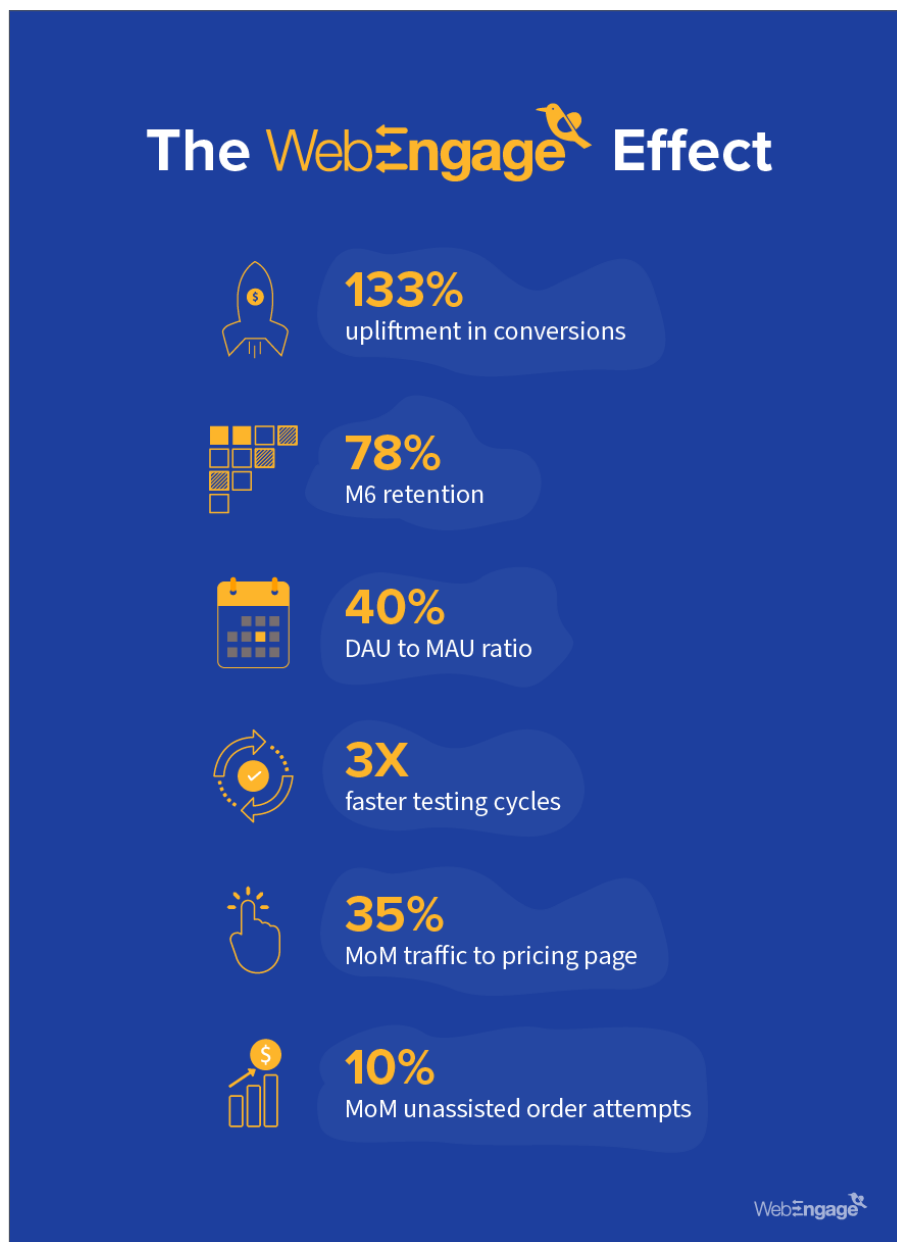
— Joe Kochitty  
VP Product, Toppr

## Results

WebEngage empowered Toppr to boost its user engagement. Some of their notable results include:

- More than 2-3 experiments are run daily (higher than their usual number of experiments)
- The average time spent by students on the Toppr app increased to **120 mins/day** (beyond the industry benchmark of 40 mins/day)

Along with the results mentioned above, here are some additional highlights:



At WebEngage, we are privileged to be associated with a vast portfolio of EdTech companies such as Toppr, Unacademy, [Testbook](#), [Cuemath](#), and Shaw Academy to help them execute their user engagement and retention marketing initiatives.

## Loved the case study?

Get a free product walkthrough. Talk to our automation experts for custom solutions.

[Schedule my free demo](#)



WebEngage is a full-stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

Thousands of online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

### TALK TO US TODAY

---

 +1 (408) 890-2392, +91 (022) 6110 2400 |  [support@webengage.com](mailto:support@webengage.com)

 [@Webengage](https://twitter.com/Webengage) |  [/Webengage](https://facebook.com/Webengage)