

E-COMMERCE BRAND STORIES OF POWERFUL USER ENGAGEMENT AND RETENTION



 zivame

 goto
goto.com.pk

 StarQuik
A YATA Enterprise

 MYGLAMM

 Chaayos

Welcome to the fourth collateral of the **E-commerce Master Pack!**

WebEngage has been a part of the noteworthy evolution of the E-commerce industry - by powering user engagement and retention for several leading brands across the globe.

As you flip through the pages of the customer spotlight booklet, you'll be fascinated to discover how some of our leading E-commerce clients like Zivame, MyGlamm, Goto, Starquik, and Chaayos are accelerating their user engagement and retention using **WebEngage's** marketing automation platform. And driving massive success by delivering one-to-one, highly memorable buyer experiences.

Happy reading!



Keyur Dhama

VP - Customer Success
WebEngage



Aswin Ravi

AVP - Customer Service and Implementation
WebEngage

Zivame is one of the largest lingerie marketplaces in India with an omnichannel presence. Founded in 2011, the company caters to 1.5 million+ active users online.



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Retention is critical to the success of consumer businesses like us, and going with WebEngage's Journey Designer was the right decision that we made. It has infinite use-cases and we got the validation during the pilot only. Its best part is the UI, as everyone across the board, whether or not a techie, can make sense of how the customer journey is mapped out and thereby make recommendations.



Naman Gupta

Principal - Growth
Ex - Zivame

Targeted, multi-channel engagement leads to

20% increase in purchases

E-commerce businesses face a common challenge of users dropping off from the product pages. Zivame faced a similar challenge - users come to the platform, search, visit a product page or a couple of them, and then exit without making a transaction. And the bulk of MAU for any E-commerce business, which is not totally app-based, is anonymous.

At Zivame, we were looking to create a personalized and engaging experience for our users. Tying the behavioral history of the user across web and mobile, and incorporating it into your messaging in a live setting was supremely difficult.

After joining hands with WebEngage, we were able to create a workflow using WebEngage's journey designer tool and effectively reach out to anonymous users, who dropped off from the product page. We effectively targeted online users with personalized on-site messaging and browser push notifications and saw a massive increase in the number of purchases.

01

Goals

Convert anonymous
users to paid
customers

Create engaging
and personalized
experiences for users via
on-site communication

Challenges

Reducing drop-offs
from the
product page

Delivering contextual
and personalized
communication

Key Results

20.94%
uplift in the number
of purchases

19%
CTR for real time
on-site notifications

Goto is one of the most rapidly expanding online shopping stores in Pakistan. The E-commerce store displays a vast variety of product categories that cater to a myriad of customer needs such as Apparel, Footwear, Accessories, Electronics, Computing, Phones, Appliances, etc.



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We've learned and grown with WebEngage tremendously. My team is able to come up with answers quickly and this has revolutionized the way we work. Within a short span of time, we've been able to get our campaigns out of the door and scale our marketing initiatives the way we want to.



Syed Mustafa Sayem

Head of Digital
Ex - Goto



Personalized, multi-channel communication powers

10X boost in conversion

Like many E-commerce stores, Goto was facing the challenge of users adding products to their cart but not completing the purchase. Among all the visitors to a website, only a small percentage would actually proceed to the final stage of buying a product.

At Goto, we were looking to meaningfully engage with our users that can lead to maximized customer engagement and stickiness on the platform. WebEngage's multi-channel marketing automation platform seamlessly helped us in converting our website visitors into paying customers.

We were able to create cross-channel journeys using WebEngage's journey designer tool and prompt users who view a product but do not end up buying it, to go ahead with the purchase. We effectively managed to send real-time communication to users across different engagement channels like web push, email, and SMS.

With the ability to put in multiple checks in the user journeys like spam, accessibility, etc. we successfully delivered one-to-one, highly contextual messages.

Goals

Reduce cart abandonment rate

Drive maximum purchases

Avoid spamming the users with frequent communication

Challenges

Convincing the visitors to place the order

Sending the right communication on the right channel

Figuring out the right time and segment

Key Results

11.57%
abandoned carts recovered via real-time campaigns

10X
increase in purchases via multi-channel communication

7.45%
contribution to the overall revenue through filtered segments

StarQuik is a Tata Enterprise that aims to bring the ease of online shopping of daily needs like grocery, bakery, fruits and vegetables, and thousands of household products. Consumers can shop their daily needs online and get the products delivered at their doorstep.



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WebEngage powers our complete customer retention and engagement process. We have defined our journeys and interaction steps which automates a lot of user tracking and sending out messages/notifications/ SMS and emails very easily.



Niket Anand

Head of Product Management
Ex - Starquik

Triggered and timely campaigns result in an uplift of **2300% in customer acquisition**

The online grocery retail in India is at a nascent stage and with deep-pocketed players like Grofers, Amazon, etc., the competition is way too much and differentiation is way too limited.

At Starquik, our primary objective was to ensure that the users landing on the site are able to find the best of offers, and prompt users to quickly add to cart and build a meaty cart. Additionally, prompt the user to view the cart with a specific coupon and push him to proceed to checkout.

After joining hands with WebEngage, we were able to create a workflow using WebEngage's journey designer tool and send highly targeted and contextual messages to users at the right time. These timely and automated campaigns helped us engage with our users at appropriate lifecycle stages without much manual effort and deliver a true cross-channel experience.

03

Goals

Convert first-time
visitors to
paid customers

Increase top of the
funnel conversions

Engage customers
on their preferred
channel through
real-time
communication

Challenges

Increasing the
cart value

Identifying
high-intent users
for maximum
conversions

Delivering
personalized
communication
across channels

Key Results

2381.62%
uplift in customer
acquisition

4.28%
unique purchases
through Journeys

2X
increase in overall
engagement through
multi-channel
campaigns

MyGlamm is an online cosmetics brand that was founded by Darpan Sanghvi in 2012. Along with the new age color cosmetics products that MyGlamm sells, it is also an online marketplace for beauty aestheticians. The Mumbai-based startup is also the first in the industry to be funded by one of Europe's largest natural beauty products companies.



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We found a platform that provides accurate user data, simplifies the collating process, helps us create usable buyer personas and journeys, and has most features that an online beauty brand (like our) needs. The cohorts and journey builder features, especially, impressed us. Our campaigns have constantly improved – they’re highly contextual, personalized, timely, and effective!



Neeraj Sanghani

Chief Strategy Officer
MyGlamm

Hyper-personalized, cross-channel communication through journeys drives **166% uplift in purchases**

Vanity has become paramount today. With the rise of disposable income and desire to look good, the consumer demand for beauty products is at peak. The tremendous growth of E-commerce has also given rise to online marketplaces becoming popular shopping destinations for cosmetics.

MyGlamm lays prime focus on two things: One, that every user must be able to complete the buying lifecycle seamlessly. Two, users must feel valuable throughout their buying journey with MyGlamm. We aim at making every user's buying experience delightful, hassle-free and memorable as customer experience is at the epicenter of our marketing strategy. So, we focused on delivering exceptional user experiences with targeted and highly-personalized marketing which helps us - drive optimum sign ups, nurture the ideal prospects, convert users into buyers and build user loyalty leading to profitable long-term growth.

WebEngage provides accurate user data, simplifies the collating process, helps us create usable buyer personas and journeys, and has most features that an online beauty brand needs. The cohorts, and journey builder features are our favourites. From flawless integration and priority support to logical product features and targeted cross-channel campaigns, WebEngage has aided us in taking our lifecycle marketing campaigns to the next level.

Goals

Convert new sign ups into customers

Drive users to place their orders based on the products in their carts

Convert dropouts from the checkout flow

Challenges

Enabling consistent messaging across multiple channels

Creating different users' personas based on the users activities across channels

Convincing users to complete the purchase without annoying them with multiple reminders

Key Results

6.77%

boost in orders placed by new sign ups

166.9%

uplift in purchases by cart abandoners

137.5%

uplift in orders placed through personalized communication

Chaayos is India's fastest growing cafe chain that aims at addressing the innate need of Indians for a hygienic, sumptuous cup of chai, beyond the comfort of the customers' homes. With 60+ outlets in six cities across India, Chaayos serves over 1200 personalized chai options.

The Chaayos logo is displayed in a green, stylized font. The letter 'C' is uniquely designed with a circular swirl on its left side. The logo is centered within a white oval that has a thin red border. The entire graphic is set against a solid red background decorated with faint, abstract white and red lines and dots.

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WebEngage has greatly improved my team's ability to understand and unify user data to solve the retention problem. Within 3 months of launching the journeys, we've seen a 20-22% uplift in repeat purchases – something we are extremely proud of. The NPS survey gave my team an opportunity to derive actionable insights to deliver the best customer experience. Thanks to WebEngage, we can now be focused on the experience layer that we want to create for our brand.



Abhishek Bhukker

Senior Area Manager
Chaayos



Targeted and personalized campaigns through journeys drive 154% uplift in repeat purchases

To reach out to all the chai lovers, Chaayos charted out a plan to open several cafes across the country. While the plan was in place, they also wanted to invest in their existing customers. They were driven by the belief that returning customers resulted in higher ROI as compared to new customers.

Unlike the chai we serve, the outcome of our retention marketing strategy wasn't really a steaming hot success. A bunch of hurdles came in our way while we wanted to deliver the best possible experience by tying online experiences with offline for our customers.

WebEngage's marketing automation platform helped us in powering our user engagement and retention initiatives. Within 3 months of launching the journeys, we saw a 154% uplift in repeat purchases - something we are extremely proud of. The NPS survey gave my team an opportunity to derive actionable insights to deliver the best customer experience.

Goals

Retrieve lost customers

Increase order frequency

Grow with customer feedback

Challenges

Getting a unified customer view using data from POS and website

Sending timely reminders to users most likely to make a transaction

Gaining real-time feedback from online & offline users

Key Results

154.3%

uplift in repeat purchases through cross-channel targeting

30.01%

increase in order frequency through a loyalty programme

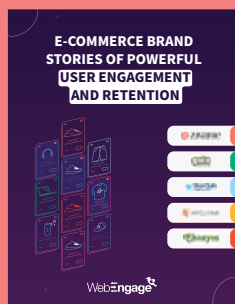
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NPS score received through on-site surveys

We hope you enjoyed reading the success stories of some of the leading E-commerce brands and gaining insights on how you can leverage the power of marketing automation to fuel up your business growth.

We, at WebEngage, are determined to help you execute your user engagement and retention marketing initiatives via our full-stack marketing automation platform and help you stay ahead of the game, always!

Our next handbook will help you explore how marketing automation powers E-commerce user engagement and retention at scale.



Create engaging customer experiences that matter.

Get in touch for a personalized demo of the WebEngage marketing automation dashboard.

[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



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