



***EdTech brand
stories of powerful
user engagement
and retention***

Welcome to the fourth collateral of the Edtech Master Pack!

We hope you enjoyed reading the three guides on mastering the art of impactful learner, teacher, and parent engagement and retention for your EdTech platform.

WebEngage has been a part of the noteworthy evolution of the EdTech 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 EdTech clients like Toppr, Unacademy, Cuemath, and Testbook are solving their user engagement and retention marketing woes using WebEngage's marketing automation platform. And driving massive success by delivering one-to-one, highly memorable user experiences.

Happy reading!



Keyur Dhami

VP - Customer Success
WebEngage



Aswin Ravi

AVP - Customer Service and Implementation
WebEngage



toppr

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



WebEngage has brought more cadence and rigor to our communication and helped us deliver highly targeted campaigns. Our product and marketing teams are now more efficient at what they do.



Zishaan Hayath

Founder and CEO

Toppr



EdTech

Personalized campaigns result in 133% uplift in subscriptions

Toppr believes that every student is unique and possesses different learning needs. Their primary goal was to equip every student with personalized learning.

With Toppr's student base swelling day-by-day, it became challenging for us to collate all the relevant content and send it to appropriate segments.

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 our subscription-based acquisition

with minimal human assistance was the need of the hour.

With WebEngage's marketing automation platform, we were able to create smart segments and send highly targeted and contextual campaigns to students at the right time. These automated campaigns helped us to engage with students at appropriate lifecycle stages without much manual effort.



Zishaan Hayath
Founder and CEO
Toppr

Goals



Equip every student with personalized learning



Enhance content consumption



Improve the onboarding process for students and adoption of new courses

Challenges

Running quick and timely experiments to understand student behavior

Sending relevant learning content to the students

Enabling unassisted sales

Results

133%

uplift in subscriptions

78%

increase in M6 retention rate

40%

increase in DAU/MAU ratio



*Testbook is India's No. 1
Government Exam Preparation
Site that provides online exam
preparation solutions to
students preparing for
competitive exams.*

“

WebEngage's marketing automation platform enabled us to tailor cross-channel campaigns that resonated with our learners. With WebEngage, we saw a significant uplift in open rates, CTRs, and overall conversions in reactivating inactive learners, directly translating into more revenue.



Narendra Agrawal

Co-founder

Testbook

WebEngage 



EdTech

Targeted, cross-channel journeys up the retention marketing game

EdTech businesses that operate on a freemium model have an inherent challenge of converting free learners to paid customers. Testbook has a similar business model; learners initially get free limited period access to tests, post which they are prompted to purchase.

Given the nature of the Freemium model, it is critical that students complete the free trial of the product and don't abandon midway. So, our

core intent was to bring back students to the platform who dis-engaged after the free-trial period ended through reactivation campaigns.

After joining hands with WebEngage, we were able to create a workflow using WebEngage's journey designer tool and reach out to inactive learners across multiple engagement channels like Push Notification, Web Push, and Email effectively.



Narendra Agrawal
Co-founder
Testbook

Goals



Convert free learners to paid customers



Improve platform stickiness



Reactivate inactive learners

Challenges

Engaging students who went inactive during a free trial

Delivering personalized communication

Identifying the right engagement channels for inactive learners

Results

15%

boost in free-to-paid conversions

3X

increase in time spent by learners on the platform

3

new engagement channels leveraged to reactive learners



Unacademy is India's largest e-learning platform that brings together some top educators and +7 million student users on one platform. Students can access an array of courses and study material by expert educators using Unacademy's mobile app and website.

“

WebEngage's marketing automation software helped us deliver a hassle-free user experience and send timely, contextual, and personalized messages to our vast student database through funnel-based campaigns.



Hemesh Singh

Co-founder and CTO

Unacademy

WebEngage 

Action-based recommendations result in breakthrough student engagement

Students can access an array of courses and study material by expert educators using Unacademy's mobile app and website.

The student journey typically includes actions like picking up a goal, choosing a language, exploring relevant content on the app/website, saving or downloading a course and following an educator. Now, the student may perform these actions in their preferred order. But these are some of the most important actions on our platform which are highly correlated with the success of our learners.

So when we joined hands with WebEngage, our primary goal was to deliver a hassle-free user experience across these actions.

Thousands of combinations of educators and content were automatically identified and mapped to students using the dashboard. This ensured relevant messaging to each of our +7 million student users. The entire process was simplified and we could deliver course-based and timely content for every student via funnel-based campaigns, across the mobile app and web.



Hemesh Singh
Co-founder and CTO
Unacademy

Goals



Helping students find the right educators on their platform



Converting engaged students to paying customers



Improving content consumption

Challenges

Matching the student intent with educator profiles to find the right educators for a student

Moving engaged students closer to the paywall with journeys optimized for multiple interim goals, finally leading to a transaction

Complexity in deciding the next best communication for each student

Results

43.23%

uplift in conversions from students who were introduced to relevant educators via user journeys

12.80%

unique conversions on hyper-personalized campaigns

114.5%

uplift in lessons viewed by students through course-based messaging

Cuemath is India's No. 1 after-school math excellence program that brings together the best of technology to help students learn and build a strong math foundation.

“

Being able to plug in different entities, products, and channels, analyze, and act upon the results from one single dashboard significantly improved our productivity and efficiency.



Anushray Gupta

Chief Technology Officer
Cuemath

Multi-sided communication drives 15% uplift in fee payments

At Cuemath, there are three separate entities (students + parents + teachers), interacting across six different platforms in a single business. When different technologies were used to pull data from these sources, the results were rarely unified, making it extremely difficult to use.

Though the final delivery was a mix of offline and online learning, Cuemath needed technology for every aspect of their platform. Whether it was the way students interacted with the platform, how parents monitored their

kids' progress on the app, or how the teachers ran the centers.

We needed a system that could pull all the data in one place and present a holistic view of each user (students, parents, teachers). With WebEngage's powerful cross-channel automation, we were able to tackle these multi-sided scenarios and capture all user events efficiently. This helped us personalize user experiences across all platforms and improve our product and marketing strategies.



Anushray Gupta
Chief Technology Officer
Cuemath

Goals



Consolidate user data to get a unified view of each user



Effectively communicate with each entity (parents, students, and teachers)



Automate product communication like student milestones, progress reports, etc.

Challenges

Target and segment users to send contextual multi-sided communication

Segregate customers (parents) from consumers (students)

Retain teachers on the platform for a long term

Results

30%

increase in email click-through-rates

15%

uplift in fee payments

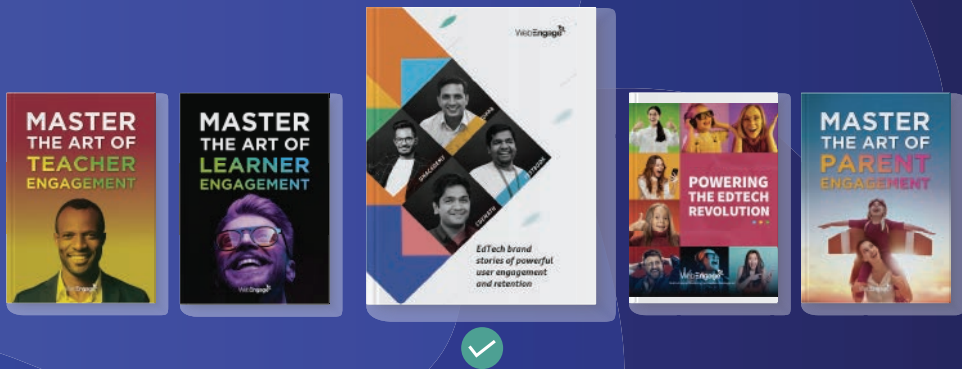
30%

increase in form submissions from teachers

We hope you enjoyed reading the success stories of some of the leading EdTech brands in India 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 EdTech 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



+1 (408) 890-2392, +91 (022) 6110 2400



support@webengage.com



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



[/Webengage](https://www.facebook.com/Webengage)