



WEGO, MENA's Largest Online Travel Marketplace Achieves 8X Conversion & 27% Up-lift In App Activation



COMPANY PROFILE

Wego provides award-winning travel search websites and top-ranked mobile apps for travellers living in the Asia Pacific and the Middle East regions. Wego harnesses powerful yet simple to use technology that automates the process of searching and comparing results from hundreds of airline, hotel and online travel agency websites.

Wego was founded in 2005 and is headquartered in Dubai and Singapore with regional operations in Bangalore Jakarta and Cairo.

THE OBJECTIVE

Find a scalable way to automate personalized communication for the entire user-base, spread across different time-zones and geographies. Make it easy for customers to follow through and complete bookings on their platform

THE CHALLENGES

- Understand the diverse user-base
- Use native language in all campaigns
- Build them without a lot of manual work
- Help customers make sense of the options they have

THE OUTCOME

WebEngage enabled Wego to:

- Exhibit a deep understanding of its customer base
- Align their marketing communication with customer's needs in mind
- Build campaigns with shorter execution and testing cycles
- Speak to global customers in their native language
- Ease third-party integrations to further amplify user experience



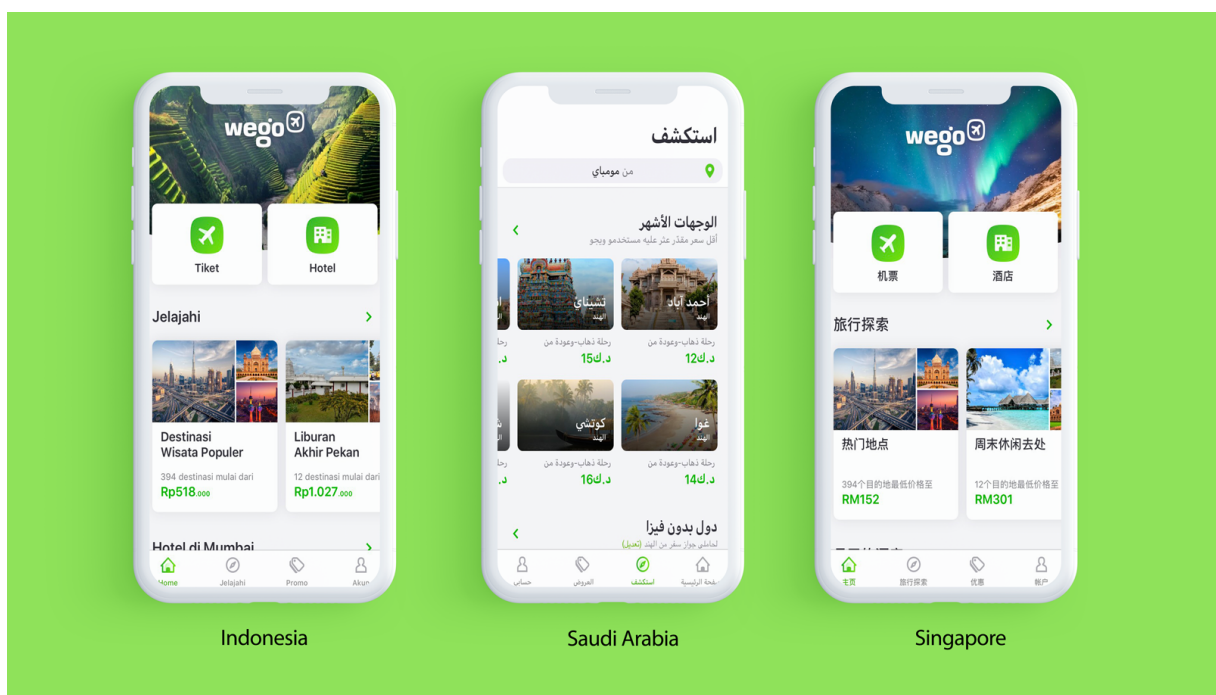
WebEngage allowed the team to not only improve engagement but also measure and correlate user behavior with campaign performance. Our team is constantly discovering better ways of engaging users. We have re-prioritized campaigns that were more effective in saving users time or fetching more conversions.

— **Shashank Singh**
CRM Manager at Wego



Wego's Mobile-first market

Smartphone usage in several Arab states in the Gulf, particularly in the United Arab Emirates and Saudi Arabia, is among the highest in the world. In March 2014, Wego had launched the world's first Arabic language travel metasearch mobile apps. With a population that is relatively young, educated, going digital – and mobile-first, a huge chunk of Wego's search and booking activity from the Middle East happens on mobile only.



The Challenge

Traversing to 2012, travelers in the Middle Eastern region found it difficult to book flights. There was a wide array of world-class airlines but no common platform to search flights, compare prices and purchase tickets. Fortunately, Wego eyed a high growth opportunity in this vacuum and entered the MENA territory just in time.

However, catering to the global audience possessing diverse interests posed several challenges to the marketing team:

1. The Middle East and APAC are large and very diverse regions, comprising more than 30 countries with unique characteristics regarding culture, language, and religion. Engaging users in these areas needed a marketing strategy that encompasses:
 - Personal relationships that build trust
 - Native language use for relatability and;
 - Loyalty programs that offer the most competitive prices at all times.
2. Beneath this was a layer of user engagement - a challenge every marketer encounters, irrespective of their industry. Instead of adding to the noise and overwhelming the users, Wego's marketing team had to:
 - help users make sense of the options they had and;
 - be there in their moment of need with a relevant message.



By 2018, Wego's user base had exploded to over millions of users, across 50+ countries. At first, the team tried switching to a mobile marketing platform. But the result was not encouraging. The team ran multiple campaigns. At times duplicating campaigns in different languages to reach out to its diverse user base. It was a manual task that took up a lot of time and bandwidth.

Wego realized its need for **a scalable way to return to the basics of personalized communication**. They partnered with WebEngage to achieve this goal. Through its personalization engine, WebEngage not only supported Wego with their problem in hand but, also provided advanced customized solutions, as mentioned below.

The Solution

WebEngage understands that travel is a complex and a high-anxiety purchase. Unlike a pair of trousers, it's hard for customers to return a two-way flight ticket.

The team works with hundreds of travel, OTAs, some of them being Asia's top companies like Goibibo, Yatra, Makemytrip and Rehlat. This experience put them in a very unique position to quickly identify and solve challenges faced by Wego's.

So, while most marketers usually aim to improve their conversions, WebEngage empowered **Wego to resist the temptation to blindly jump into a sale and focus on personalized communication.**

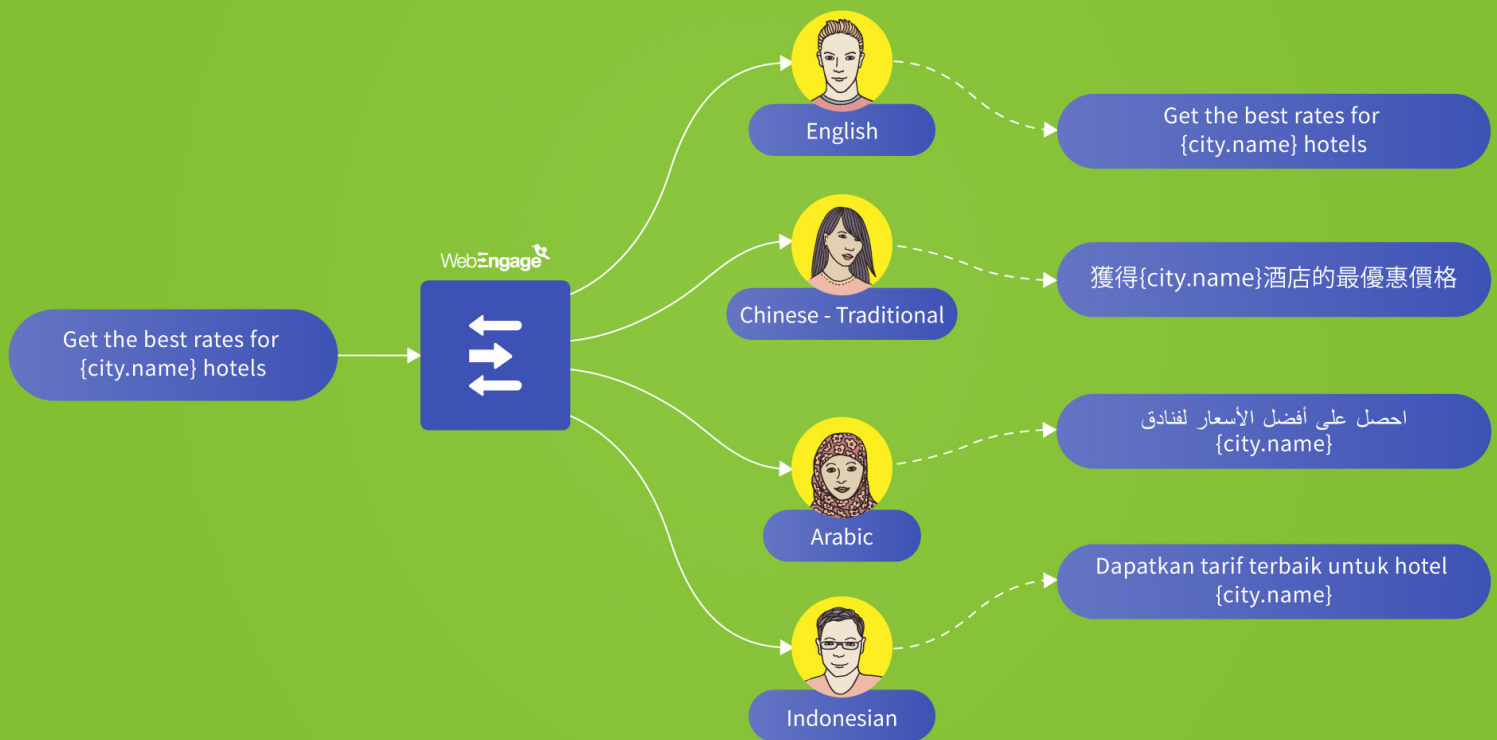
#1: Speak the native language

What proved to be a daunting task earlier was simplified by WebEngage's personalization engine. The basic process looks like:

- A user signs up on Wego app
- His/her profile is created on WebEngage dashboard
- Along with the basic info, additional details such as the **email ID, country, time-zone, currency**, etc, are assigned to their user profile. These additional identifiers are collectively known as user-attributes and are set for "anonymous" profiles as well.

Wego utilizes WebEngage's user attributes and identifies users' language preference to send messages in their native language, increasing engagement and likelihood to convert.

Multi-lingual support: Speaking the language of the people



Multi-lingual support has become a crucial part of Wego's marketing campaigns. The team no longer employs manual methods of duplicating each campaign to the user's native language.

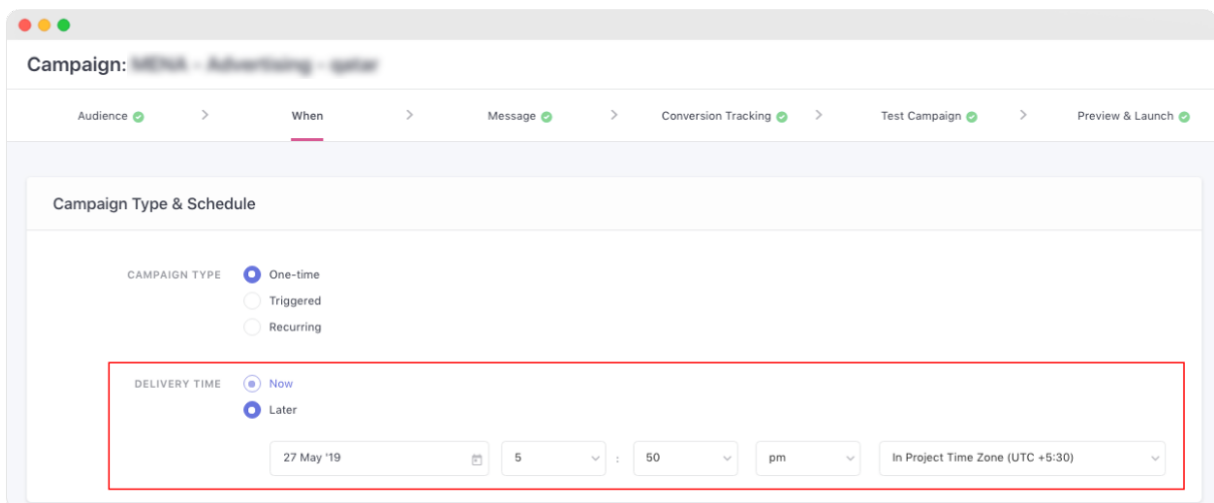
#2: Engage users in their local timezone

The time at which users receive notifications is critical to the success rate of the campaigns. But Wego has users across time zones, all over the world. The delivery time has to be different for each timezone. To address this issue, Wego utilizes WebEngage's personalization features to:

Send messages in the user's timezone:

The `time-zone` attribute stores user's timezone data in their profile. While creating a campaign, the marketer simply selects the 'Later' option and enters the preferred delivery time for the campaign. This allows Wego to schedule notifications based on the specific timezone of each user.

For example, if they schedule a delivery for 5:50 PM, each user will receive it at 5:50 PM in their timezone.



The screenshot shows a web application interface for creating a campaign. At the top, there's a progress bar with steps: Audience, When (selected), Message, Conversion Tracking, Test Campaign, and Preview & Launch. Below this, the 'Campaign Type & Schedule' section is visible. It has two main parts: 'CAMPAIGN TYPE' with radio buttons for 'One-time' (selected), 'Triggered', and 'Recurring'; and 'DELIVERY TIME' with radio buttons for 'Now' and 'Later' (selected). Below the 'Later' option, there's a date picker set to '27 May '19', a time selector set to '5:50 pm', and a dropdown menu set to 'In Project Time Zone (UTC +5:30)'. A red rectangle highlights the 'DELIVERY TIME' section.

Wego localizes their marketing messages to reach out to its global users at the most opportune moments

Moreover, Wego exercises the option to defer message delivery to those users where the local time has already passed the specified delivery time.

Display local time in all outgoing messages:

Using this feature Wego localizes the time displayed in their outgoing messages.

For instance, say they want to send a flight reminder, and the flight has a `departure_time` timestamp. The marketer chooses this option and the departure time in the message gets converted to the user's local timezone.

Shown below is a code snippet that converts departure date to user's local date.

```
{{journey['state-19'].custom['leg1_depart_date'] | we_date('tz',  
user['system']['tz_name']) | we_date('DD MMM YYYY') | urlencode}}
```

Ever since Wego integrated with Webengage, its

- Reachability has grown by 6X
- Click-rates have increased drastically, to almost double of what they began with.

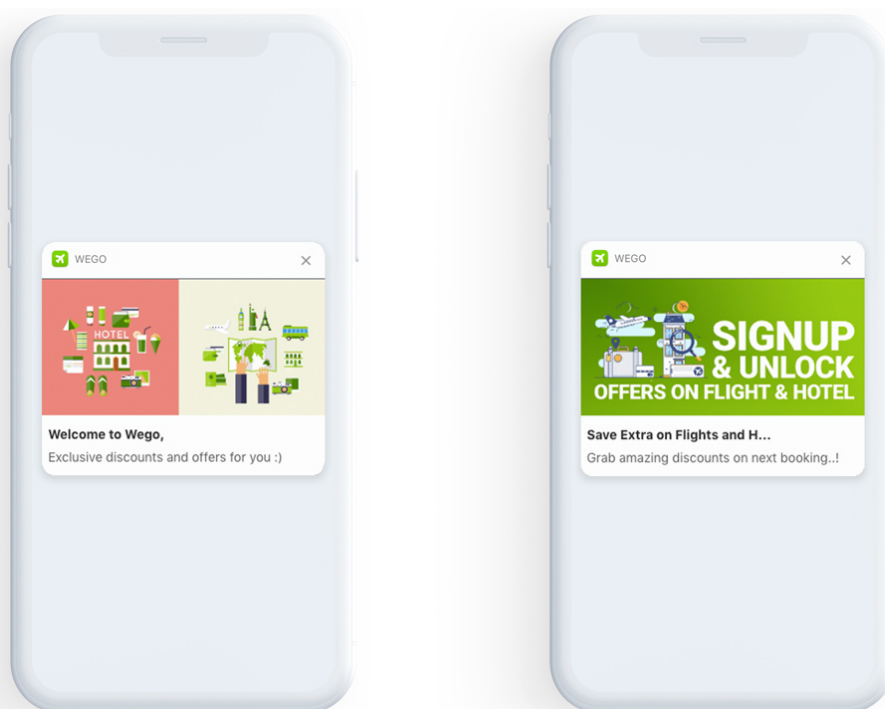
#3: Onboard users to show your true value

By understanding how users move through key funnels, such as the first-time app install to sign-up, Wego created an onboarding journey that encourages users to take appropriate actions on the app.

The onboarding journey:

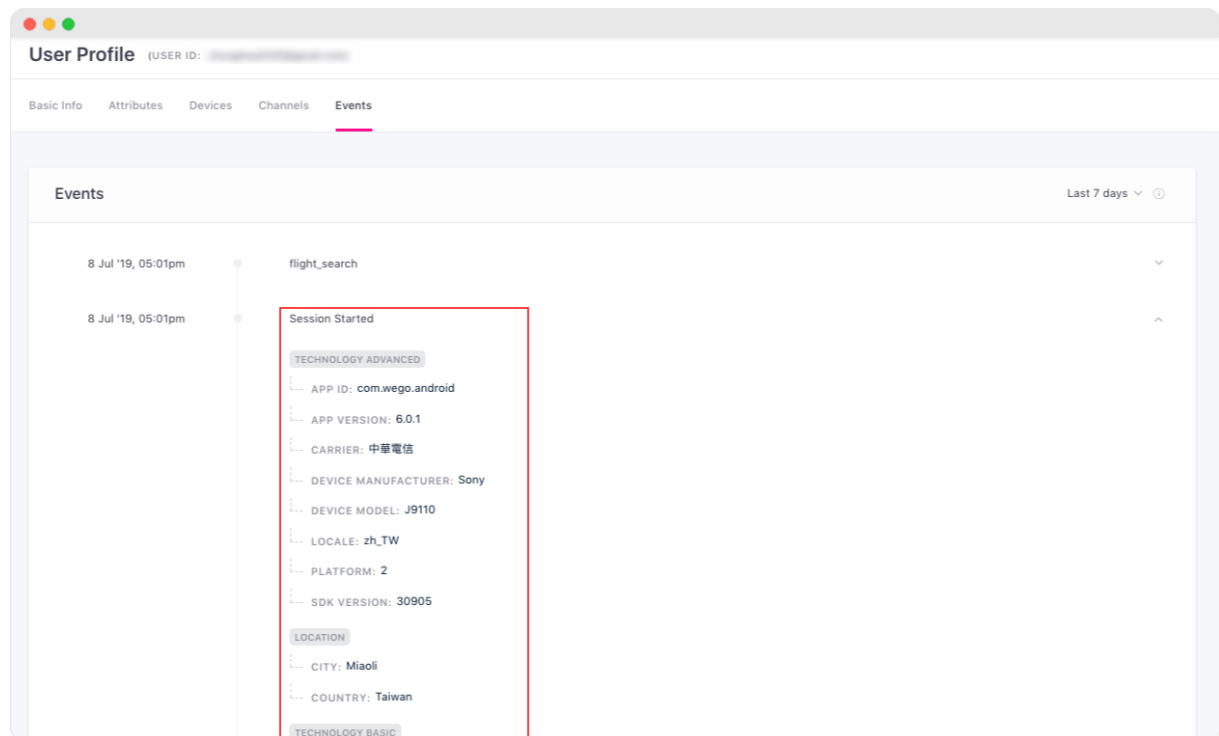
Wego adopts a benefits approach for onboarding. Instead of telling people how the app works, Wego helps them understand why they need to use it. The emphasis on value motivates users to follow through with the signup process easily.

Contextual push and in-app messages are pitched to users that match their initial interactions with the brand; such as their interest in flights or hotels.



By effective onboarding and utilizing dynamic features, users are guided to specific screens within the app, like the specific sign-up page instead of the home screen.

As users `sign_up` and continue to perform actions on the app, eg., start a new session - `session_started`, engage with notifications - `push_clicked`, search for flights - `flight_searched` or look-up hotels - `hotel_viewed`, etc, their information gets continuously updated in the User Profile.



#4: Encourage users to activate

The next big goal is to increase activation—in other words, increasing the number of people who downloaded the app and initiate their first purchase.

Pairing user activity data with the right product features, Wego created various journeys that went beyond merely prompting users to complete their first purchase. We've elaborated on some of the product features below:

A. Dynamic push notifications:

WebEngage's dynamic personalization tokens make it incredibly simple for users to follow through and book a flight. Furthermore, the team uses rich push notifications to layer on a strong call-to-action to these messages. If users feel inspired enough to bite the bullet and book their vacation, all they have to do is click on the notification, which takes them straight to the booking page.

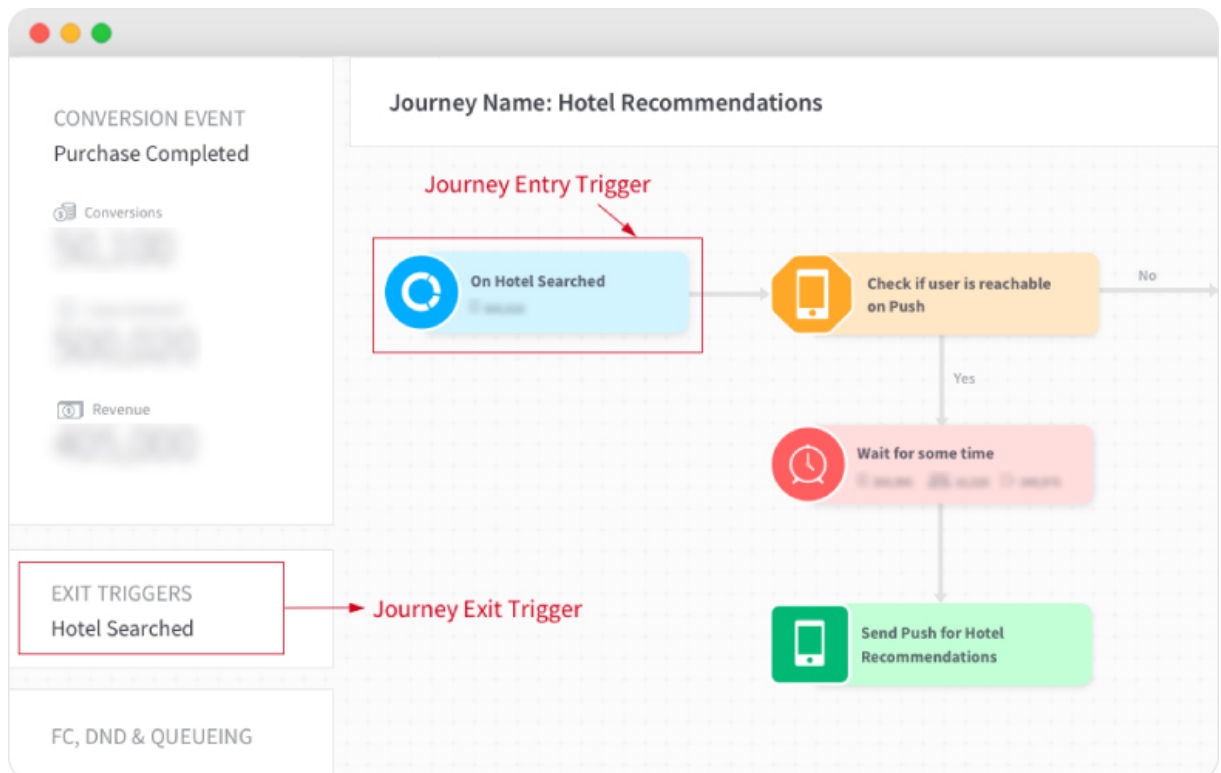


B. Exit triggers in journeys:

Wego users perform multiple searches on the app. To send contextual messages to them, user information has to be updated real-time. Note that in this case, the same event gets repeated several times. The concept itself isn't difficult to understand, but there are several challenges marketers face as they start to build contextual strategies.

For example, say a user searches a flight on the app and enters a flight reminder journey. If he performs **another flight search within the next few minutes**, any consequent message should be related to his latest query. However, the challenge is in making sure that all the real-time event details captured on WebEngage dashboard reflect in the journeys as well.

To solve for this, the marketer simply adds the same entry and exit triggers to their journeys. We've explained this with a sample journey below.



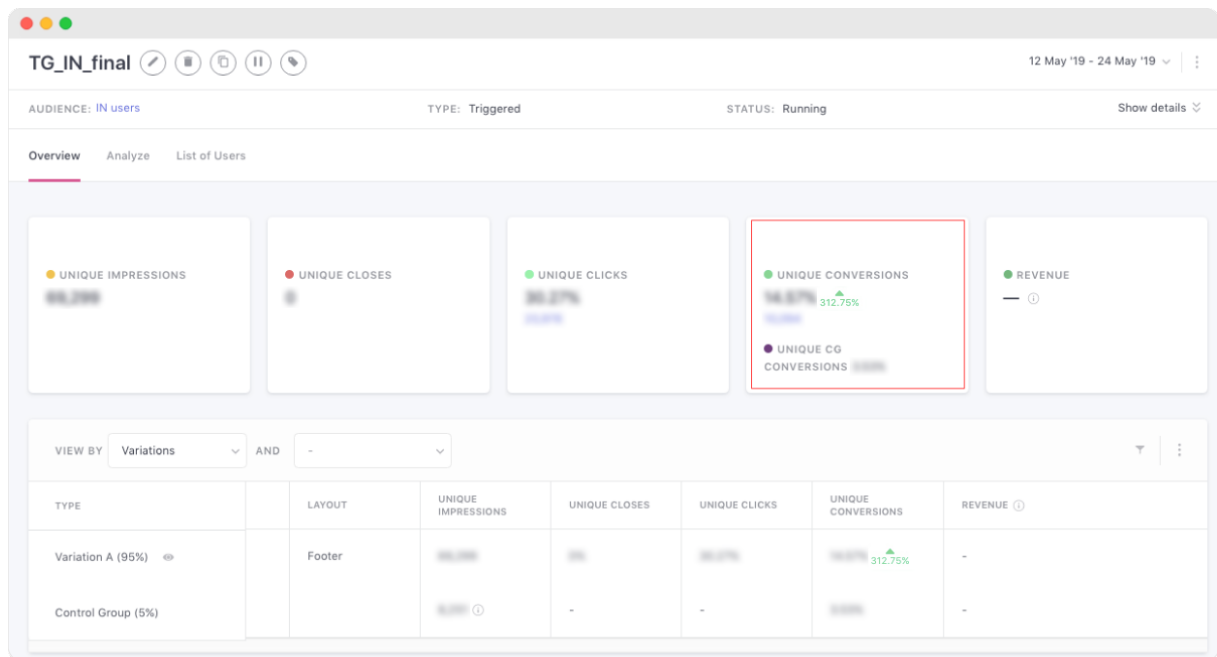
In the sample journey shown above, the user searches for a hotel (event name - `hotel_searched`) and enters the journey. If the user is still in the journey and performs the event again, he is removed from the journey (because of the exit trigger - `hotel_searched`) and made to enter again with new event attributes that point to his latest search. The consequent messages automatically are in sync with the user's latest actions.

A journey can have multiple exit triggers, and they can be different from the conversion event. It gives the marketer more control over their outgoing messages.

As a result, the journey campaigns witnessed a 6.5X better click rate and 8X better conversion rate as compared to stand-alone campaigns.

C. User personas:

With WebEngage cohorts and behavioral data, Wego analyzes different segments of users to understand how and why conversion time varies for each of them. Each user is then grouped into different segments. For example, Wego identifies users as **Business** and **Luxury Customers** and builds targeted engagement campaigns for both.



This targeted strategy was a great success. As a result, Wego significantly improved their book look-to-book ratio. Read more on how travel companies segment users to boost their KPIs.

#5: Smoothen third-party integrations

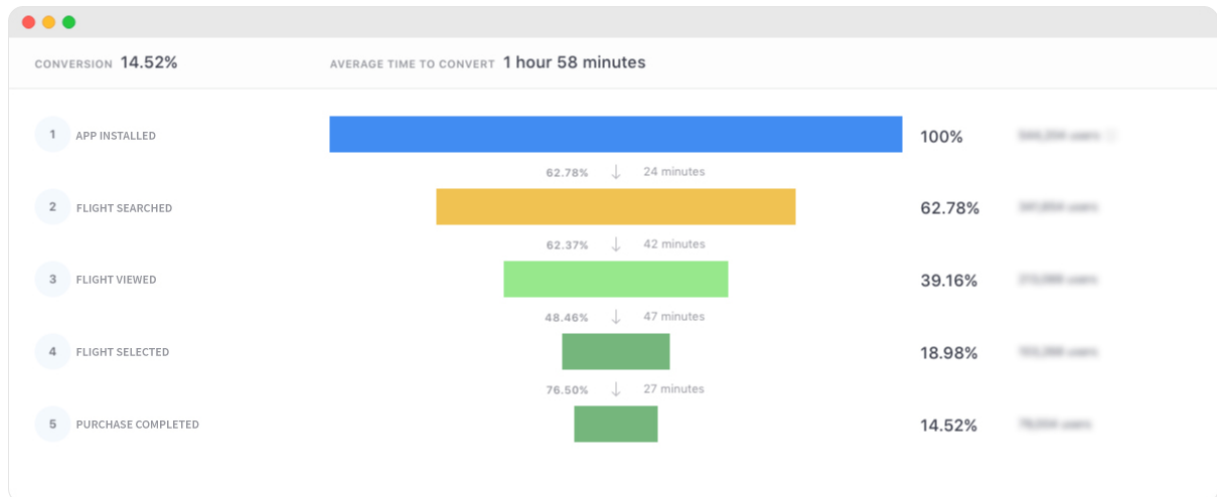
Today, third-party integrations have become an essential ingredient to attract and retain customers. This is because users prefer apps that smoothly work with what they already use.

In May 2018, Wego announced its partnership with Huawei, a Chinese based telecommunications and electronics company. This partnership further strengthened Wego's foothold in MENA. Today, **most Huawei devices come with a pre-installed Wego app**, thus simplifying the travel shopping experience for Huawei users.

WebEngage's SDK was **flexible to keep up with Wego's evolving tech**. This ability has helped Wego leverage their marketing campaigns for all Huawei users. As Huawei users shopped on the app, their online and offline experience was not compromised, irrespective of the platform.

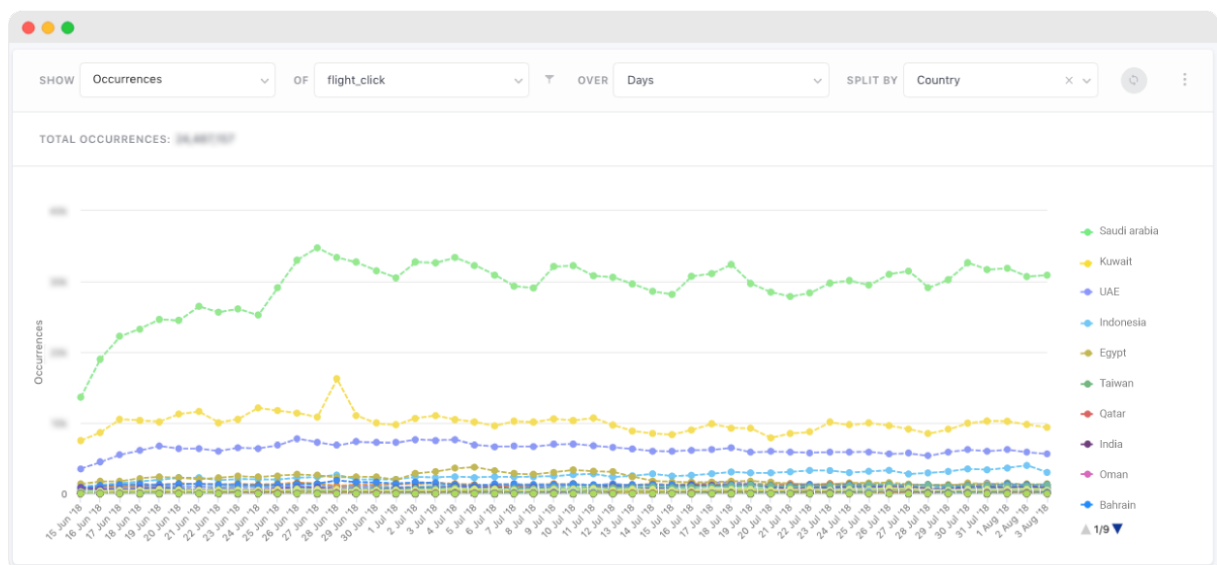
The Result

With WebEngage, Wego gets a complete understanding of how users moved through key funnels like the first-time app installed to the first purchase.



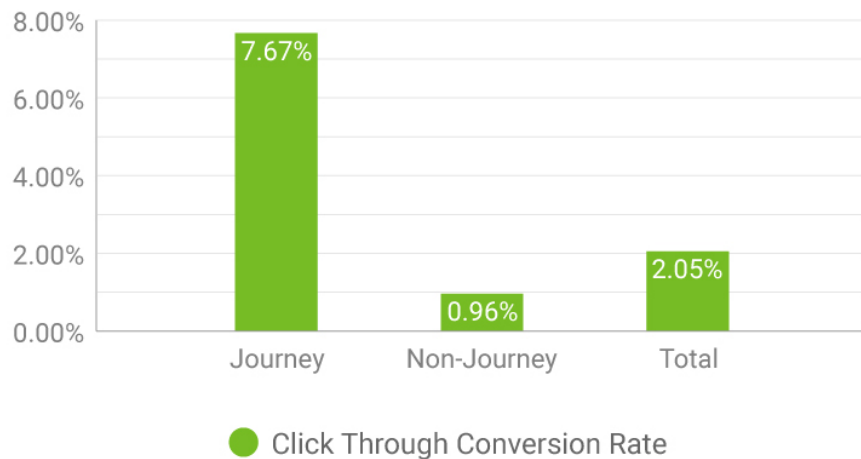
The team did not focus on going viral but concentrated on building more effective user journeys. The visual push campaigns, amongst others, were developed not to blast messages to people but give undecided travelers, who were already considering booking a trip, enough of a push to complete their booking.

Since integrating with WebEngage, Wego has witnessed a **tremendous hike in its look-to-book ratio and facilitated bookings.**



The targeted approach got **6.5x better CTRs** than stand-alone campaigns. Similar to engagement rates, conversion rates from journeys were 8x better than conversion rates achieved from stand-alone campaigns.

Journeys vs Non-Journey Conversion Rates



To summarize:

- ▶ Reachability increased by 6x
- ▶ Executed multi-lingual campaigns
- ▶ 6.5x better click rate from journeys than stand-alone campaigns
- ▶ 8x better conversion rate from journeys than stand-alone campaigns
- ▶ Improved the (Look-to-book) ratio
- ▶ Increased cross-sell by 2x

Why WebEngage?

The main reason for choosing WebEngage was the implementation of one-click multi-lingual campaigns. The team could run experiments, analyze and make necessary changes to the campaigns, with shorter testing and execution cycles. It was indeed **a scalable way to return to the basics of personalized communication.**

Loved the case study?

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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.

44,000+ online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

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