How UAE's fastest growing e-commerce store recovered 14.77% of its abandoned carts

DODuae.com is one of UAE's largest online shopping store. Started in 2015, it managed to rapidly grow its traction because of its relatively low pricing and real super fast delivery. The company claims to have delivered more than 70% of all the orders on its portal in less than 24 hours. It is the owned and run by Sharjah-based larger company Al Waqt Al Haqiqi gen tr. L.L.C.

The Objective

To keep marketing costs at bay and achieve a steady growth in revenue, companies are shifting focus from acquisition of innumerable users to generating more revenue from existing users. This is called User Retention.

As a result, marketing automation softwares like WebEngage are on a rise. DODuae.com by virtue of its edge around delivery and pricing quickly managed to grow its customer base. However, its retention use-cases were too complex to be solved by their existing tools. So they chose WebEngage to execute that.

The Solution

Folks at DODuae ran several retention campaigns across all channels and devices. However, in the interest of time, I am picking three use-cases that gave them the most benefit and that you can relate to most:

1. Cart Abandonment
This is the world's most popular problem for e-commerce companies of every size. Majority of them try to solve it the same way which is by running an autoresponder which is triggered if the user adds to cart but doesn't check out within 24 hours.

Key Result

As a result of DODuae's effective strategy and with help of the WebEngage Journey Designer, they achieved an uplift of

14.77% ⬆

in recovery of cart abandonment

> " I'd been looking for a product which could help us with automating our marketing operations. It became possible when we collaborated with WebEngage and got a well-customized solution for our platform. I especially laud the team for being super helpful. Hope this partnership stays long and brings success to both of us. "
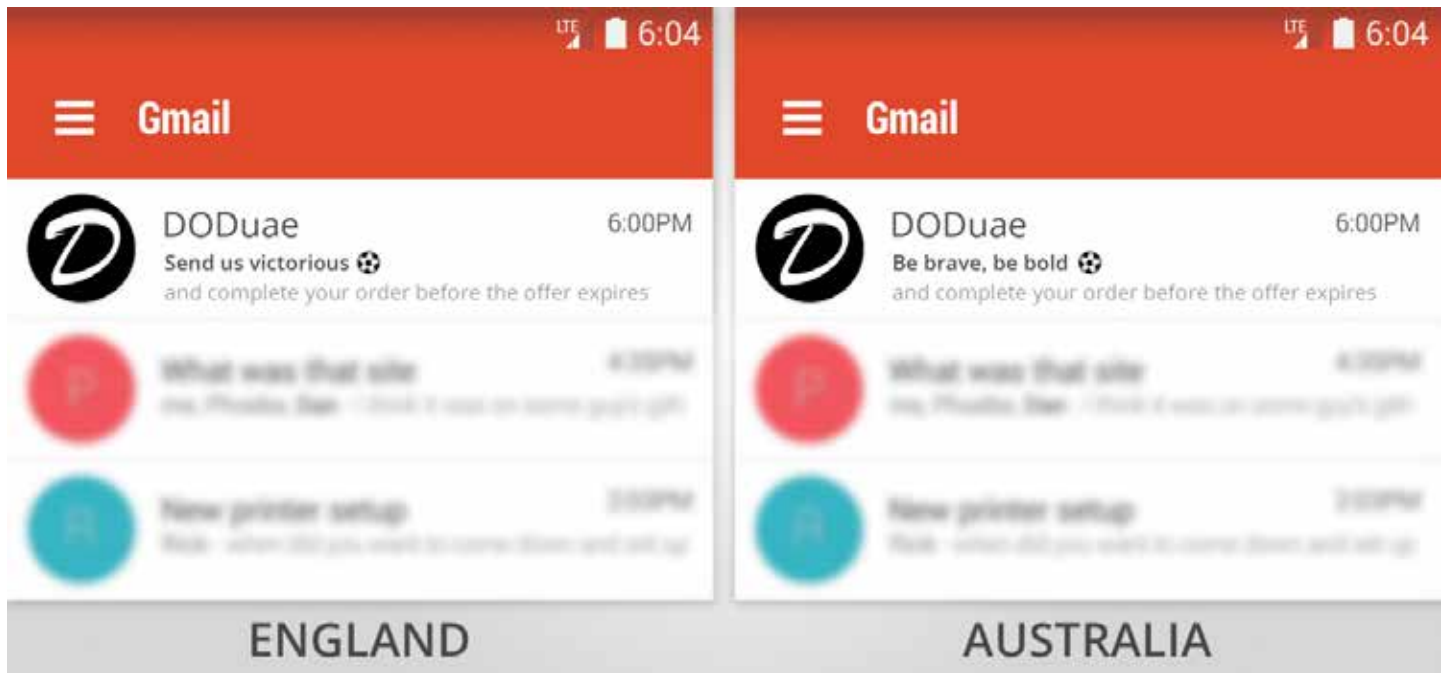
Kamran Khursheed,
*Marketing
DODuae*

But that doesn't take into account several conditions:
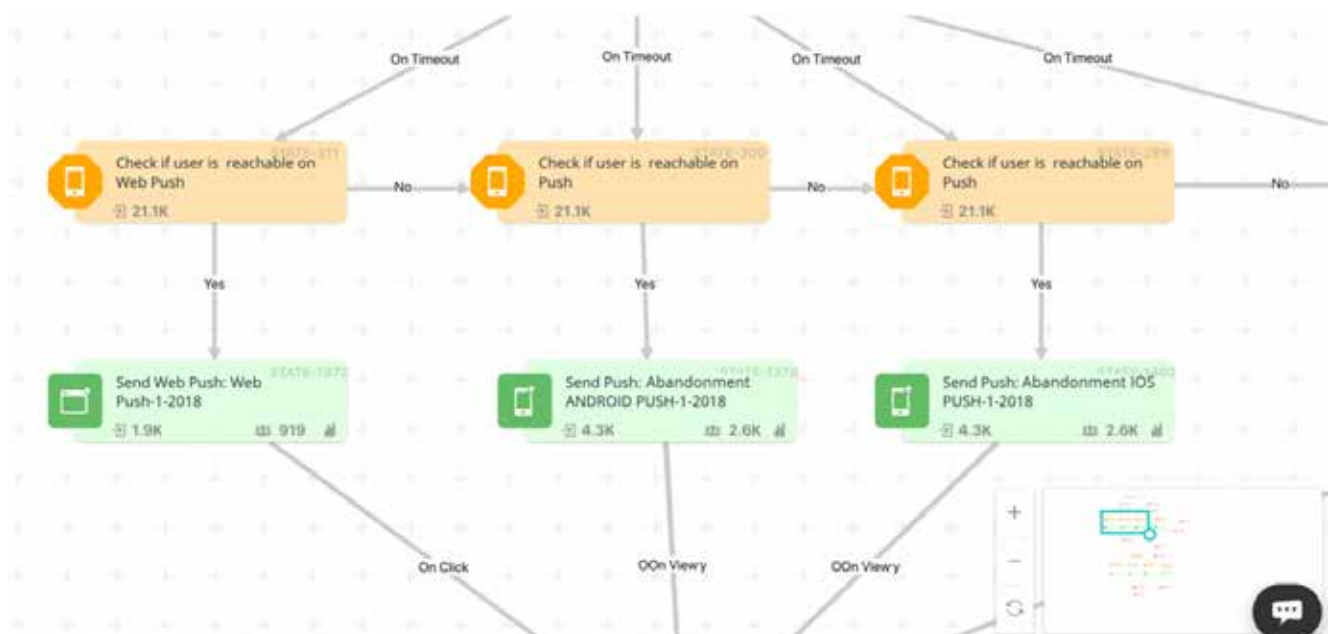
a. What if you want to send region-specific abandoned cart emails?

Since it is FIFA season, how about leveraging that in your message.

ENGLAND

AUSTRALIA

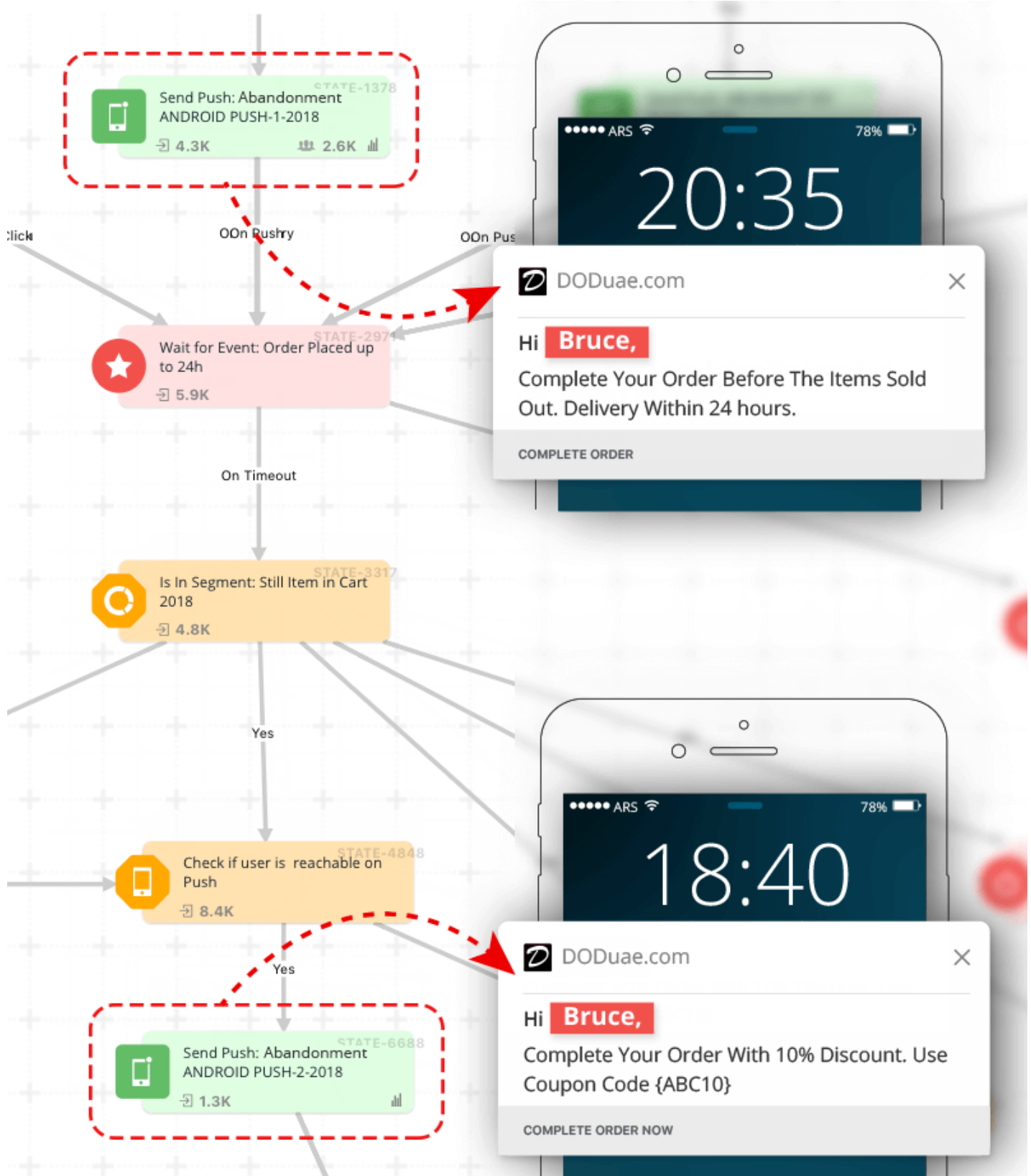b. What if the user isn't reachable on email? You surely would want to communicate with him via another channel, right? Here is a snapshot of the user journey DODuae built to overcome this problem:

Why cross channel communication is the key to growth

c. What if you want to send another message (only) if the user doesn't purchase after the first nudge


[Build a user journey like this](#)

There could more such conditions which essentially contribute to creating a better experience for the users. Normal autoresponders provided by you ESP are way far from being able to do anything like this.

Adding to wishlist is showing a strong intent to buy something. When a user adds to wishlist, he is simply postponing his decision to purchase.

A timely, contextual nudge from seller works well to convince users to purchase.

2. Added to wishlist but not purchased
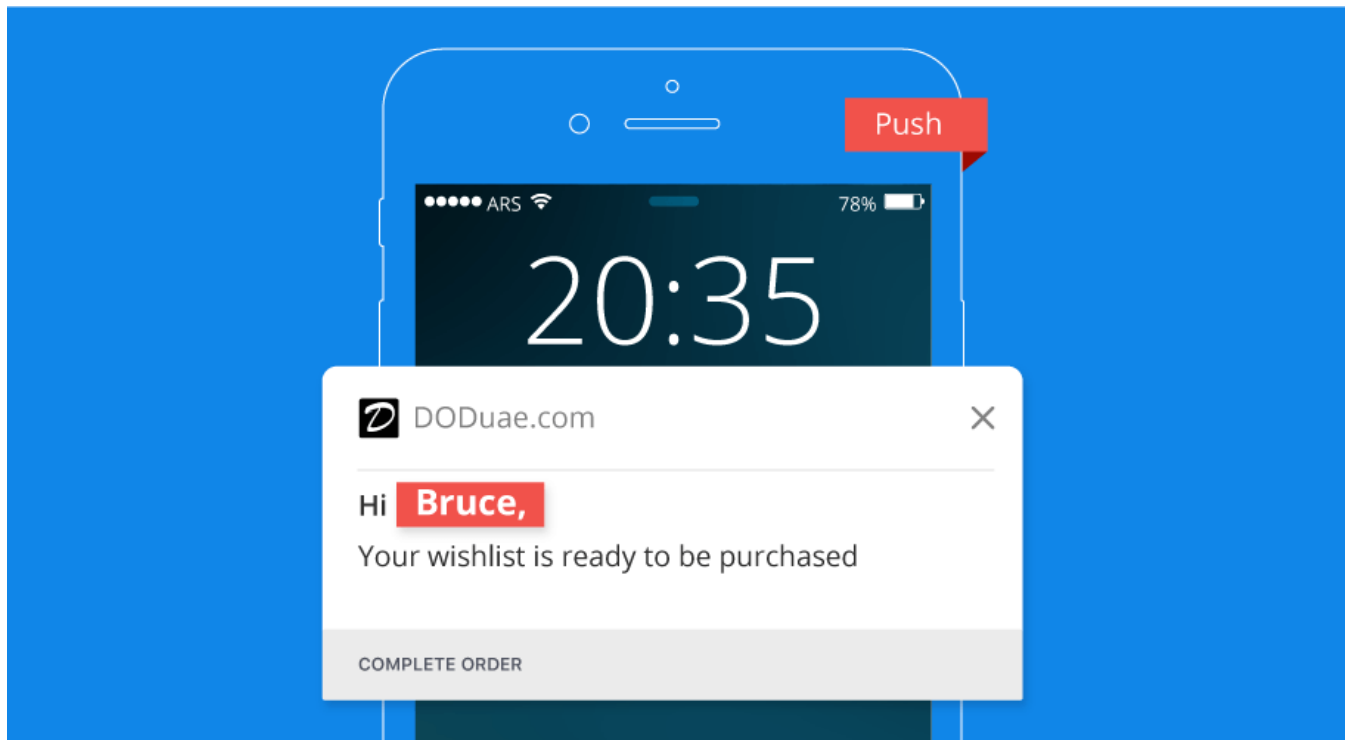
3. Cart abandonment (for new visitors)

Oftentimes user wants to purchase but backs out at the final moment when he is only a step away from transaction

For DODuae or any e-commerce business per se, it would be bad if he is a new user because

a lot of effort and money as acquisition cost goes into bringing that user to the site.

Therefore, DODuae triggered a notification that incentivized the user for purchase if he tried backing out at the final moment.

[Read another success story on cart abandonment](#)

WebEngage's Journey Designer gave DODuae the ability to design their cross-channel campaigns in a drag-and-drop fashion.

So, accomplishing the cross-channel engagement was no more difficult than wanting to do it. Most importantly, they were getting the bird's eye view of the entire communication strategy so they could instantly fix the flow anytime they wish.

The Result

The output of the three campaigns that we discussed in the previous section has been summed up below:

14.77%
uplift in recovery of abandoned cart

3.3%
uplift in wish list to purchase

54.1%
uplift in conversion of new visitors who had added to cart

[Learn how tracking the right conversion numbers affect your business](#)

The numbers may look unbelievably high and it took some time even for us to let that sink in. You are most welcome to directly correspond with guys at DODuae and if you are a customer we would be glad to do the connect.

Middle-east is seeing a lot of action around e-commerce. Only last year, Arab world's largest e-commerce business Souq was acquired by Amazon for mn $580. In response, Dubai-based Emaar group launched noon.com- their answer to Amazon and Alibaba, and raised $1 billion dollars to invest in it.

WebEngage has been an early catalyst in this market through our association with Souq and others since 2015. We are proud that more B2C businesses from this region are turning to WebEngage for boost their bottom line. More case studies from our middle-eastern customers coming soon. Come on, [talk to us](#).

Loved the case study?

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

Schedule my Free Demo

WebEngage

WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

Going steady on the mission to humanize websites and mobile apps, we are assisting thousands of customers in 50+ countries. From enterprises like eBay, Lynda, Sendgrid, Snapdeal, MakeMyTrip, Avaya, Souq, etc. to thousands of startups worldwide, we are helping them Engage, Retain and Grow.

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