

How Goibibo used hyper personalization to increase their conversion rate by 11%

Company Profile: Goibibo is one of the leading travel aggregators in India. The company's hotel booking volumes grew by 5x in 2015 – out of which 70% bookings were made through the Goibibo mobile app.

The Objective

Online travel aggregators face a persistent problem of search abandonment - users who search for flights but don't complete the purchase. A study conducted by Google reveals – 69% of leisure travellers worry that they're not finding the best price or making the best decision.

The Marketing Team at Goibibo wanted to tackle this issue by engaging these 'search abandoners' with hyper-personalized communication, aimed at retaining them and eventually making a purchase.

The Solution

In an industry flooded with undifferentiated offerings and too many service providers, delivering customer delight to brand agnostic and price-sensitive buyers becomes a priority.

Further, online travel agencies have offerings in High Involvement Categories and Low Involvement Categories. To start engaging users in these categories, it's important to understand their nuances first. The table below will explain these well -

Key Result

As a result of Goibibo's effective copy and with help from the WebEngage Journey Designer, they experienced a growth of

**11%**

in their search abandonment user conversion rate!

“ WebEngage helped us channelize our communication effectively with its Journey Designer. We created automated, multi-channel workflows that increased ROI on inbound traffic and reduced search drop offs across channels. Moreover, engagement with app audience as well as on the site via Web-push, In-app communication proved to be a great asset for us. It has not only increased engagement time matrix but also affected overall business numbers and funnel ”

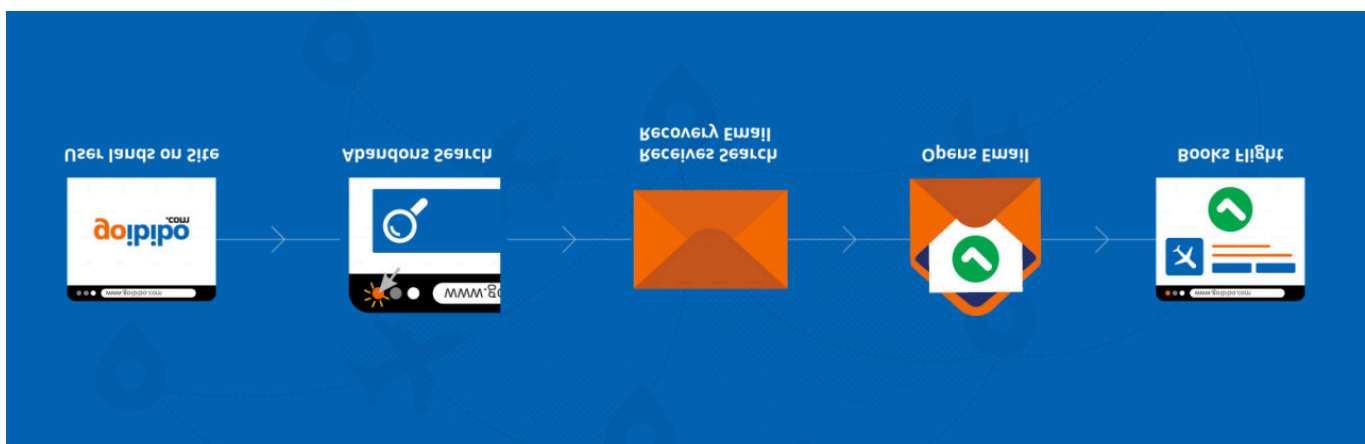


Soyinka Majumder,
Retention Marketer,
Goibibo

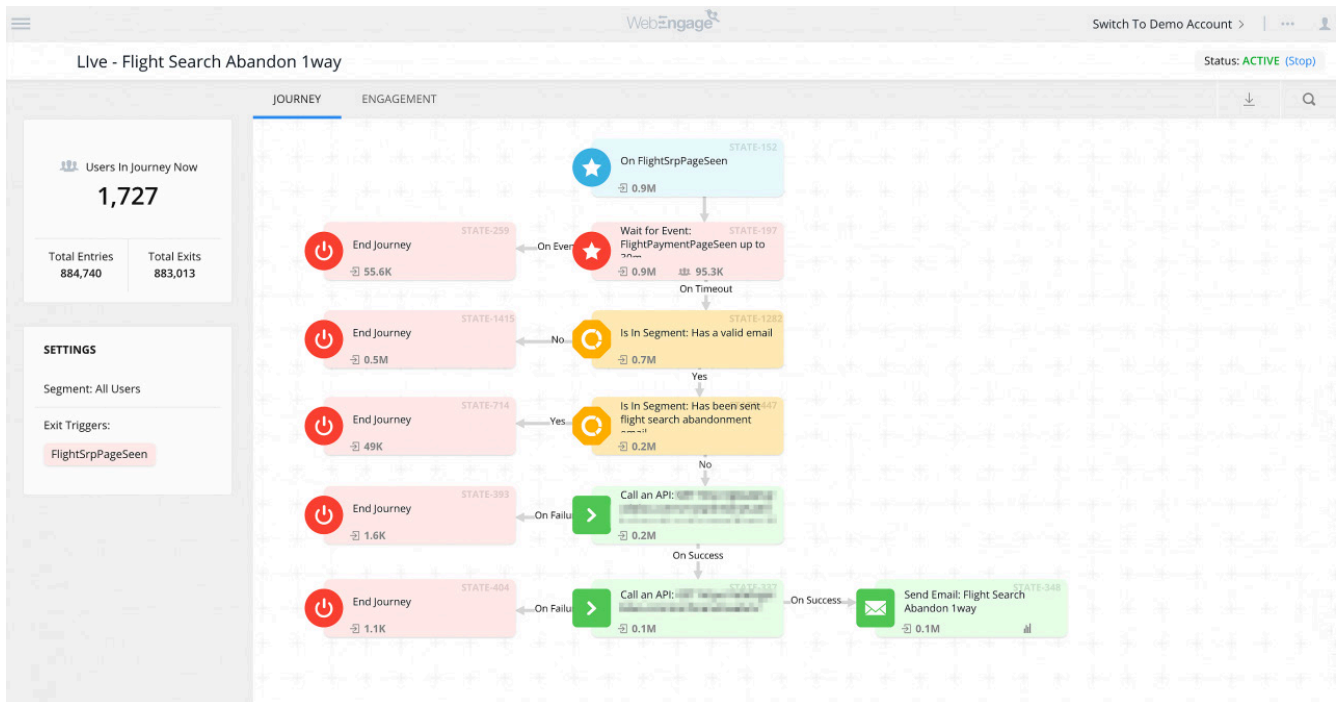
Comparison	High Involvement Categories	Low Involvement Categories
Examples	Honeymoon packages, family vacations	Flight tickets, weekend getaway trips
Contribution to total number of transactions	Low	High
Profitability	Low	High
Customer engagement time	Long period of time	Short period of time

The short customer engagement time for low involvement categories, is one of the reasons why the communication in such cases has to be quick, timely and requires high responsiveness to user behavior. In other words, it needs to be hyper-personalized.

In the travel industry, email as a channel influences customers as the last interaction before a purchase.



To extract a quick response from the user, the basic emails need to be tweaked to be hyper-personalized. It uses behavioral data and user profile data to dynamically change the email's content for each user. Here's how they went about it using WebEngage Journey Designer -



The Journey begins when a user makes a search. A window of 30 minutes has been created within which the user is expected to make a purchase. If that condition is not fulfilled, then an email is triggered – containing details based on the user’s behavioral history.

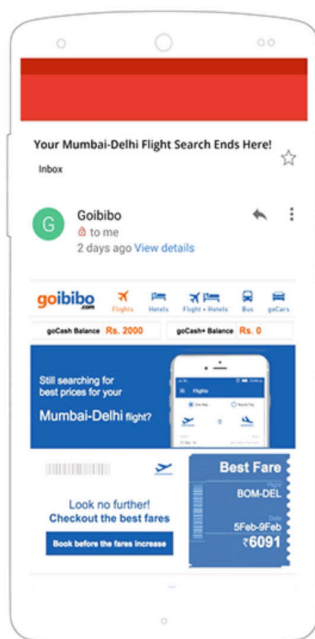
However, before the search abandonment email is sent to the user, the WebEngage Platform will check for the following conditions, as per the Journey created -

1. Has the user provided a valid email address?

If no, then since the user can’t be reached via email, the user is made to exit the journey.

2. Has the user already received a flight search abandonment email for another search result, made previously?

If yes, then that particular user will be drop out of the Journey. In simple terms, no email will be sent as we do not want to bombard a user with emails corresponding to each search




Search abandoned email campaign from Goibibo. These are content blocks that are dynamic and get personalized for each user. Some of these content blocks use the original search context.

- Search context in subject
- Promotional cash
- Best fare
- Fares for users with flexible dates

But that's not all that you can do with the WebEngage Journey Designer. Along with hyper-personalizing communication for each

user, marketers can also run a multivariate test on which copy would work best for their campaign. Here's what Goibibo did –

SUBJECT LINES	OPEN RATE	CTR	CONVERSION RATE (AFTER CLICK)
 Your Mumbai-Delhi flight search ends here!	25.4%	2.3%	17.71%
Looking for flights BOM-DEL?	20.2%	1.7%	18.46%
End your search and confirm your flight booking now	20.1%	1.5%	10.73%
Your Mumbai-Delhi flight booking is just a few clicks away	23.9%	1.7%	16.00%

The Result

As per the statistics collected at each stage of the Journey, 55k users booked their tickets within the the first 30 minutes of searching for a flight. Further, 6K booking abandoners were converted after they received fully

individualized, triggered in real-time booking recovery emails.

This was an overall growth of 11% in their search abandonment user conversion rate.

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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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