housejoy.in

How Housejoy Increased 60-day Repeat Purchase by 10%

Company Profile: Housejoy is an India based home services company that provides services ranging from beauty, laundry, home cleaning, pest control and maintenance services to customers at their doorstep.

The Objective

In a pure business sense, the marketing team at Housejoy wrestled with poor retention numbers.

The customer retention issues included

1. High cart drops,
2. Low repeat purchases, and
3. Unexplored cross-selling opportunities.

For most of the challenges they faced the common panacea was marketing cloud that enabled cross-channel automation. WebEngage's graphical, drag and drop Journey Designer provided exactly that.

The Solution

Using the tool setting up workflows for user journey was a task that took minutes to set up. Once done, the tool intelligently tracked user events, customer behavior to trigger appropriate communication at opportune moments.

Key Result

Housejoy created workflows using WebEngage's Journey Designer that gave

10% ⬆

Increase in 60-day Repeat Purchase

> *WebEngage has not only helped us increase our conversion rate by allowing us great flexibility with on-site personalization, but has also been instrumental in setting up our repeat charter through it's Journey's features. It has helped us increase the communication frequency to various segments by automating a lot of manual tasks and has also led to improvement in our repeat cohorts.*

Abhishek Joshi,
Digital Marketing Head
Housejoy

Truly Automated User Journey for Cart Recovery

Users once on the site abandon carts for reasons ranging from 'Having to create account' to 'concerns about payment security'. Despite completing the requisites, users abandon carts. It is so persistent for all ecommerce businesses that Baymartd Institute estimates on an average for every 100 carts created ~69 carts are dropped.

Challenges are opportunities in disguise– the marketing experts at Housejoy intended to recover these dropped carts and convert '**Contacts**' into '**Customers**'.

Using Journey Designer, they set up a workflow automating the trigger of recovery emails for all users who have :Not Completed the Booking within 15 minutes of completing the first step (Lead Filled).
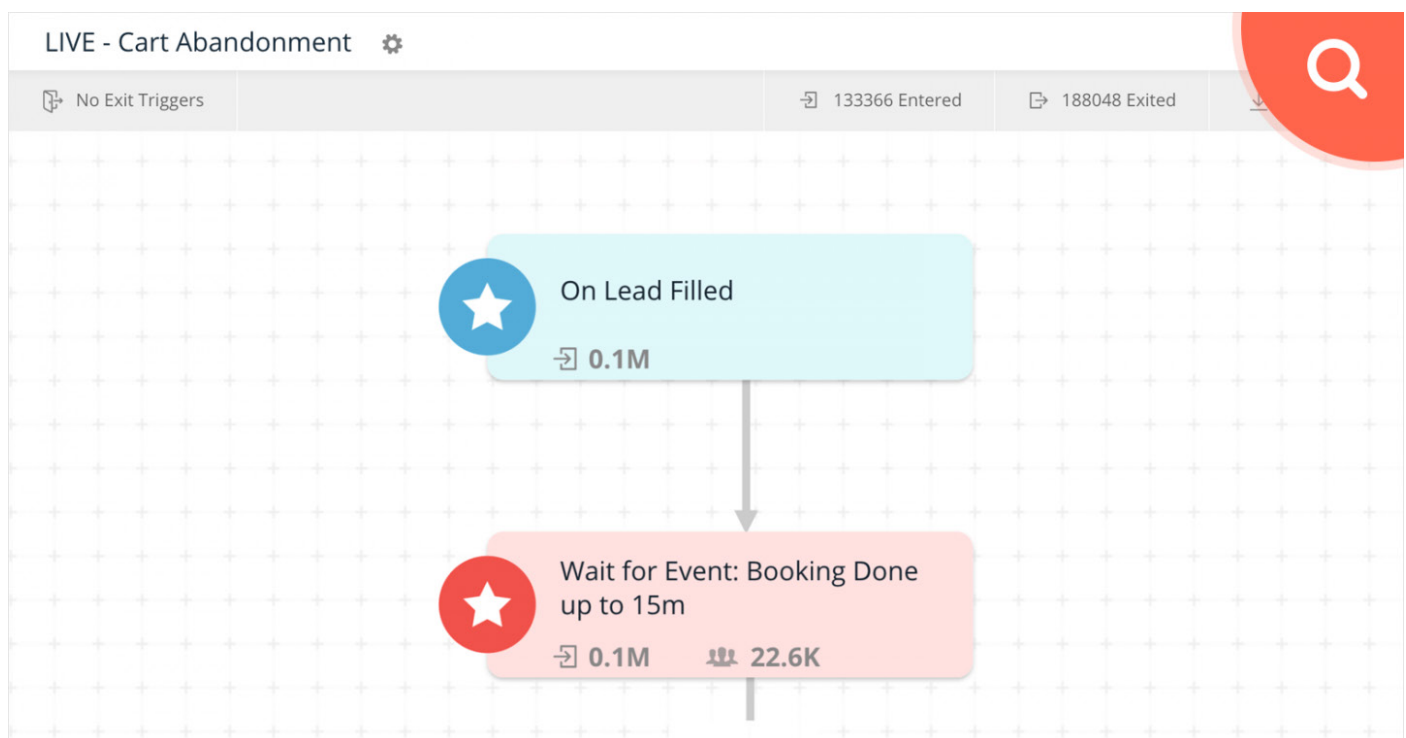
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Each email was personalized to have the user name in Subject Line along with the unique link in email body to take users back to the page where they abandoned the purchase.
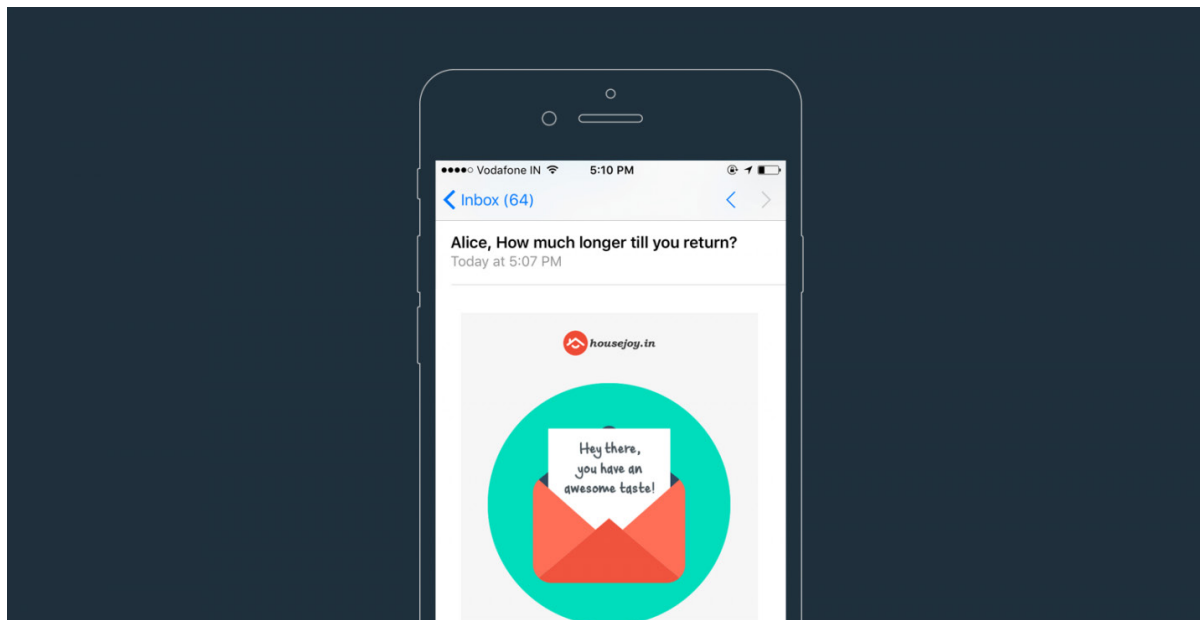
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The personalization is based on a robust templating engine that uses data from user's profile, user events, session level data, among others. Read more about [templating in Nunjucks](#).

Moreover, they also **tested email subject lines** with three different variants. And picked the ones that performed the best (w.r.t. open and click through rates)

| VARIANTS	SUBJECT LINES	DELIVERED	OPEN RATE	CTR
Variant A 🏅	Alice, How much longer till you return?	15.5k	14.50%	2%
Variant B	Alice, Did you forget something?	12K	12.20%	2%
Variant C	Alice, Our professionals are waiting for you!	12.2K	13.20%	1.90%

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Smart Data Driven User Journey to Boost Retention

They studied past purchase data to understand how customer purchasing behavior varied across categories. There was an apparent pattern in how customers availed the subsequent services after the first one. Backed by this insight they set up a user journey focused on exploring cross-sell opportunities and repeat purchase.

For instance, for all users availing Deep Cleaning service, the communication was set up in such a way so as to cross-sell Plumbing, Sofa Shampooing and Electrical services. And, drive repeat purchase (of Deep Cleaning) with timely reminder to avail the service again.

The campaigns were rendered through email and text as channels.
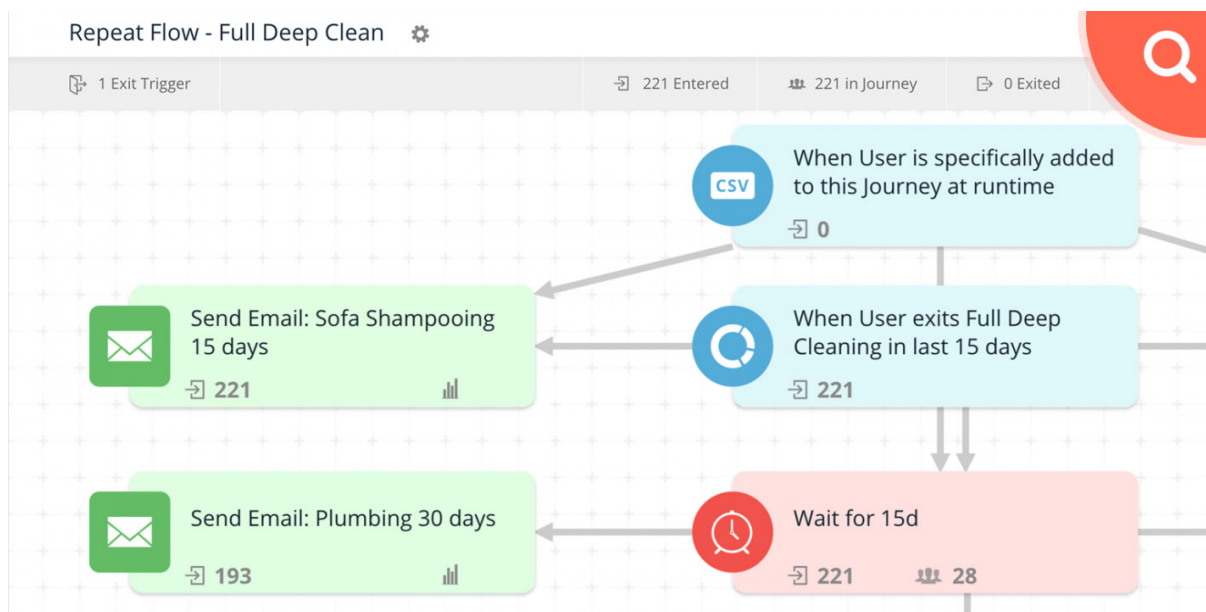
[Unlock the full potential of user journeys](#)

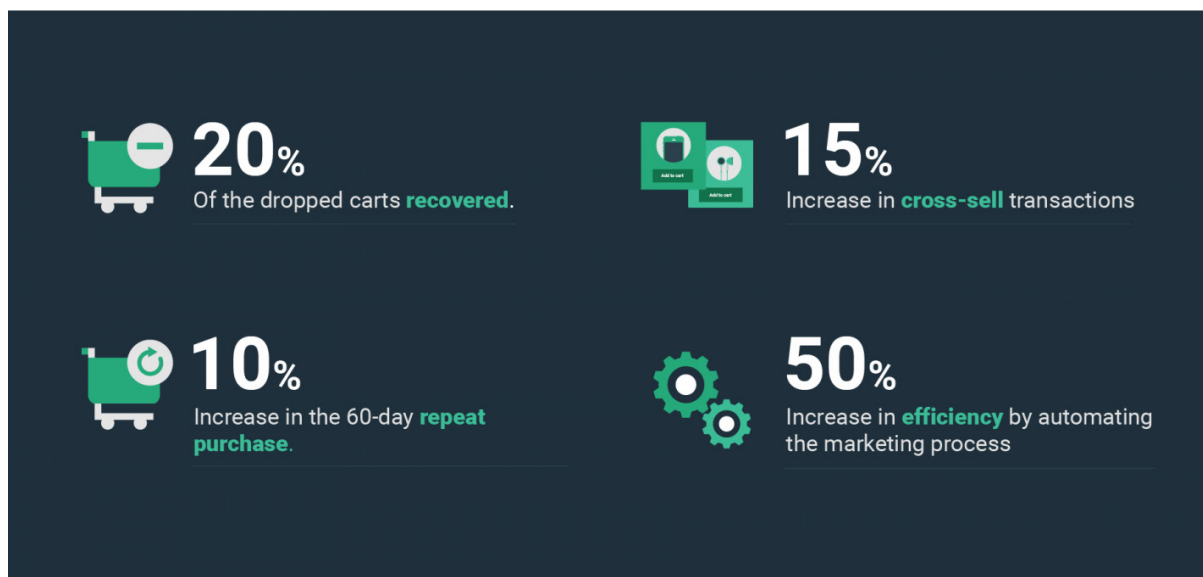**Closing gaps in marketing with cross-channel marketing cloud**

By using cross-channel marketing cloud Housejoy closed the inherent gaps in its marketing caused by using multiple tools. They now had a unified view of users and the ability to reach them using the channel of their choice.

They were able to make sense of the user behavior data and put it to better use in targeting specific segments of users. Giving them incredible success with their campaigns.

Alongside this, they were also able to use the operational data into smart data that gave insights into purchasing behavior, category behavior, category affinity, and a deeper understanding of factors affecting conversions.

The Result

Starting from user acquisition to retention, Housejoy saw incredible results after using WebEngage's User Journey. The ability to access real-time customer lifecycle status reports, intelligent behavioral segmentation, testing campaigns took their marketing to the next level. The numbers speak for themselves:

20% Of the dropped carts **recovered**.

15% Increase in **cross-sell** transactions

10% Increase in the 60-day **repeat purchase**.

50% Increase in **efficiency** by automating the marketing process

The increase in the above metrics resulted in direct uplift in Customer Lifetime Value, increase in average order value, and customer retention.

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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.