How Mahindra Reva Increased Requests For Test Drive By 15%

Company Profile: Mahindra Reva is a pioneer of electric vehicle (EV) technologies and one of the world's most experienced EV manufacturers. It was founded in 1994, as the Reva Electric Car Company.

The Objective

The marketing team at Mahindra Reva aimed to boost vehicle sales close ratio by increasing test drives.
Thus, they had one major objective:
• *To increase car test drive enquiries coming through the website.*

The Solution

The process of buying cars has evolved over the years. A study conducted by Cisco found that 83% of consumers research online for information before final purchase of a car. When it comes to buying an electric car, online research becomes all the more important.

To quench their thirst of curiosity to know more about the electric car 'e2o,' its incentives, government schemes and savings; visitors on Mahindrareva.com delved deep into the site. But their interest to know more about the car did not necessarily convert into booking a test drive, an action that is the next crucial step in the buying process.

A study found that test drives increased **car sales closing ratio by 15%**, accentuating its importance in the buying process.

Key Result

The users redirected to the test drive page through the notification significantly increased the number of test drive bookings. As a result, after using WebEngage for over five months, the average monthly test drives booked through the site went up by 15%

15% Increase in average monthly test drives booked

> *WebEngage has helped us target specific segments of visitors on our website with customized communication at the time of exit. It has immensely helped us improve our campaign ROI by retaining some of these exits and driving them back to book a test drive. We appreciate the support of customer success team at WebEngage, and we wish them all the best.*

Mahindra Reva Team

Increasing requests for test drives on any automobile website is a tricky affair; you have to be subtle in guiding visitors towards booking a test drive.

The website data pointed towards visitors bouncing off after spending considerable time on the site. And, that too without requesting a test drive.
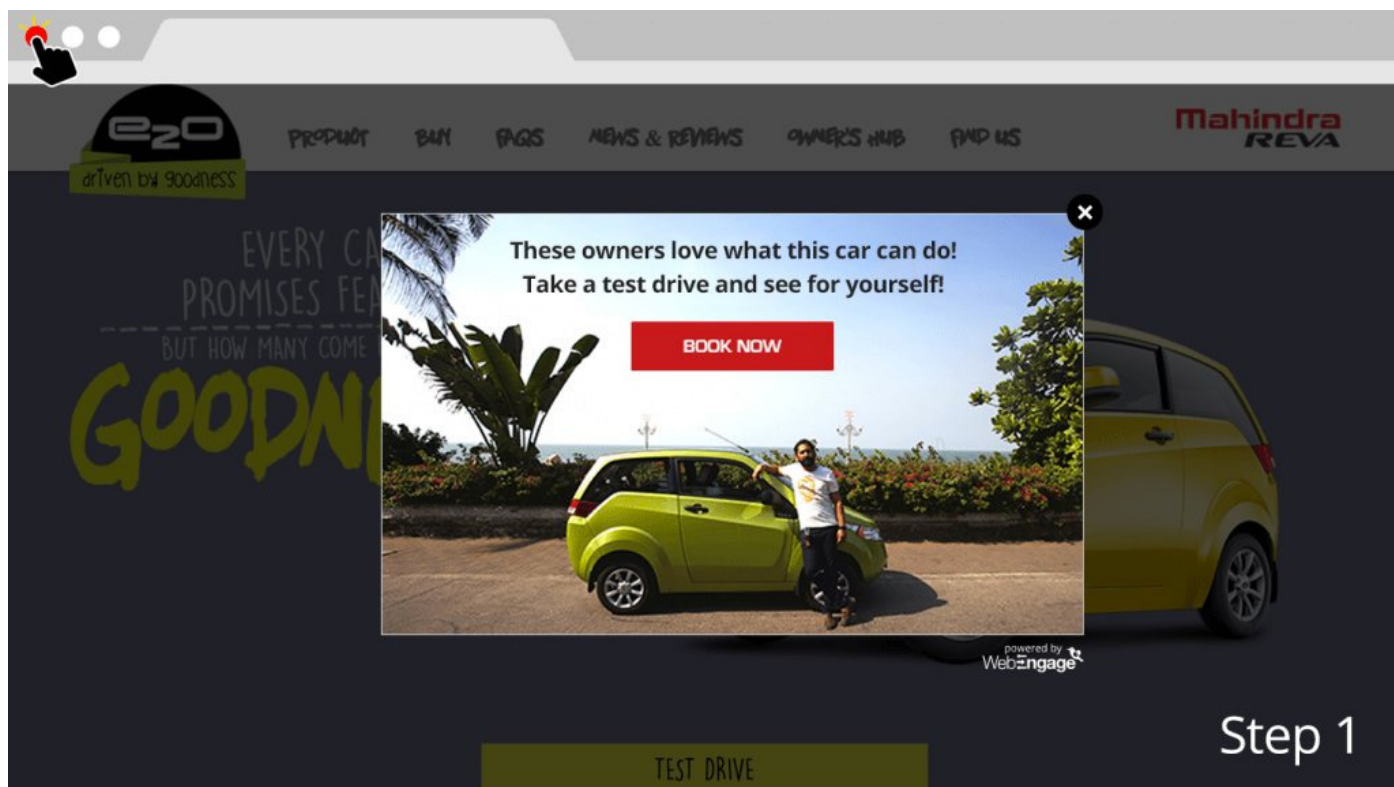
We picked this pointer to design a campaign that targeted customers on their intent to leave the site. The leave-intent tech tracks the movement of the mouse pointer. As soon as the pointer moves outside the browsing area, it triggers notification into action.

We designed a notification with a message enticing users to try driving the car. Upon clicking the call-to-action button, the user is redirected to test drive page.

Through URL based targeting we ensured that the notification is only displayed on specific pages. Alongside this, we targeted the campaign to the relevant segment of users.

Segmenting on the basis of time spent on site, traffic source, type of visitor, to name a few. In the 5-month time frame, the notification attracted 250K unique views and 15.5K clicks. That's a handsome 6% Click Through Rate. The users redirected to the test drive page through the notification significantly increased the number of test drive bookings.

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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.

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