How MyGlamm, an online color cosmetics brand, achieved a **166% uplift in conversions**

COMPANY PROFILE

MyGlamm is an online color cosmetics brand that was founded by Darpan Sanghvi in 2012. Users can place orders on MyGlamm's website, iOS and Android app.

The Mumbai-based startup is also the first in the industry to be funded by one of Europe's largest natural beauty products companies.

THE OBJECTIVE

- Drive optimum registrations
- Nurture the ideal prospects
- Convert users into buyers
- Build user loyalty
- Achieve profitable long-term growth

THE CHALLENGES

- Inaccurate user data
- Lack of a unified view of a user
- Disconnected multi-channel campaigns
- Cumbersome campaign execution

Which led to

- Unpleasant user experiences
- Lower signups
- Poor app and web engagement
- Increased churn rate
- Plummeting cart abandonment
  Reduced purchases

THE SOLUTION

MyGlamm adopted WebEngage to power its lifecycle marketing campaigns. The brand used the journey builder feature to target users with funnel-based, contextual campaigns across channels like SMS, email, web & mobile push, and in-app notifications.

We found a platform that provides accurate user data, simplifies the collating process, helps us create usable buyer personas and journeys, and has most features that an online beauty brand (like our) needs. The cohorts and journey builder features, especially, impressed us. WebEngage aided us in taking our lifecycle marketing campaigns to the next level. Our campaigns improved instantly - they've became highly personalized, timely and effective!

— Neeraj Sanghani
EVP Products & Strategy, MyGlamm

THE SOLUTION

After vetting a few marketing automation platforms in the market, MyGlamm decided to adopt WebEngage to power their user engagement and retention campaigns.
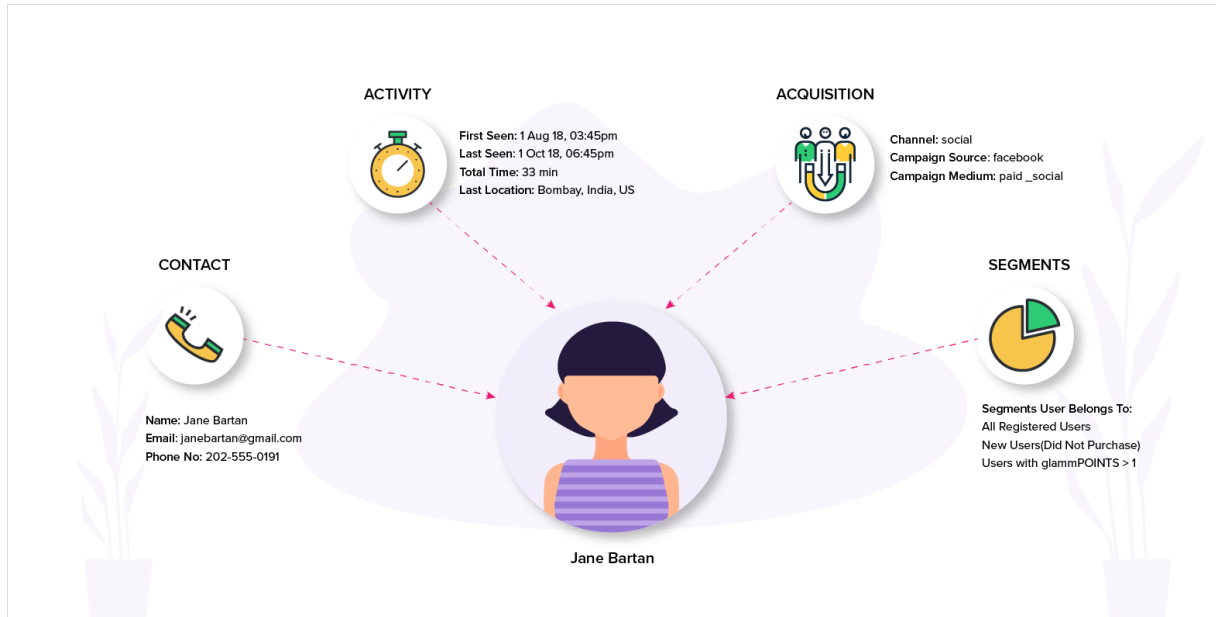
The teams at MyGlamm and WebEngage's customer success team came to a consensus that **having accurate and detailed user data is the way to go.**

So, first things first. The user data was meticulously studied and **every new user information that came in was assigned a unique user id that gets generated by the software.** This became a mandate and routine as all the campaigns fueled by WebEngage are based on unique user ids to avoid the duplication of data.
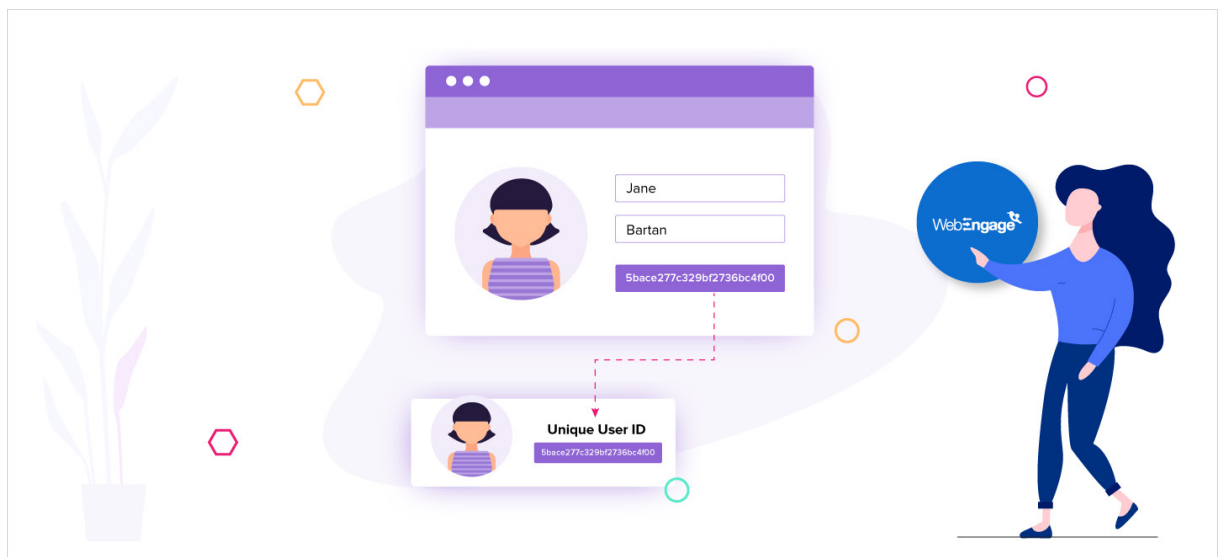
For instance, every new user that registers on the website is assigned a unique user id. When the same user comes back to the website or downloads the MyGlamm app, her unique id remains the same and all the actions she performs on multiple devices are tracked under the unique id that is assigned to her as a user.

As the fundamental issue was resolved, **MyGlamm's user data was in place - organized, collated and multi-channel.** Complete information about every user was now available in a 360-degree format.

ACTIVITY

First Seen: 1 Aug 18, 03:45pm
Last Seen: 1 Oct 18, 06:45pm
Total Time: 33 min
Last Location: Bombay, India, US

ACQUISITION

Channel: social
Campaign Source: facebook
Campaign Medium: paid _social

CONTACT

Name: Jane Bartan
Email: janebartan@gmail.com
Phone No: 202-555-0191

SEGMENTS

Segments User Belongs To:
All Registered Users
New Users(Did Not Purchase)
Users with glammPOINTS > 1

Jane Bartan

Making use of the actionable data, MyGlamm focused on orchestrating meaningful lifecycle marketing campaigns and delivering these campaigns seamlessly using WebEngage's dashboard.

The brand created different **segments of users** based on the user's personas. And designed multiple journeys for these segments.

Here's how MyGlamm tackled the challenges via different journeys.

A. Encourage registered users to make a purchase

After the first interaction that a user makes with MyGlamm, the brand would wait for 24 hours giving the user the time to understand and explore MyGlamm's offerings.

This particular journey was targeted for the segment that consisted of **users who registered and did not make a purchase within the first 24 hours of signing up.**
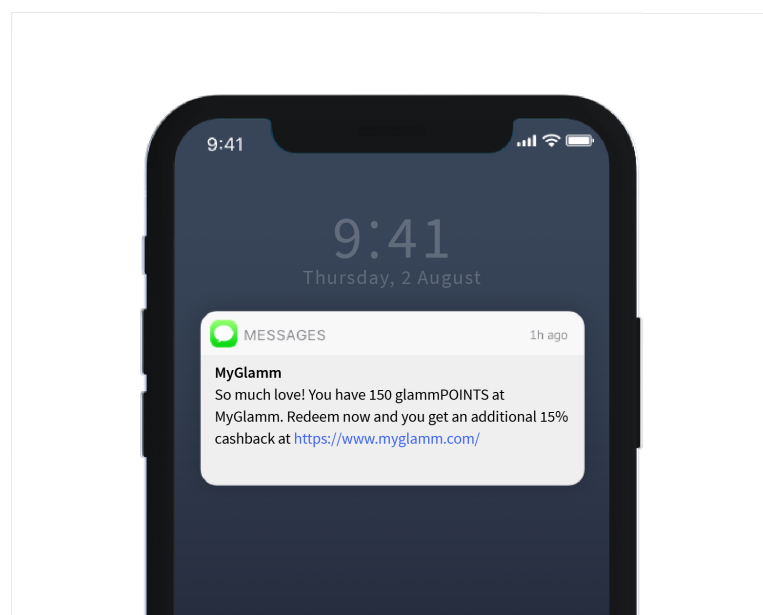
Here's how the journey looked like:
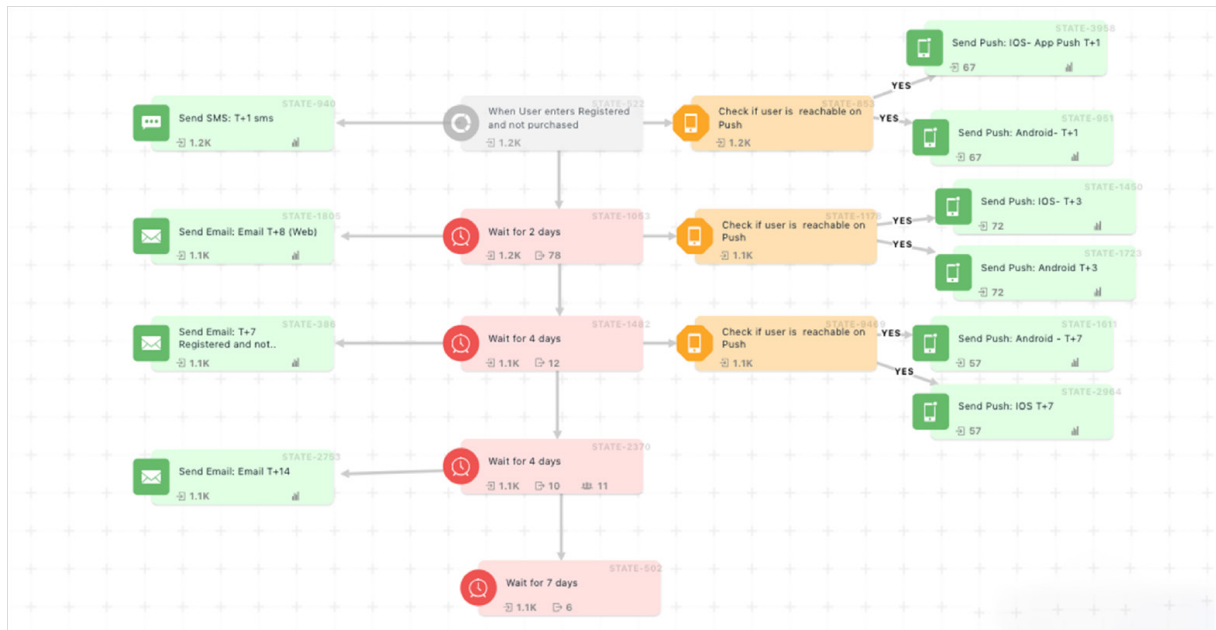
**Build a user journey like this**

And here's how the journey functioned:

1. As soon as a user (in this case, Jane) entered the segment, an SMS (about glammPOINTS i.e. store credits) was sent to that user.

Simultaneously, the journey also checked whether Jane was reachable on **mobile push.**
If she was, a push message was sent on her phone.

Interesting bit: Push notifications can be customized differently for iOS and Android.
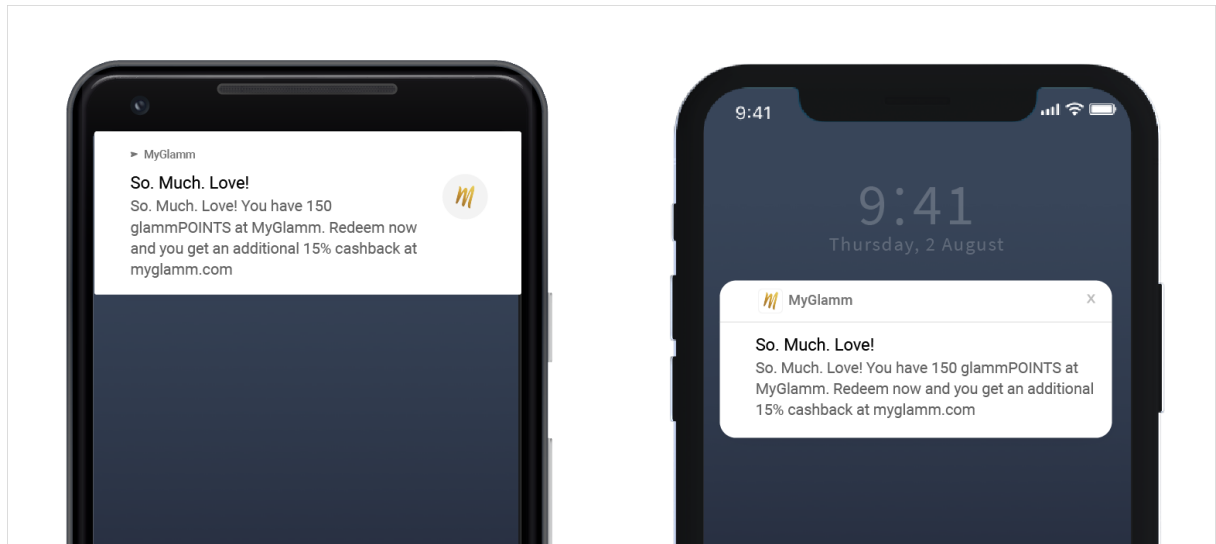
2. After waiting for two days, an email, as well as a mobile push, were sent to Jane (because she hadn't made a purchase yet).

3. Now, because Jane had not made her first purchase even after a week, an email and a mobile push were sent to her.

A user might not be convinced with what a beauty blogger or an influencer might like. But she'd want to spread the word if she gets some points in return.

⚓ So this time the hook was **friendship**. The user got glammPOINTS every time she referred to a friend.
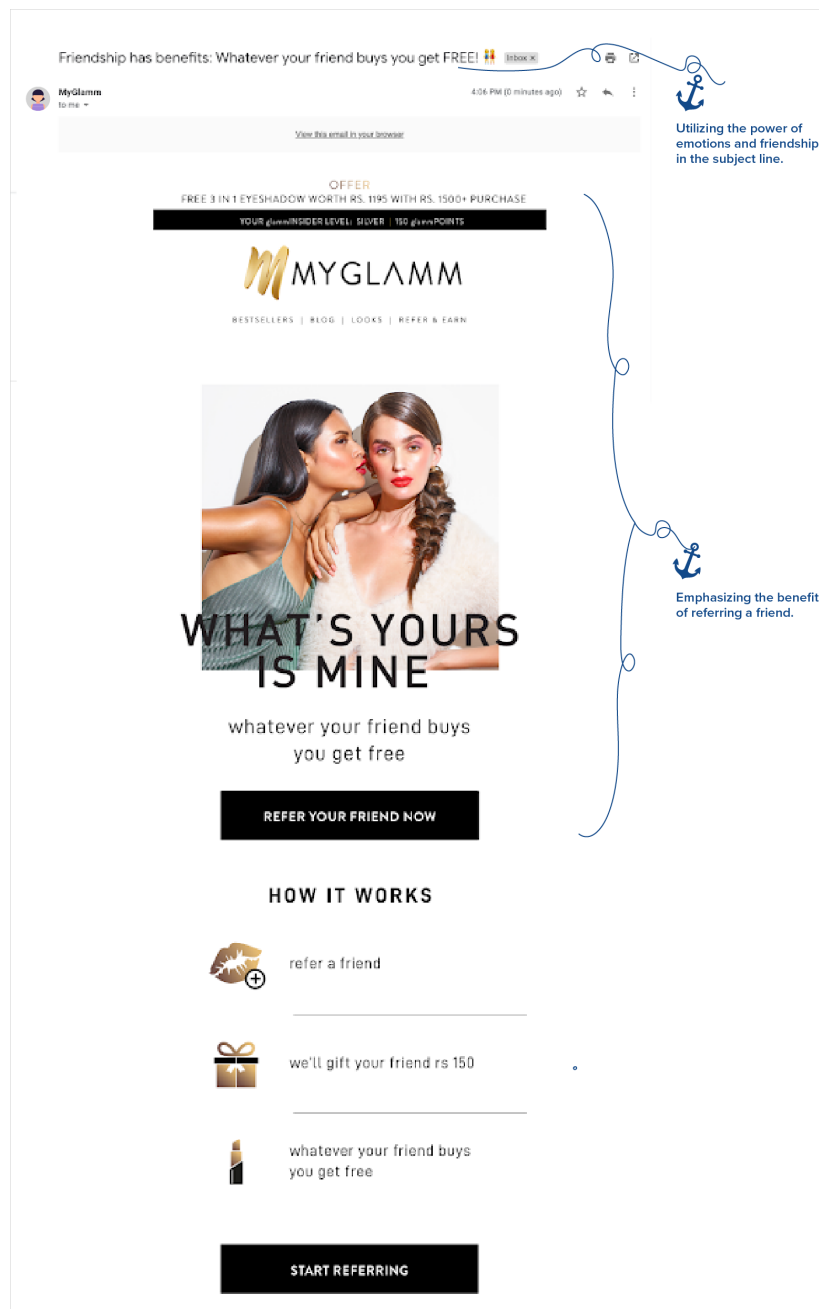
4. Finally, after two weeks, the last email was sent to Jane.
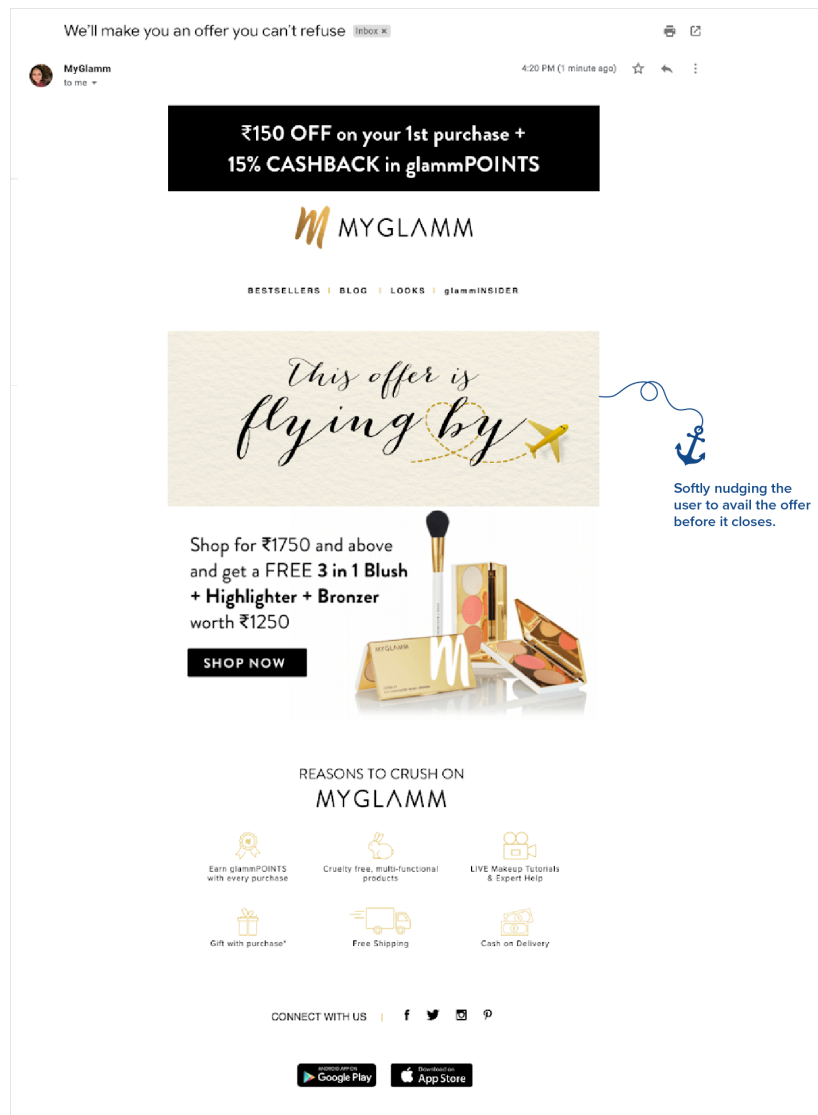
⚓ The stronger hook here was: Softly nudging the user to avail the offer before it closes. The last email tempted Jane to make the purchase!

5. Users who didn't make a purchase even after 3 weeks were automatically moved out of the journey.

This journey drove 19% conversions in the month of August. Which was almost 12% in the month of July when the journey wasn't in place.
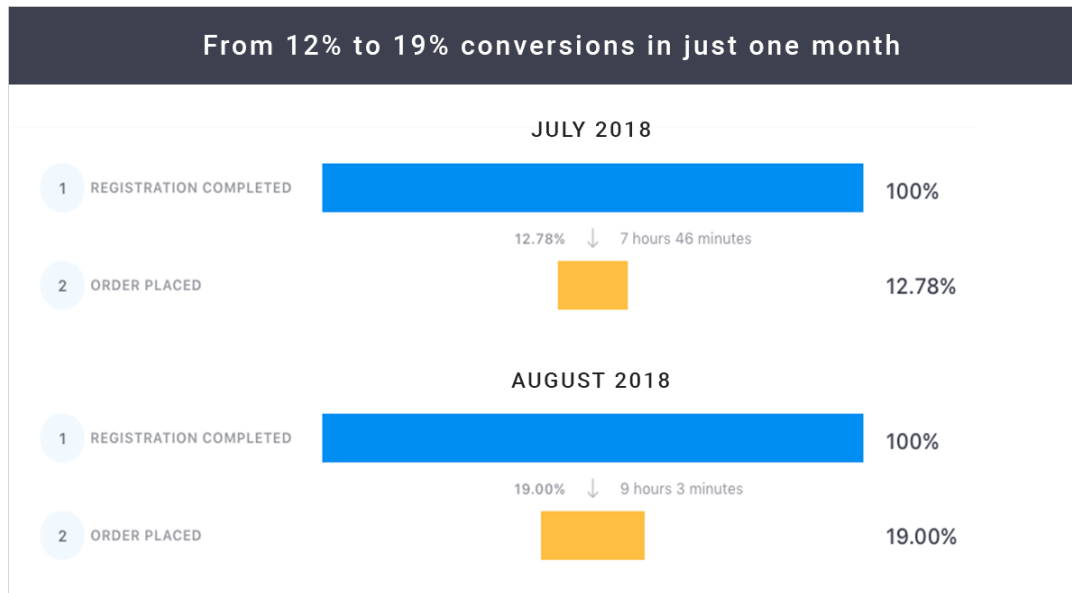

Interesting bit: Every time a user enters the segment and makes a purchase within the period that a journey is planned to run, the user is automatically moved out of the journey and is not bothered with any further communication since she's already converted.

B. Convince abandoners to place the order

Cart abandonment is a challenge that most online businesses face. But the same users who deny (rather, aren't motivated enough) to buy the products that they add to their carts, can be encouraged smartly.

MyGlamm did just that. They built **an event-triggered journey** for all those **users who added products to their cart but did not purchase those products within the next 30 minutes.**
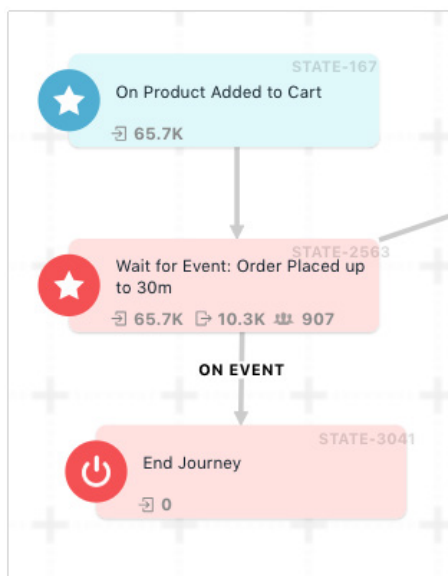
This journey had a number of conditions, campaigns and different wait periods, considering the nature of the target audience that this particular segment catered to.

A portion (10%) of users were moved to the control group (CG). This group belonged to the target segment (mentioned above) and entered this event triggered journey. But they transcended all the campaigns that were a part of this journey. Meaning, no communication was sent to the 10% of users that belonged to the control group. But the conversion event would still be tracked for these users.

The conversion event was set to: order placed.
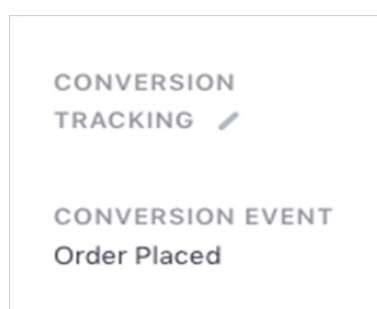
The journey included personalized communication across channels inclusive of Web Push, SMS, Email, and Mobile Push Notifications. Here's how the messaging of some campaigns (in this journey) looked like:
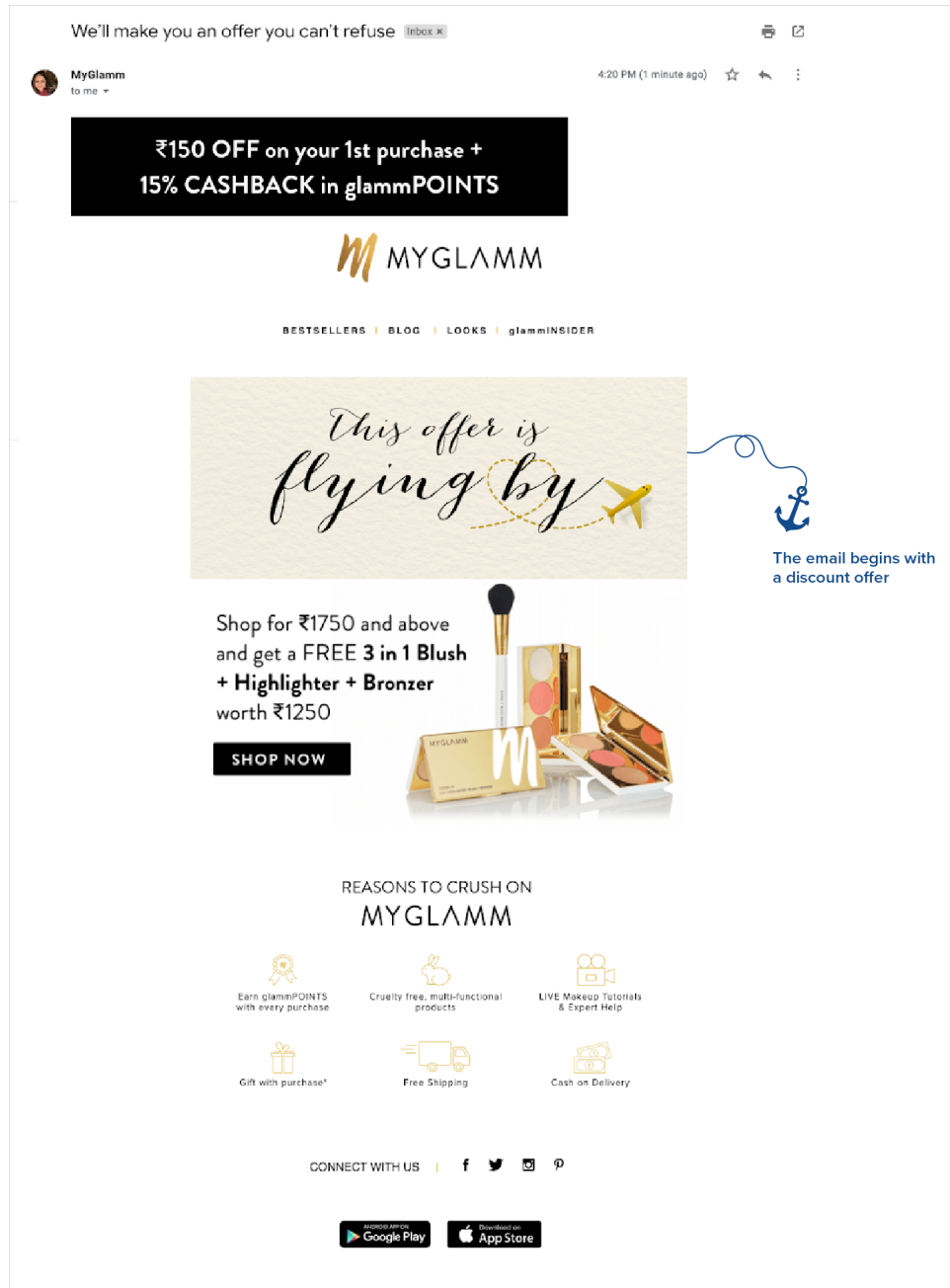
Web Push Campaign
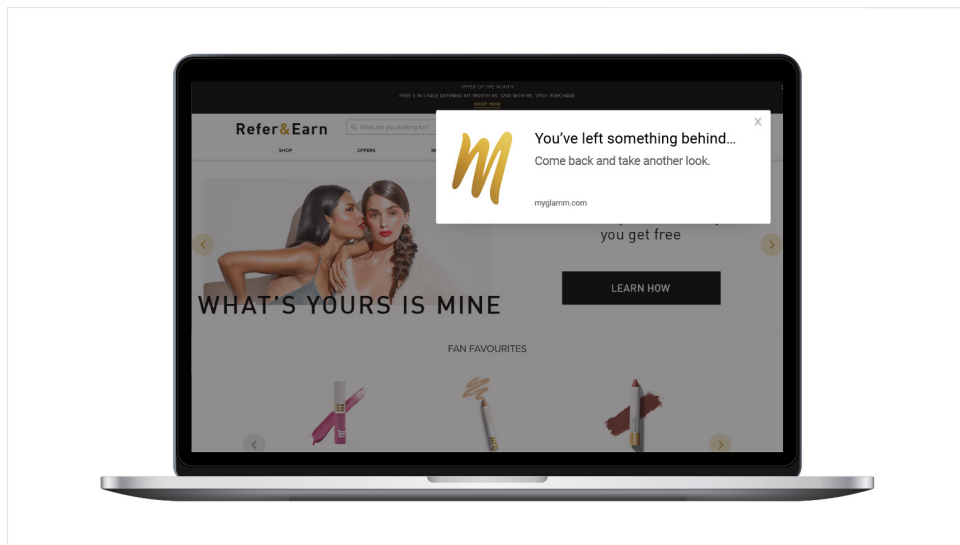
⚓ The hook: Sending an exit-intent web push acts as an instant reminder for the user to purchase the products that she just added to her cart.

SMS Campaign

Email Campaign

The email begins with a discount offer
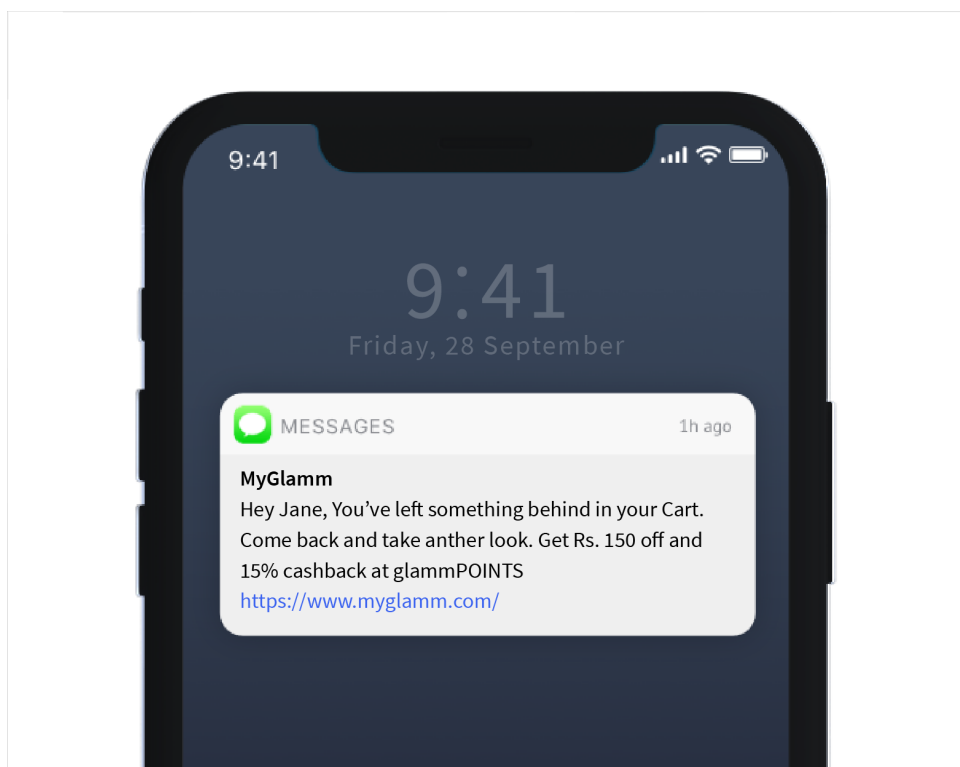
⚓ The hook: Establishing a context by telling the user that this email is based on her recent visit to the brand's website.

For this particular email campaign, the difference in conversions was enormous.

TYPE	SENT	DELIVERED	UNIQUE OPENS	UNIQUE CLICKS	UNIQUE CONVERSIONS
Variation A (90%)					▲ 137.5%
Control Group (10%)		--	--	--	

About 137% uplift happened in the orders placed by the users who received communication across the journey.

Interesting bit: Control group helps in analyzing the performance of a campaign sent through WebEngage.
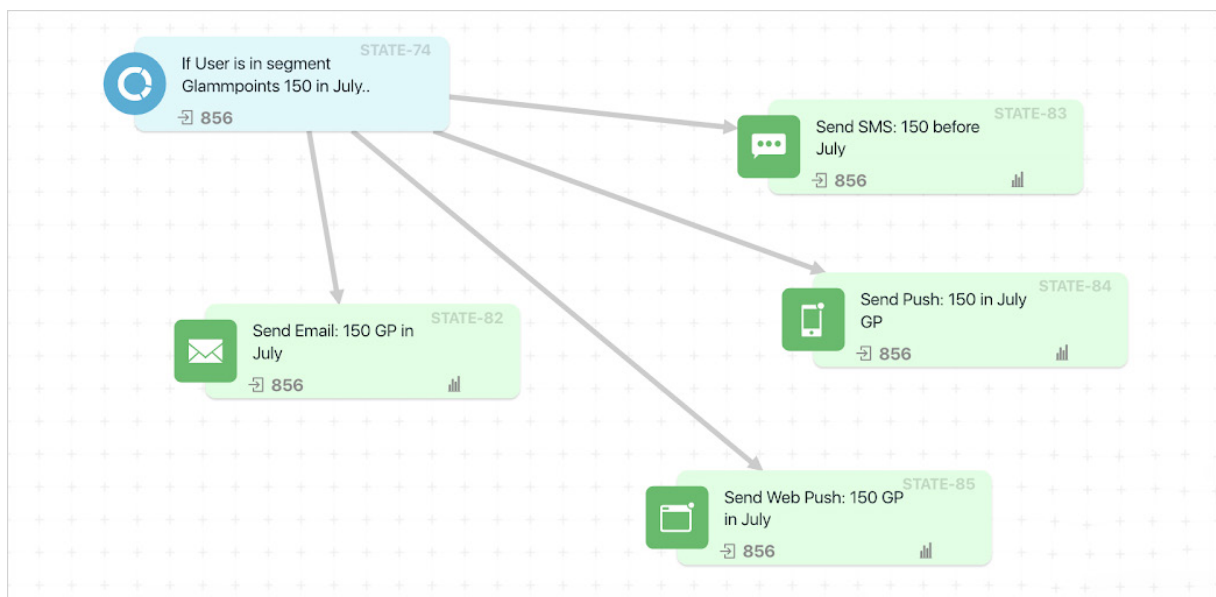
Mobile Push Campaign
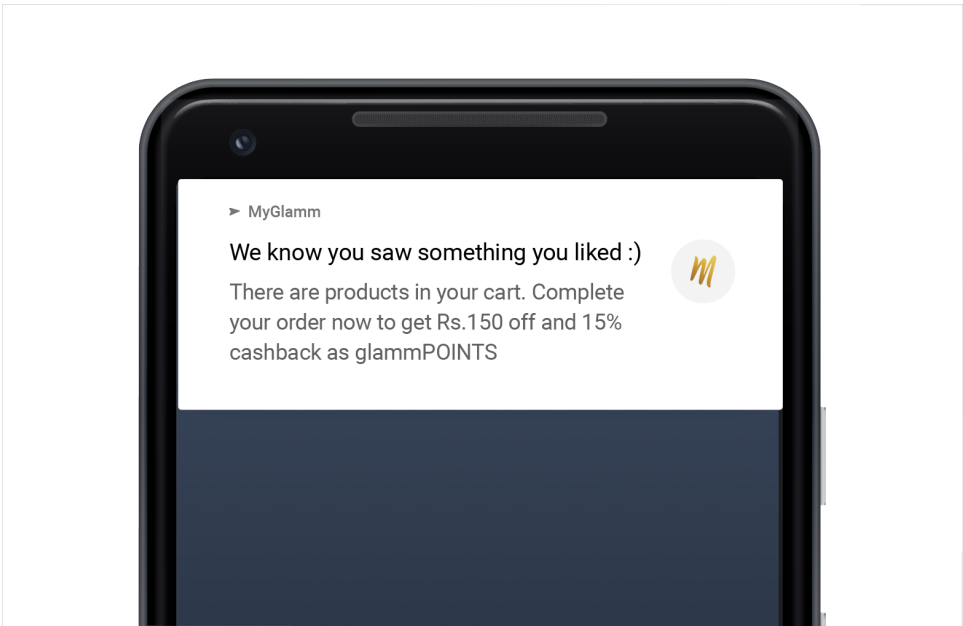
Overall, the journey drove about 162% uplift in orders placed by the users who were a part of this journey.

C. Build brand loyalty

What makes a user happier than knowing that she already has some points (read money) in her kitty and needs just a few more to buy her favorite products?

MyGlamm stirred up its users' excitement to buy their favorite products by utilizing this simple technique.

They created **a customized journey for the segment of all registered users who had 150 glammPOINTS in their account and did not make any purchase.**

Users in this segment were sent messages across web push, SMS, email, and mobile push - informing them about the glammPOINTS that the user had in their account.

Each of these campaigns had a highly-customized message. Here's how the campaigns looked:

Email Campaign

For the email copy, a particular trending product was sent to a user with a calculated amount showing the additional amount she requires to buy THAT product after redeeming the glammPOINTS that she has in her account.

A calculating mechanism was used to calculate the exact amount a user needs to spends to buy a particular product.

The logic was:

If, X = The amount a user needs to pay

   Y = Actual MRP of a particular product

   Z = Store Credits (glammPOINTS) that a user has in her account

Then, X = (Y-Z)

So, in this email, Y is Rs. 1890 and Z that got fetched through the calculating mechanism is Rs. 1490. Which means that Jane had 400 glammPOINTS in her account when this email was sent to her.

Interesting bit: With the help of a code you can create a mechanism that automatically fetches the right product data for every user and calculates the balance amount a user needs to spend for buying a particular product.

Web Push Campaign

Mobile Push Campaign
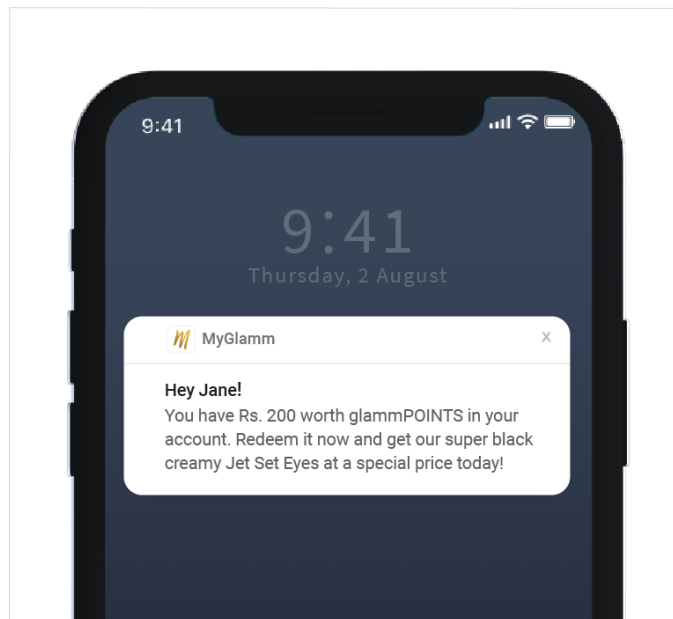
While creating a push message campaign on WebEngage dashboard, MyGlamm defined **key-value pairs.** Key-value pairs enable businesses to customize push messages at a campaign level from within the app. The data entered in the key-value pairs is a part of the push message payload and can be accessed using push callbacks.

Interesting bit: Adding key-value pairs helps brands to track the interaction that happens via a particular push message.

6. The Outcome

Having accurate data and a unified view of the user, helped MyGlamm execute the above mentioned cross-channel journeys and aided them in:

- Driving quality website visitors, and understanding them
- Getting app installs
- Creating user personas based on their multi-channel behavior
- Improving user lifecycle marketing

The above outcomes further helped MyGlamm achieve their goals like:

- Delightful **user experiences**
- Improved **app and web engagement**
- 6% **increase in orders placed** by registered users within a month
- 166% **uplift in purchases** by users who had previously abandoned their carts
- 137.5% **uplift in conversions** by users who received a personalized email about the products in their cart
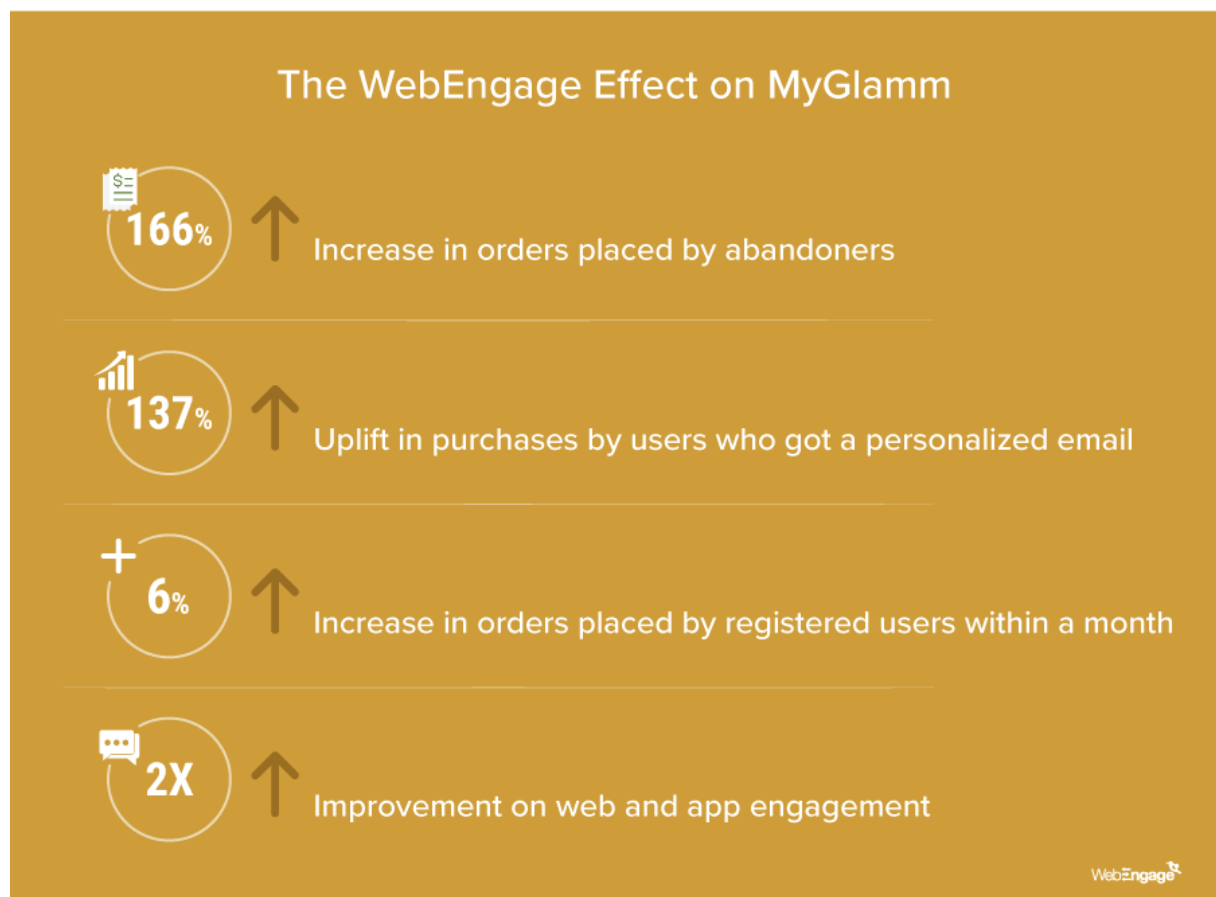
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WebEngage

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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