

[Teardown] PrettySecrets' engagement strategy which reduced its cart abandonment by 7.3%

Prettysecrets.com is the online arm of Mumbai-based lingerie retailer MTC e-commerce private Ltd. The company has so far raised \$8 million in funding.

The Objective

Cart abandonment is a ubiquitous challenge across all e-commerce businesses. To address this from the user engagement side, PrettySecrets picked and tracked the following two critical events from the user checkout flow and checked for purchase upon their occurrence

- **User reached payment page**
- **User added to cart**

They created two separate journeys with the above events as the entry trigger respectively. Suppose, while purchasing, if the user triggers any of the above events, say reaches payment page, but doesn't complete the transaction then he is contextually nudged to do so by the corresponding journey.

The Solution

Let's evaluate the journeys one at a time

- **Journey 1** (Entry trigger- User reached the payment page)

PrettySecrets ran the following journey to counter abandonment from the payment page:

Key Result

As a result of PrettySecret's effective strategy and with help of the [WebEngage Journey Designer](#),

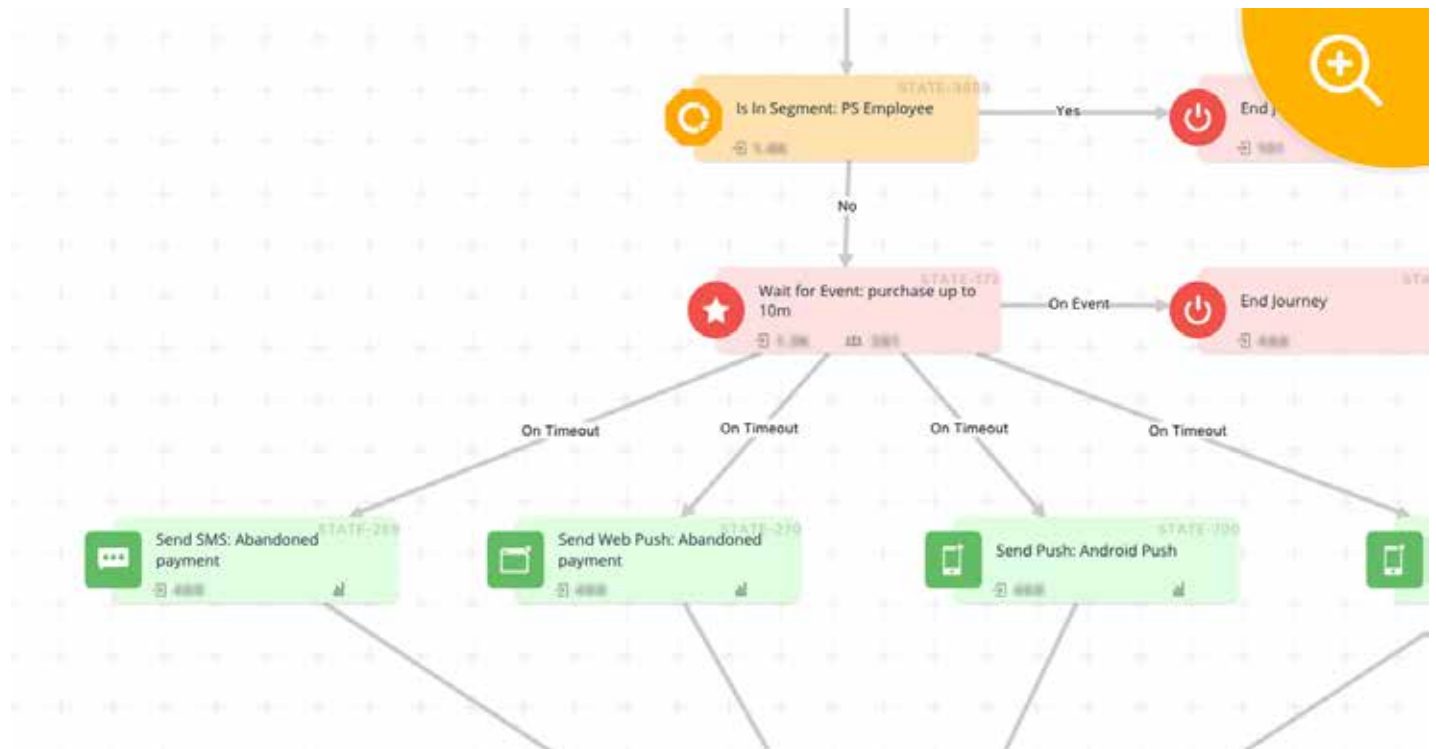
7.3% 

**Cart abandonment
was reduced**

“ WebEngage has been a good growth partner and instrumental in improving our engagement with our users. Their “Journey Designer” module ties all the engagement channels together and helps us visually design our engagement across the user lifecycle. We are able to do a lot more experimentations with our campaigns and seeing positive results. ”

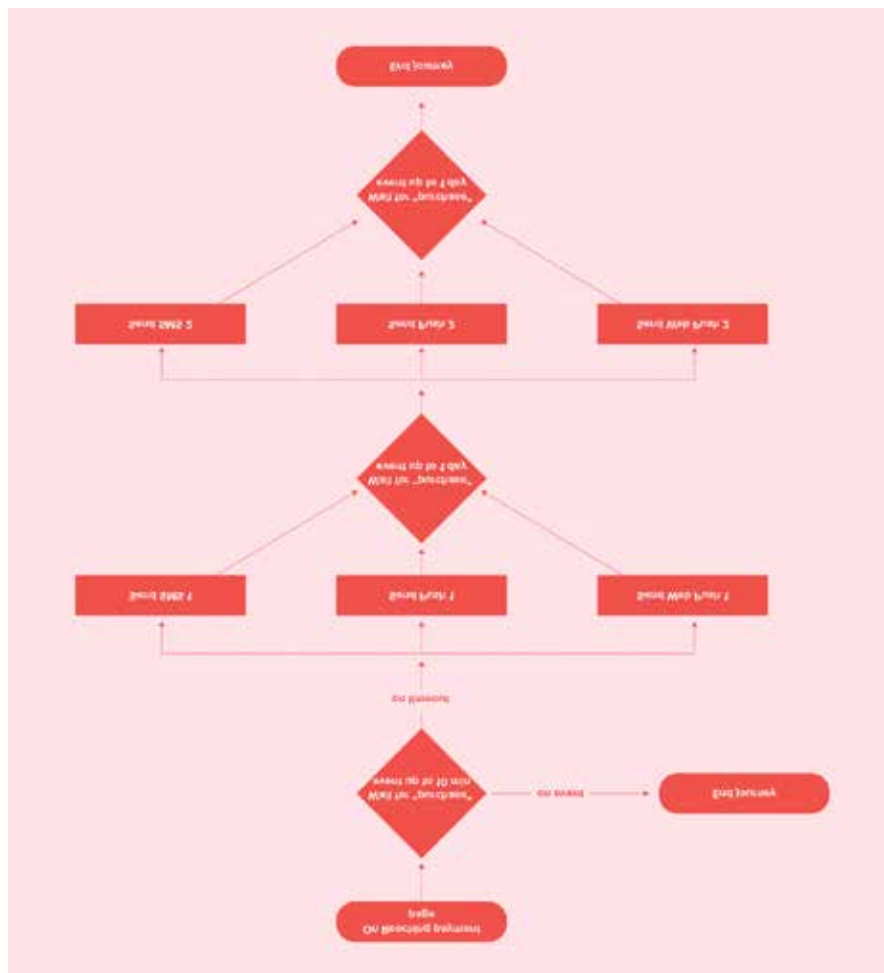


Gaurav Maheshwari,
CTO
PrettySecrets



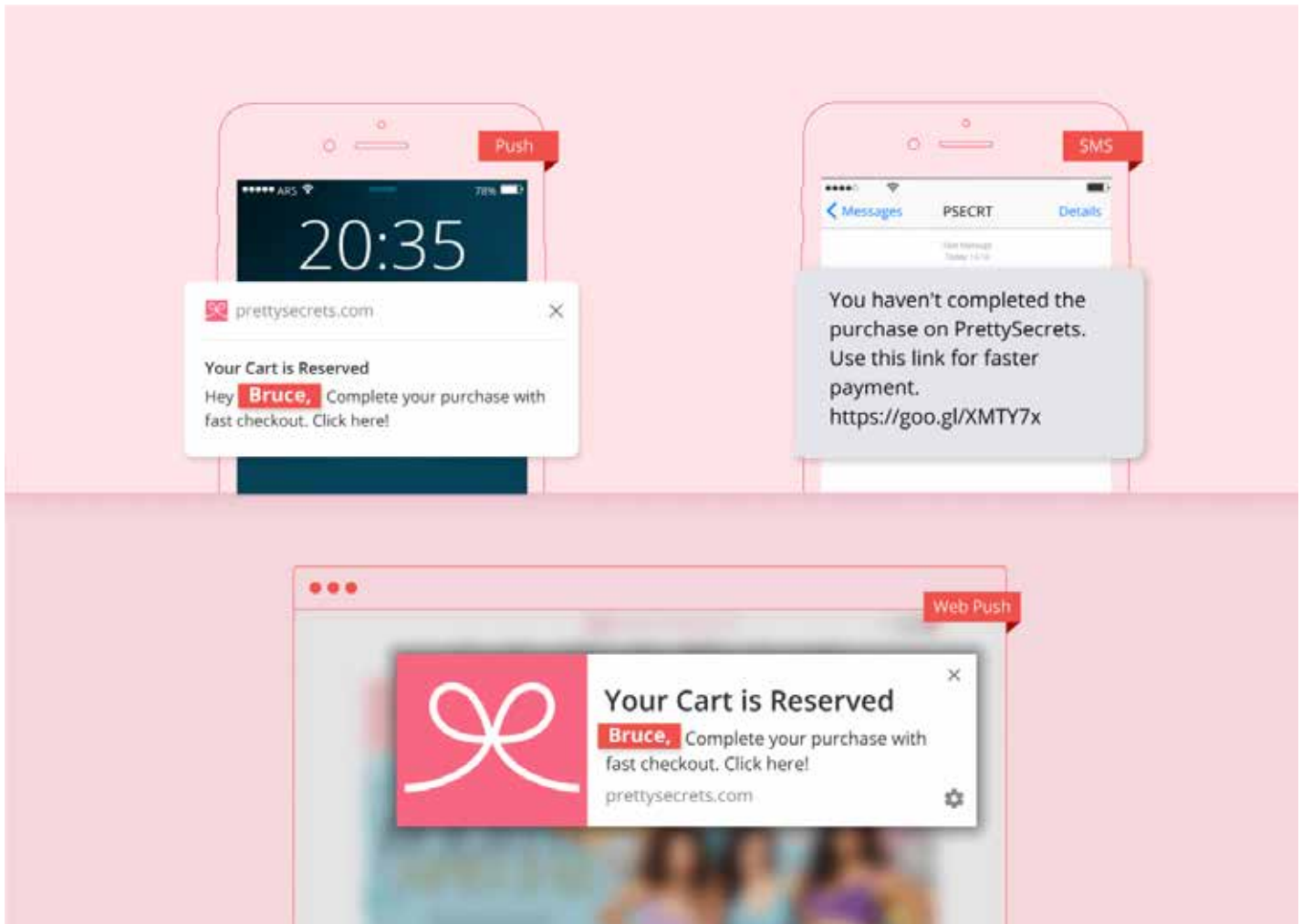
[Build a user journey like this](#)

If you found the journey difficult to unravel, following is the simple flowchart interpretation of it.



The journey is triggered when the user lands on the payment page. It checks for 10 minutes for the transaction to happen.

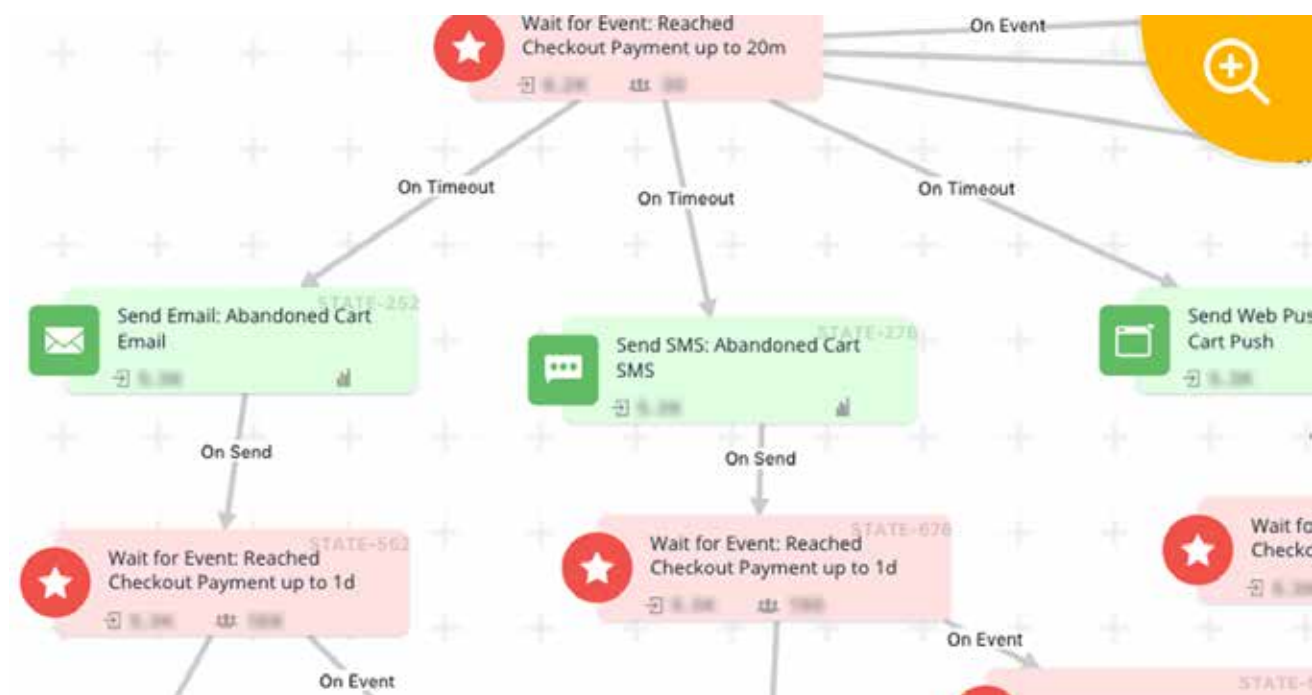
If that doesn't occur then it triggers a personalized message via web push, mobile push and text.



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

Thereafter, it checks for the purchase event. If the user still hasn't responded to the nudge then it triggers another round of communication via the same channels.

- **Journey 2** (Entry trigger- User added to cart)
This is same as the previous journey except that the entry trigger and messaging are different.



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As apparent, the journey is triggered when the user adds to the cart but doesn't complete the transaction until 20 minutes.

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

importantly, they were getting the bird's eye view of the entire communication strategy so they could instantly fix the flow anytime they wished.

[How another lingerie retailer is using WebEngage to power user retention](#)

The Result

By taking the number of users, on whom either or both of the journeys were run, as the base and the number of converted users as the numerator the number, we get an uplift of 7.3% in conversion.

In other words, both the journeys managed to reduce cart abandonment by 7.3%.

We took the conversion time as 1 day for both the journeys.

It is worth mentioning here that Abandonment in itself is a major challenge cum opportunity for e-commerce retailers. In fact, this is one of the first use-cases that they come to us with during the POC and I am referring to even bigshot e-commerce and OTA players such as Flipkart, Zivame, MakeMyTrip, Goibibo etc. There are other abandonment related use-cases which our clients have addressed by using the journey. Listing them below:

- **Search/Booking Abandonment- Goibibo**
- **Product page Abandonment- Zivame, Yayvo**

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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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