

How Sulekha.com Increased Customer Lifetime Value By 3X

Sulekha is India's leading digital platform for local services that connects users with local businesses.

The Objective

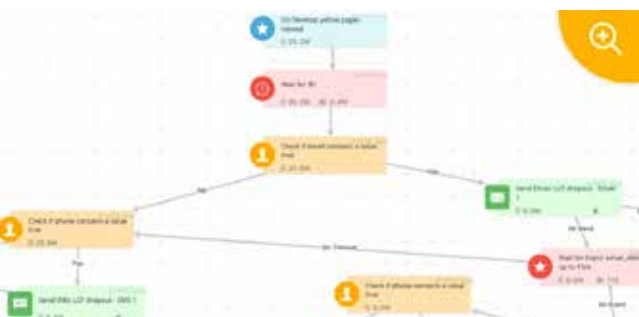
Given the complexity of the challenge at hand the marketing team at Sulekha.com tussled to achieve the following:

- Retarget users who abandoned the lead capture form [LCF].
- Implement personalized communication at scale.
- Increase Customer Lifetime Value.

Enter WebEngage, with its cross-channel marketing orchestration capability, it allowed for creating a comprehensive workflow using triggers, flow controls, and conditions. Using WebEngage's visual marketing automation tool, the Journey Designer, they created multiple user journeys. One of them focused at retargeting users.

The Solution

Here is the Journey folks at Sulekha made:



[Build a user journey like this](#)

Key Result

Using WebEngage's visual marketing automation tool, the *Journey Designer*, they created a user journey focused at retargeting users. This led to a

3x 

increase in customer lifetime value

“ We have 1200+ categories that naturally creates equivalent number of category specific user cohorts. For such large amount of data, lead nurturing becomes very difficult, tedious and mostly unmanageable. WebEngage, through its attribute based retargeting options, made it easier to create unique User Journeys where user retention and sending recommendations became easier. As a marketer, platform based targeting available on WebEngage helped optimize spends and increase Customer Lifetime Value by upto 3X. ”



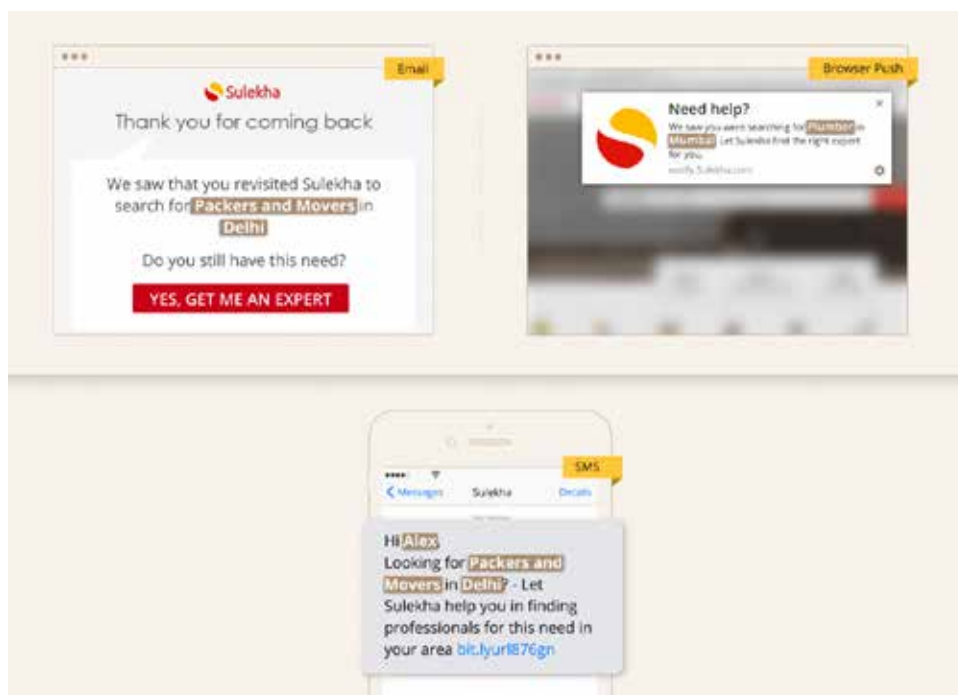
Mohul Mukherjee,

Senior Manager - User Engagement
Sulekha.com

The Journey automated the communication for a period of 3 weeks starting from users dropping off from Lead Capture Form. At every stage in the Journey, the system checks for reachability of users on different channels. Thus, the Journey aims to convert users

within optimum touch-points.

Once the communication is rendered user events like email opens, clicks, are tracked that then trigger the second round of communication.



[Unlock the full potential of multi-channel communication](#)

The Result

The effect of personalized communication rendered using Marketing Cloud brought significant improvement in the metrics that mattered. Backed by increased customer

retention, cross-selling opportunities the Customer Lifetime Value increased by up to 3X. Moreover, the retargeting campaign had conversions of 30% after the second round of nudge and 40% for returning users.



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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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