



How Testbook used WebEngage's Marketing Cloud to Reactivate 15% of Inactive Users

Company Profile: Testbook is an Indian Ed-Tech company that provides online exam preparation solutions to students preparing for competitive exams.

The Objective

Testbook, like most businesses in Ed-Tech industry operates on Freemium model, where users initially get free limited period access to tests, post which they are prompted to purchase.

Given the nature of this model, it is critical that users complete free trial of the product and don't abandon midway. Hence, the marketing team at Testbook aimed to reactivate users who went inactive during free trial.

The core intent of Reactivation Campaign is to bring back users to the platform. With this goal in sight, Testbook created a workflow using [WebEngage's Journey Designer](#).

The Solution

User enters the journey upon Start/Resume of Practice Test, post which the system checks for user inactivity for a minimum duration of 8 days. Given the user inactivity, the system checks reachability of user over different channels (Registered for Push Notification/ Web Push Opt-in).

Users fulfilling the conditions receive personalized Push Notification, Web Push and Email, in that order.

Key Result

Testbook created a workflow using [WebEngage's Journey Designer](#)

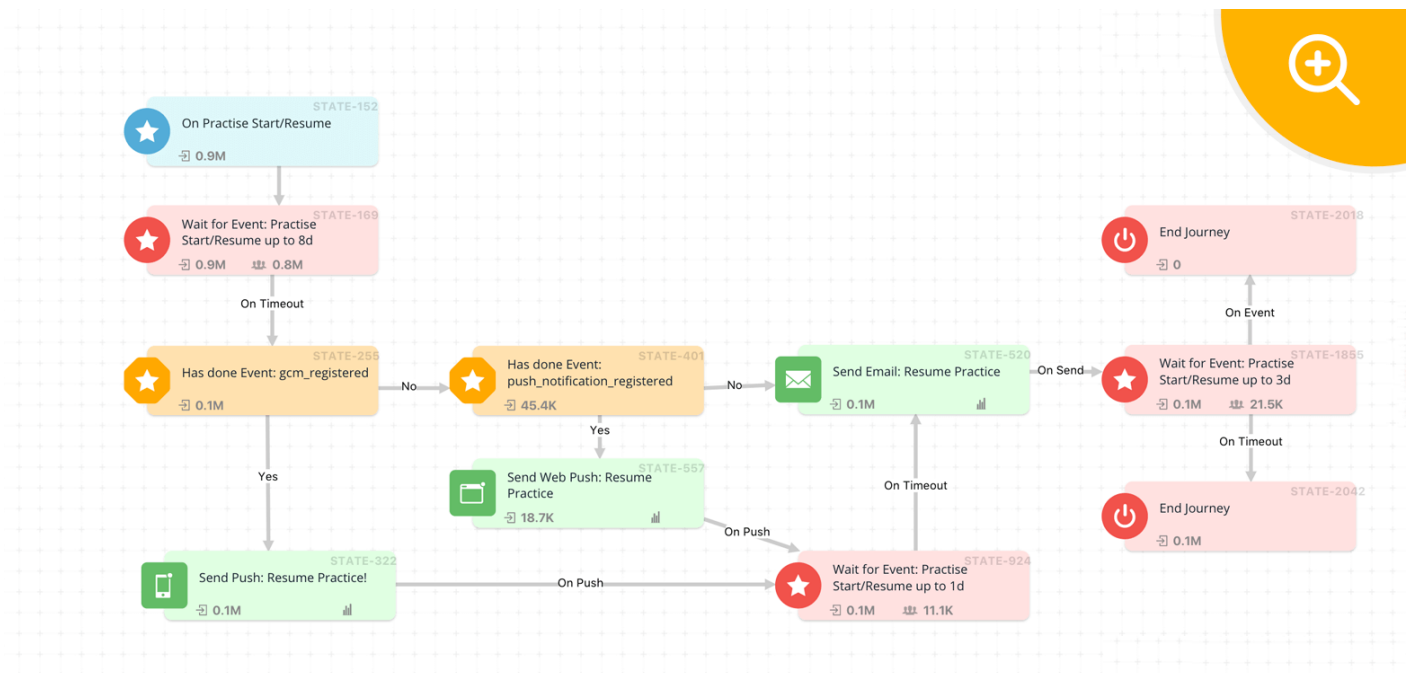
15% 

Reactivate Inactive Users

“ WebEngage's Marketing Cloud ingested data from our systems and enabled us to use it to create tailored campaigns that resonated with our users. We were able to create workflows that automated the communication across user lifecycle, allowing us to focus on optimizing campaigns. With WebEngage we saw significant uplift in open rates, click through rates and overall conversions, directly translating into more revenue. ”

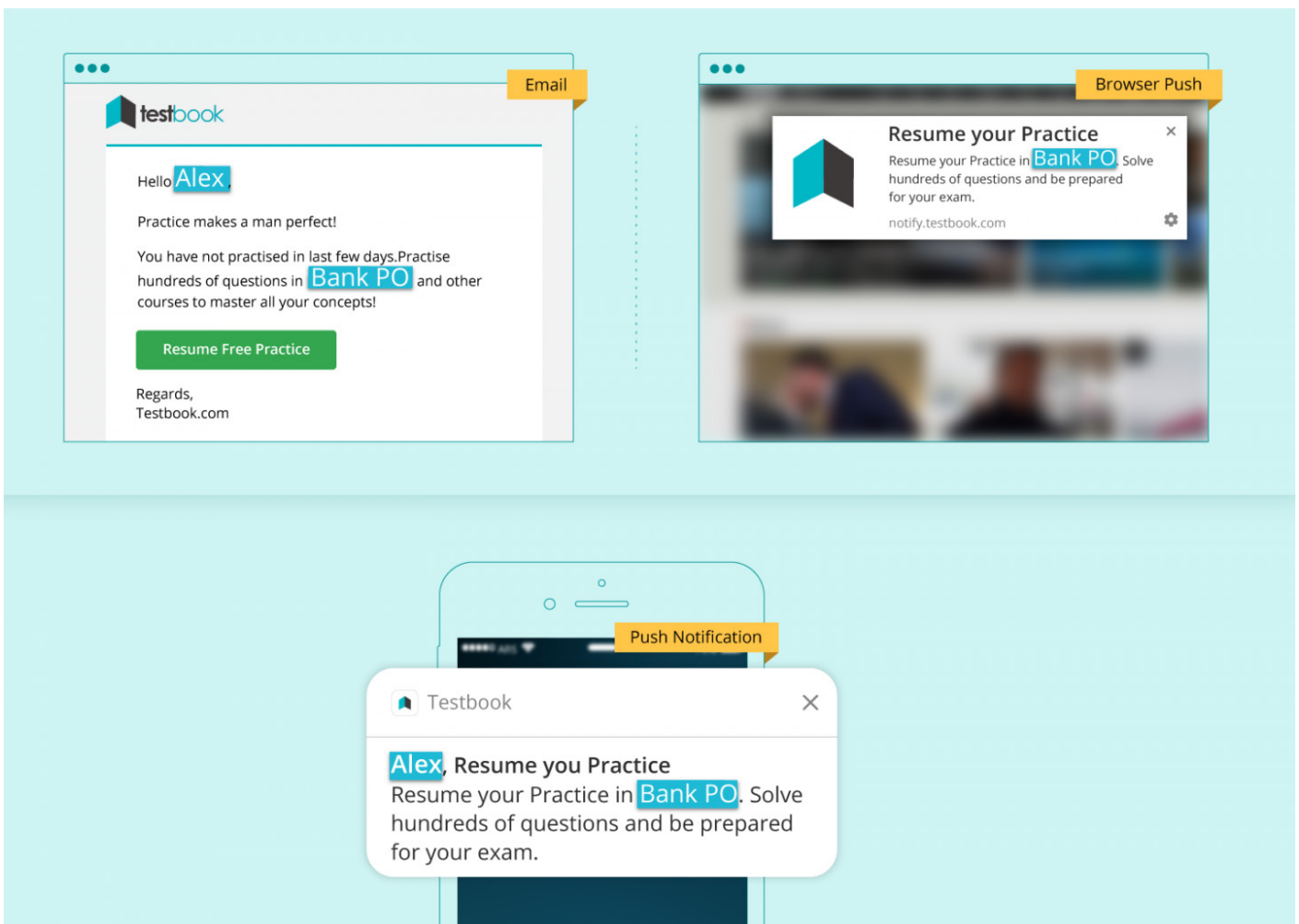


Narendra Agrawal,
Cofounder
Testbook



Build a user journey like this

This journey would render a communication like this:



Unlock the full potential of user journeys

Email, Web Push, and Push Notification personalized with username, course name, unique link in Call-to-action for each user.

[Read our most read cart abandonment story](#)

The Result

The Journey statistics stand testimony to the power of personalized multi-channel communication. Within the three months of running the campaigns, 15% of inactive users got reactivated; directly attributable to the Reactivation Campaign. The uplift contributed to the top of the funnel users for Testbook, significantly adding to all the succeeding stages of the conversion funnel.

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Why WebEngage?

- Fast and easy integration
- Powerful Journeys for contextual engagement
- Automated, multi-channel workflows

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Schedule my Free Demo



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.

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+1 (408) 890-2392 (US)

+91 (22) 61102400 (IN) | webengage.com | monk.webengage.com

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