How Pakistan's largest homegrown e-commerce company increased its conversion rate by 8%

Yayvo.com is Pakistan's largest homegrown online shopping destination. It is an offshoot of TCS E-COM which in turn is a subsidiary of TCS Pvt Limited- Pakistan's largest supply chain company.

The Objective

Of all the users who visit the website, there would be nearly 2-3 percent of users who would be genuinely interested and they complete their browsing with a transaction. But the remaining number of users whose percentage is unfortunately huge wouldn't make a purchase. A large number would never even return to the website.

Sure every user who comes to your website is not going to make a purchase. But it can be safely assumed that even among the users who leave, there would be a good percentage who would have some degree of buying intent. All it needs is a little nudge which if done correctly would lead to a transaction.

The Solution

Yayvo ran the following journey to nudge the users who view the product but leave without making the transaction.

Build a user journey like this

Key Result

With help of the *WebEngage Journey Designer*, Yayvo achieved an

8.27% ⬆

uplift in their conversion.

> "
> WebEngage has allowed us to engage customers through high-impact touchpoints. Rather than having a siloed CRM approach, it ties everything together on a single platform resulting in easier data acquisition and analytics, making WebEngage an irreplaceable tool in our martech stack. "

Adam Dawood,
Head
Yayvo.com

Engagement channels used in the journey
- Web push
- SMS

Highlights of the journey that ultimately led to the success that it did

Hyper personalization

It is a no-brainer that if the past behavior of

the user is referenced the probability of his positive response automatically increases. Yayvo folks have incorporated personalization in the message at the product level. The users is nudged to purchase that very product which he viewed and left.
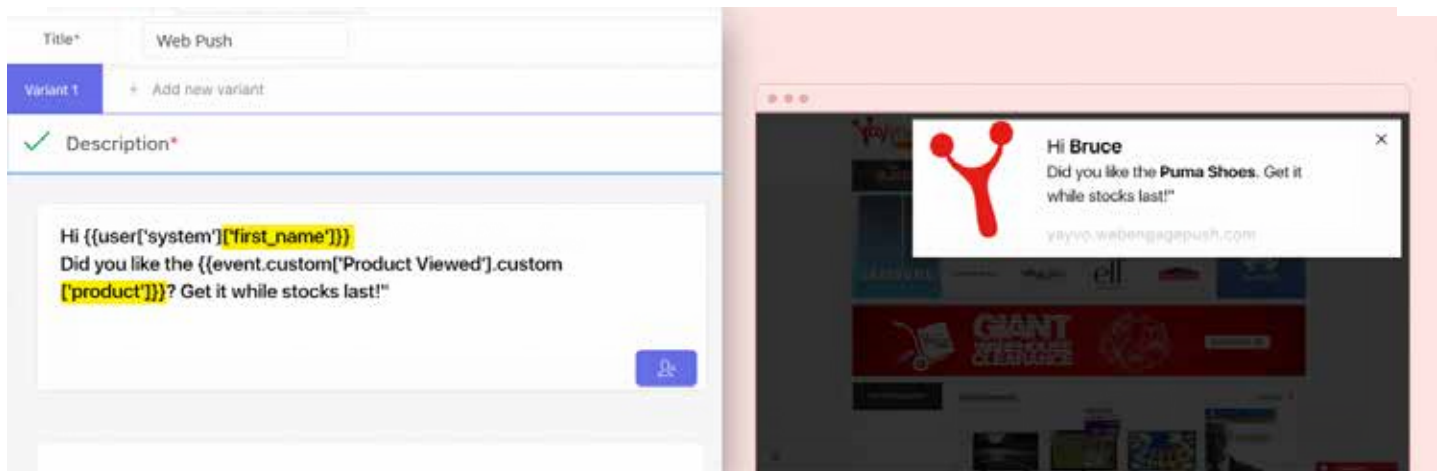

Spam checks

It often happens that user simultaneously becomes part of multiple journeys or workflows. As a user, it means that I am receiving multiple messages from the same company with entirely different context. And obviously, I am going to hate it.

For a company, this kind of marketing creates more problems than it solves.
To avoid that Yayvo has introduced a check block that filters the users who are already part of another journey. (in this case "Cart Abandonment Journey")
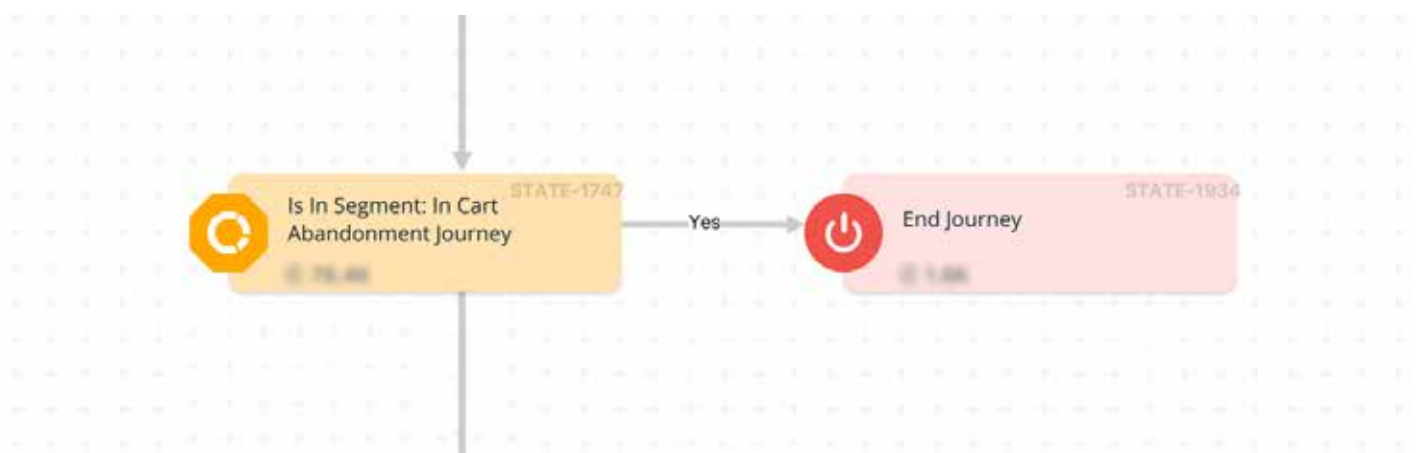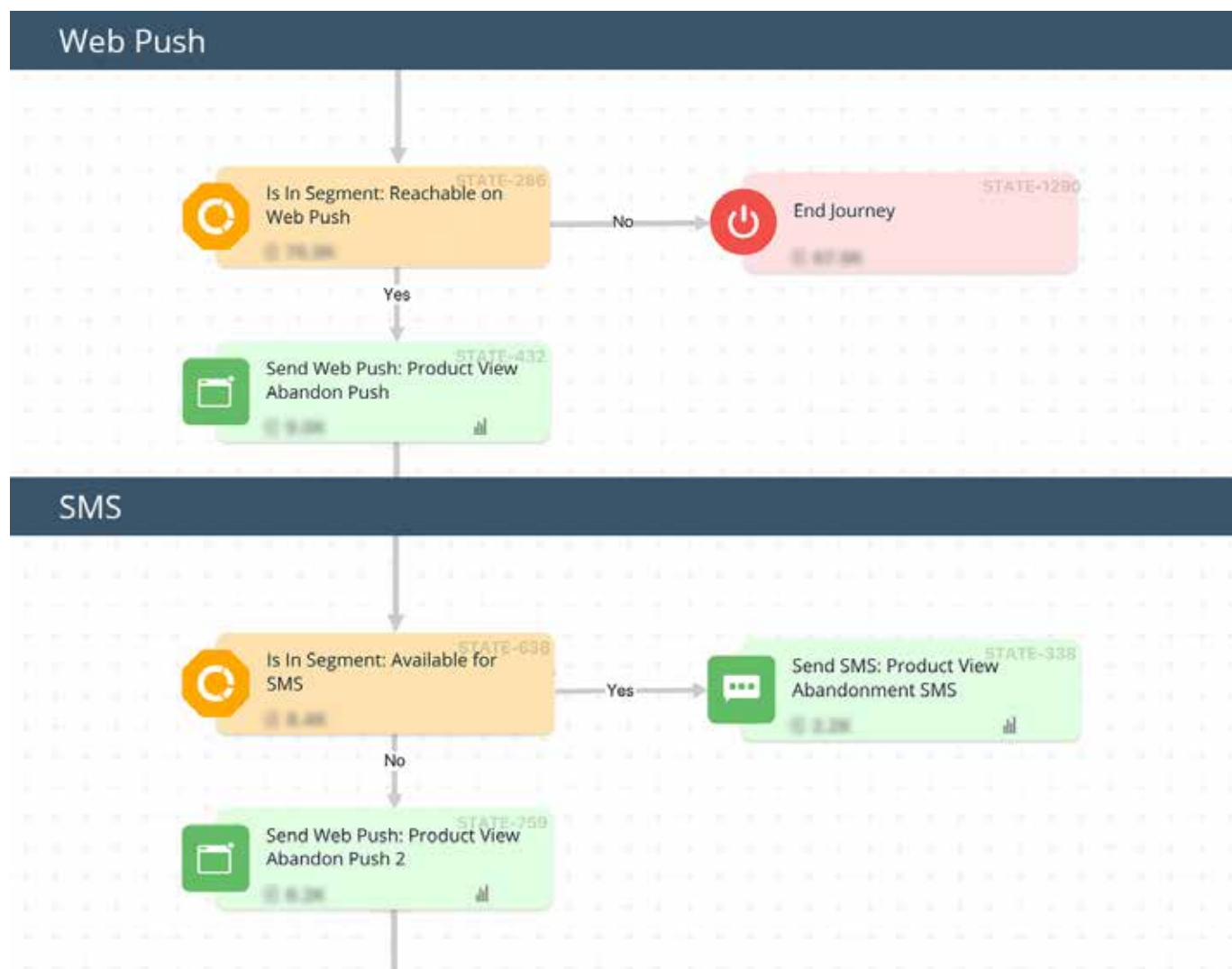

[Read another success story on cart abandonment](#)

Reachability check before sending the message

Before sending any message the journey checks if the user is reachable via the desired channel or not. This is very important. It removes unnecessary strain on your system.

[New to Web Push Notifications? We recommend this e-book](#)

WebEngage's Journey Designer gave Yayvo.com 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 a 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.

The above journey helped Yayvo achieve 8.27% uplift in their conversion.

The methodology we followed was- we first calculated the number of conversions that happened post viewing the product within 40 minutes. Then, we calculated the number of users who converted after entering the journey. Taking the former number as the denominator and the latter as numerator we got the conversion uplift which turned out to be 8.27%.

Each message, like we discussed, is hyper-personalized and that fittingly reflects in the CTR too.
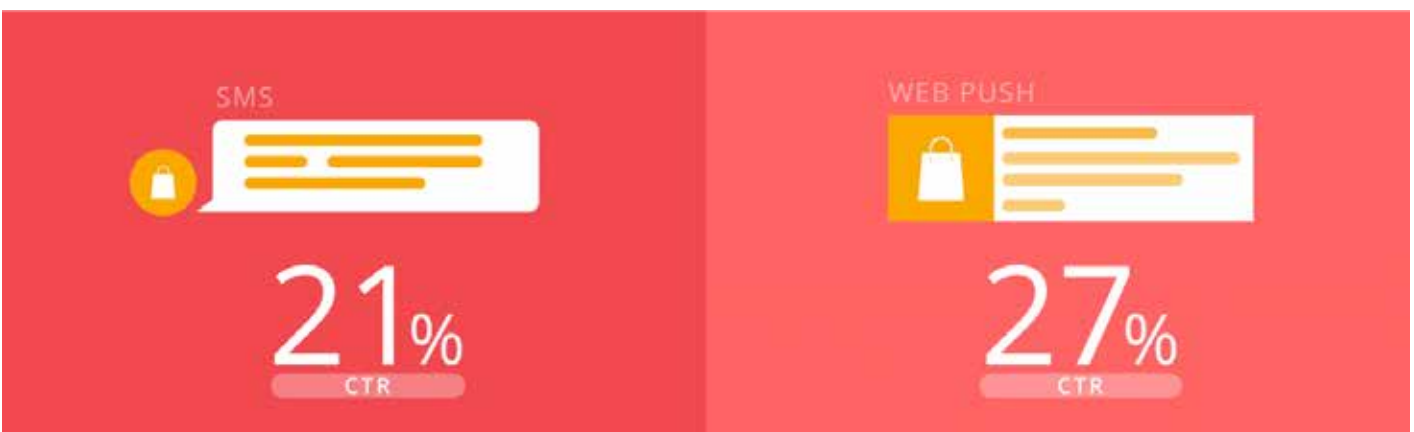
At WebEngage, it warms our heart to see the impact that we are able to create in the emerging marketing of Asia. We are proud to be Yayvo's growth partner and cannot wait to escalate this success to the next level.

[Talk to us if you want a marketing assessment of your product](#)

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automation experts for custom solutions.

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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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