

zivame

# How Zivame used Web Push and Onsite Notification to increase their Conversion by 20%

Zivame is one of the India's largest lingerie marketplace functioning in both online and offline space. Founded in 2011, the company has so far raised \$46 mn in venture capital. During the time of publishing this post, they catered to 1.5 mn+ active users on their online properties. By 2017, the company plans to open 100 physical stores in India.

## The Objective

To keep marketing costs at bay and achieve a steady growth in revenue, it's crucial to shift focus from acquisition of innumerable users to generating more revenue from existing users by giving them reasons to come back. Now, Zivame did not want to live with the wildly optimistic hope that, once having exited the website, users would return on their own and make the purchase.

Creating a personalized, engaging experience, via onsite messaging is easier said than being done. Tying the behavioral history of the user across web and mobile, and incorporating it in your messaging in a live setting is supremely difficult. So, Zivame used WebEngage '[Journey Designer](#)' to address it.

## The Solution


Zivame created a Journey that targeted anonymous users, who dropped off from the product page, via two channels:

- Onsite notification
- Web Push

The lifetime of the journey is 4 days.

## Key Result

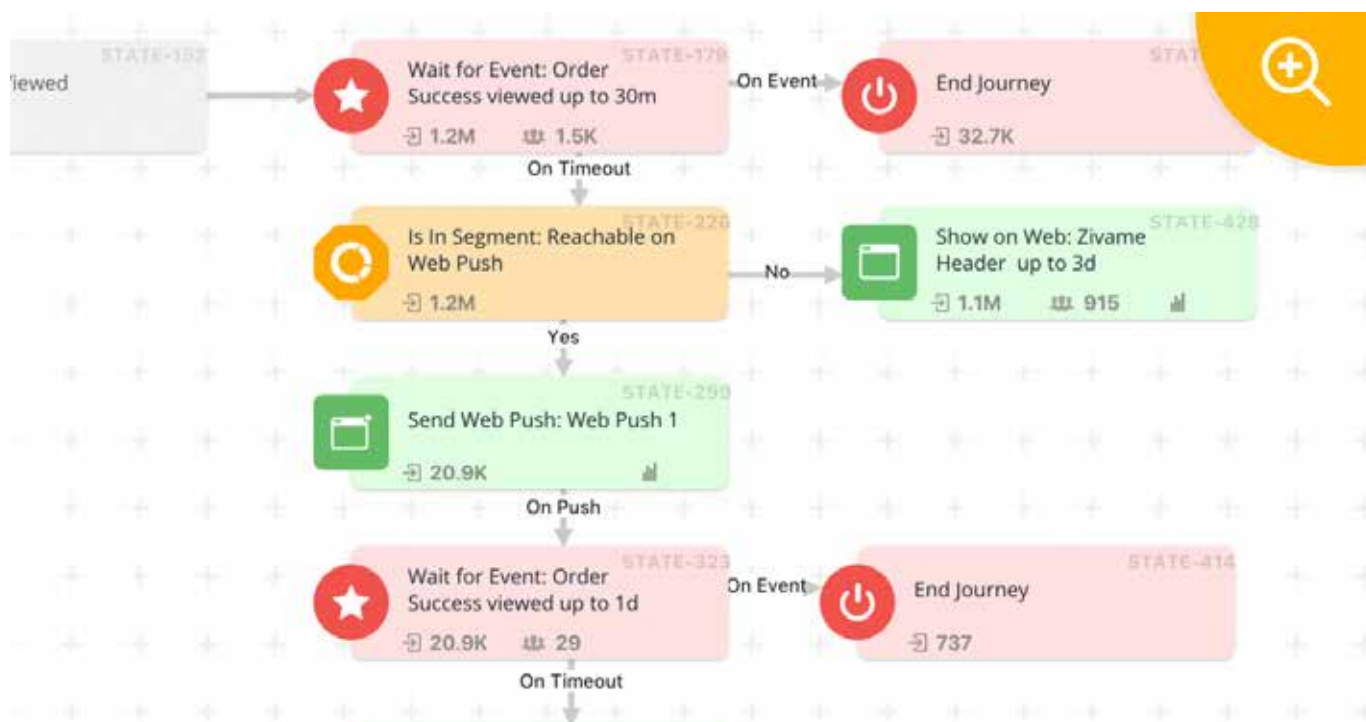
As a result of Zivame's effective strategy and with help of the [WebEngage Journey Designer](#), they achieved an uplift of

20%   
in conversion  
(transactions)

“Retention is critical to the success of consumer businesses like us, especially in this hyper-competitive segment, and going with Journey Designer was just the right decision that we made. It has infinite use-cases and we got the validation during the pilot only, wherein we created a post-search journey and achieved nearly 20% uplift in conversion. It's best part is the UI, as everyone across the board, whether or not a techie, can make sense of how the customer journey is mapped out and thereby make recommendations.”



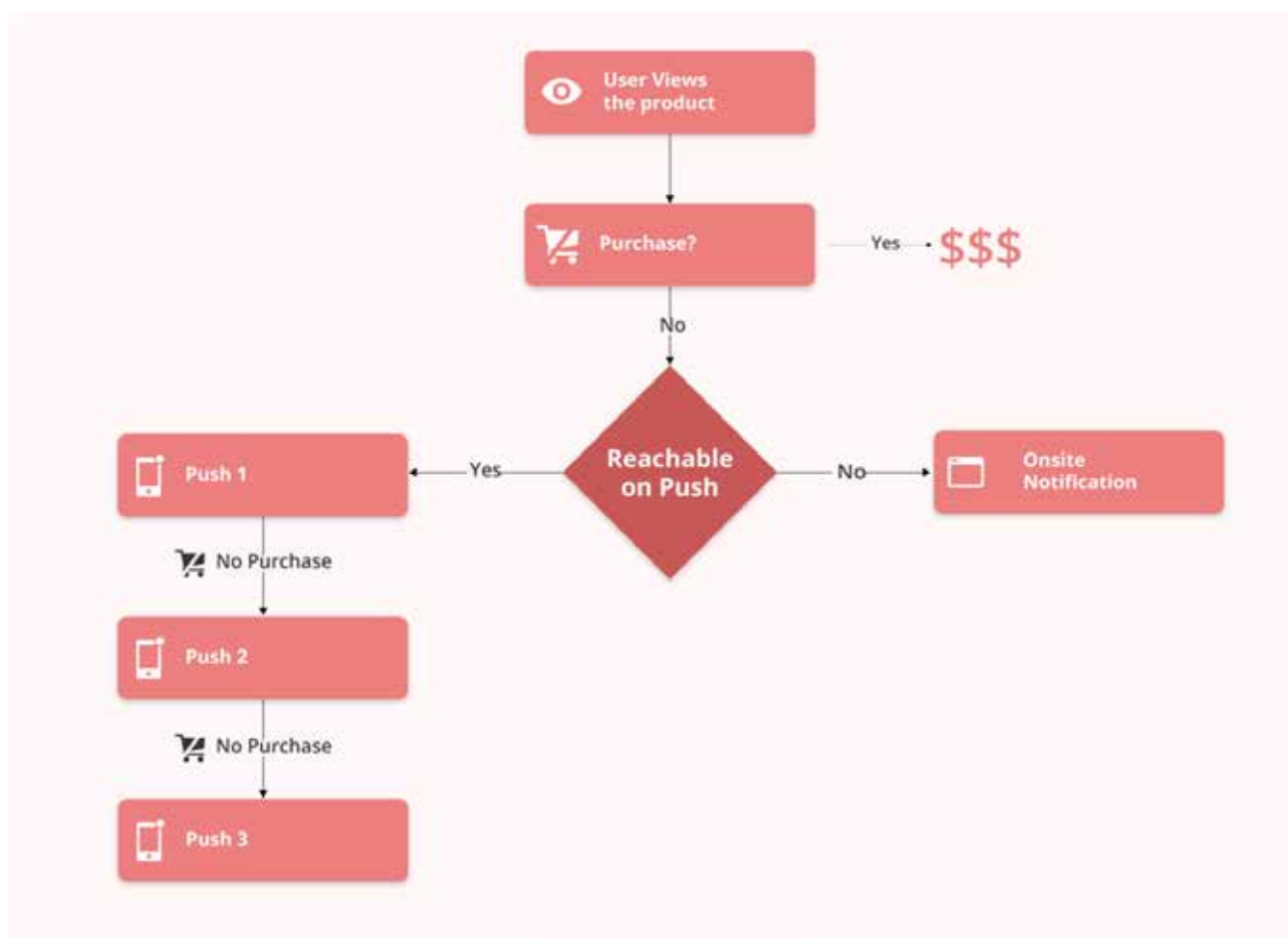
**Naman Gupta,**  
Principal- Growth  
Zivame



[Build a user journey like this](#)

If you found it hard to make sense of the above journey, following is the simple

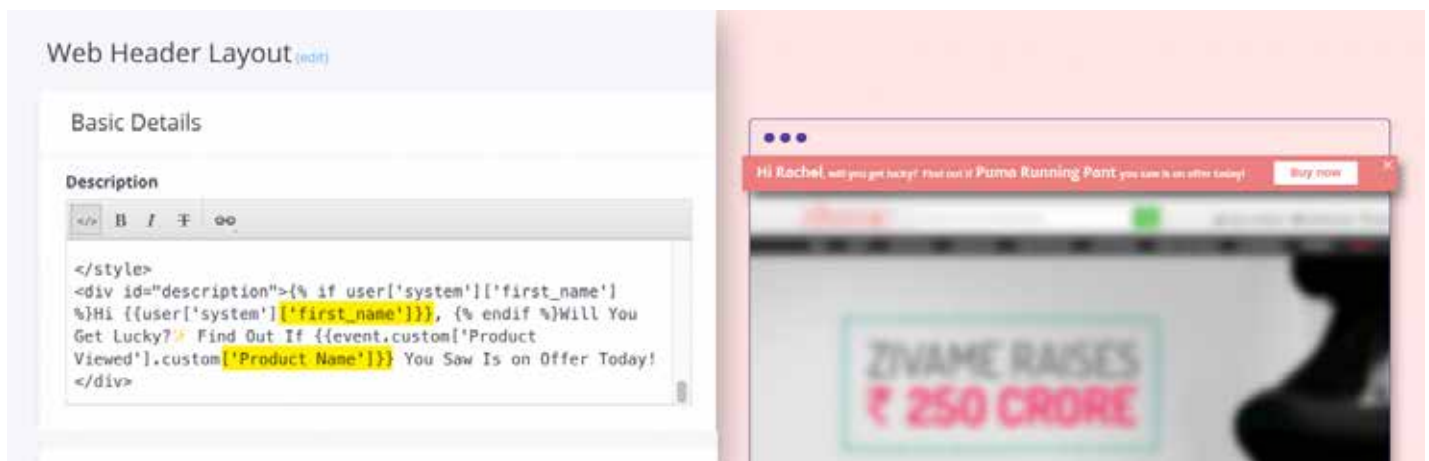
whiteboard diagram.



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

The Journey first checks, for 30 minutes, whether or not the user converts organically, post viewing the product page. If she doesn't, then the journey triggers a message. The message is to be sent via Web Push – so it checks for the user's reachability on the channel. If the user is not reachable on Web Push (has disabled web push notifications manually), then the journey triggers an onsite notification.

A highly personalised on-site notification is then triggered by WebEngage using attributes from the user's behavioural history (viewed\_product event) and her profile details. (see the full Journey) For example, let's assume that the user viewed Puma Running Pants. Thus, the user will be prompted with the notification shown below –



A timely, contextual nudge from seller works well to convince users to purchase. To prove

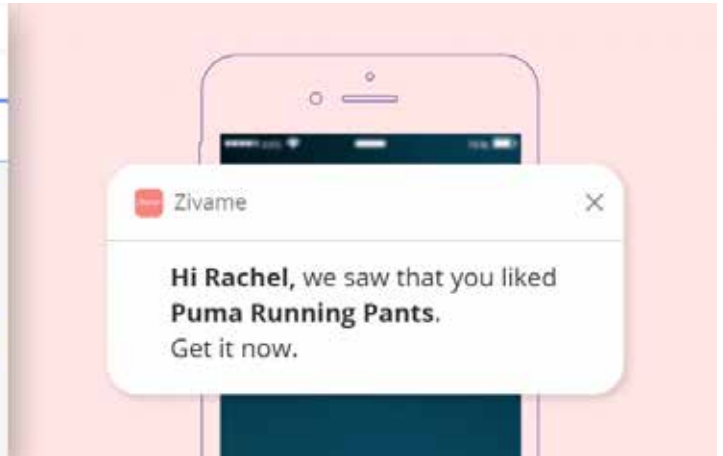
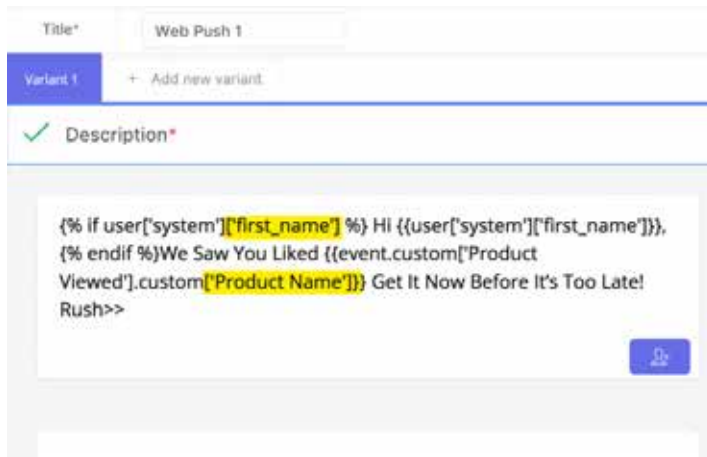
this, here's the backend view of the click-through-rate performance of the personalised



Now, if the user doesn't convert post viewing the notification, then a series of web push notifications will be triggered by the journey. Each web push message will carry a highly personalised copy, with an intent to make

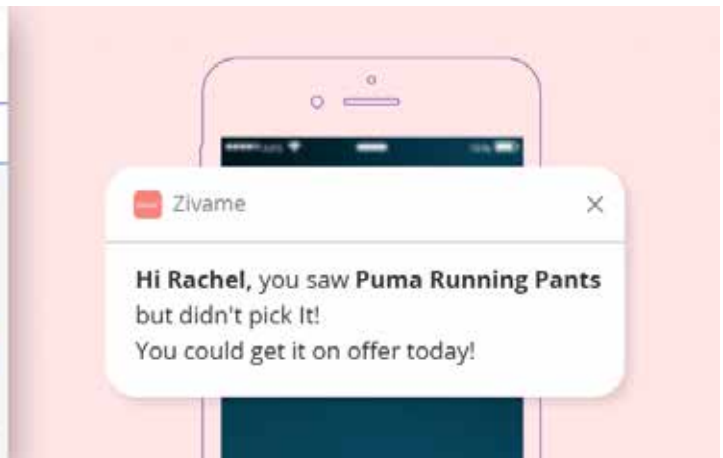
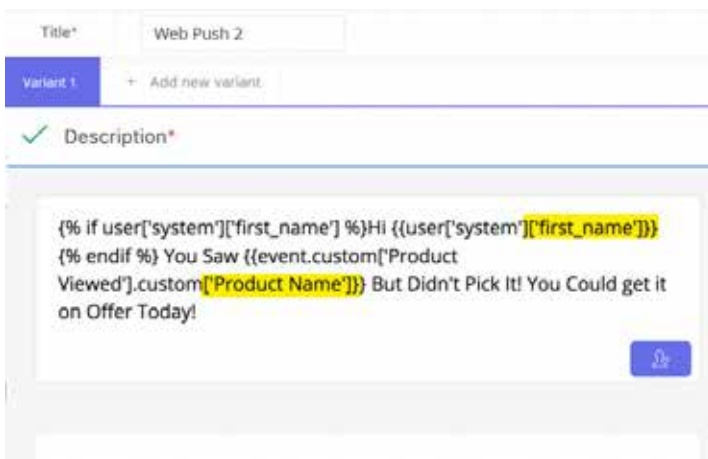
the user purchase the product that she has viewed.

So, if she doesn't purchase post viewing the first notification, then she is nudged with the following web push.



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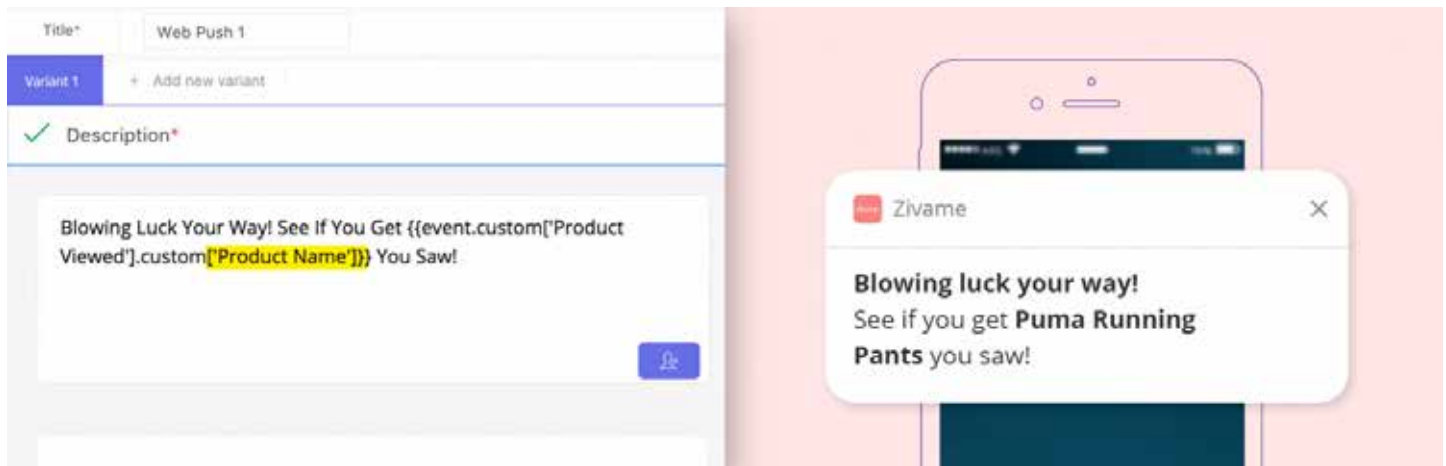
If she yet doesn't convert, then the Journey triggers this:



[Read more insights on web push notification usage](#)

This is the final one and we end the journey whether or not user converts because we cannot risk getting unsubscribed (once the

user unsubscribes we lose web push as a channel forever).



Each notification is timed at the gap of 2-3 days so that the user doesn't feel bombarded. If you want more insights on Web Push Notifications, we recommend you read our [2018 report](#).

WebEngage's Journey Designer gave Zivame 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 wish.

## The Result

**The journey led to uplift of 20% in the conversion.**

As it is apparent from the journey, 32.7k users converted on their own without any intervention whatsoever.

With the effect of Journey designer, 6408 more users converted, which is 19.6% of 32.7k. In other words, Journey Designer led to 19.6% uplift in conversion (follow the marker in the Journey to see the number of users who converted via Web push 1 and Web push 2).

If you multiply this uplift with Zivame's AOV then it amounts to millions extra to the Zivame's topline. Now, this Journey has been running for less than a month so it looks like there's a lot of money on the table for Zivame to grab. And mind you, this is just one such journey.



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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.

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