

TRAVEL AND HOSPITALITY BRAND STORIES

wego

headout

Snapp!

WebEngage

Welcome to the second collateral of the **Travel and Hospitality Master Pack**

WebEngage has been a part of the noteworthy evolution of the Travel, Hospitality industry - by powering user engagement and retention for several leading brands across the globe.

As you flip through the pages of the customer spotlight booklet, you'll be fascinated to discover how some of our leading travel, adventure, and ride-hailing clients like Wego, Headout, and Snapp are accelerating their user engagement and retention using **WebEngage's** marketing automation platform. And driving massive success by delivering one-to-one, highly memorable user experiences.

Happy reading!



Keyur Dhama

VP - Customer Success
WebEngage



Aswin Ravi

AVP - Customer Service and Implementation
WebEngage

Headout is an on-demand marketplace that helps travelers and locals discover & book the most incredible tours, activities, events & local experiences through its website or mobile app. Currently serving 50+ cities worldwide, Headout ties up with local service providers to deliver an unparalleled experience to more than 3 billion travelers.



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WebEngage's marketing automation platform has enabled us to deliver personalized experiences to each traveler around the globe. We are now able to engage with our customers in the language they speak and maximize conversions. With the help of automated user engagement journeys, we've been able to send data-backed campaigns at scale with no manual intervention from our Tech team.



Parag Jain

Vice President - Marketing
Headout

Triggered and timely campaigns drive **30% increase in user retention rates**

Providing a memorable and hassle-free booking experience and guiding over 200K monthly users/potential users at each stage of the journey is Headout's top priority.

Now, to provide best-in-class experiences to travelers spread across geographies, we were looking for a full-stack marketing automation platform that would help us:

- Get a unified view of each user
- Build campaigns with shorter execution and testing cycles
- Engage with global users in their preferred language

After joining hands with WebEngage, we were able to adopt a hyper-personalized communication approach to effectively nurture leads and deliver impactful and localized experiences at scale. Thus driving maximum conversions and revenue.

02

Goals

Convert anonymous
visitors into
customers

Boost user
engagement &
platform stickiness

Improve the
post-purchase
experience for better
user retention

Challenges

Obtaining user
data/email IDs from
anonymous visitors

Contextually
reaching out to
abandoners at scale

Reducing tech
dependency to
deliver data-backed
campaigns

Key Results

27%
visitors booked their
first experience on
Headout

10%
cart abandoners
complete booking an
experience

90%
faster campaign
implementation

Wego provides award-winning travel search websites and mobile apps for users living in the Asia Pacific and the Middle East regions. Founded in 2005, Wego is headquartered in Dubai and Singapore with regional operations in Bangalore, Jakarta and Cairo.



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WebEngage allowed the team to not only improve engagement but also measure and correlate user behavior with campaign performance. Our team is continuously discovering better ways of engaging users. We have re-prioritized campaigns that were more effective in saving users time or fetching more conversions. We now have a much more definite sense of where our users are getting confused or dropping off, and we are constantly identifying new opportunities for improvement and growth.



Shashank Singh

CRM Manager
Wego.com



Behaviour-Based Campaigns Lead To Skyrocketing User Engagement

Smartphone usage in the UAE and Saudi Arabia is among the highest in the world. In March 2014, Wego had launched the world's first Arabic language travel metasearch mobile apps. With a relatively young and educated population going digital and mobile-first, a huge chunk of Wego's search and booking activity from the Middle East happens on mobile.

In 2018, Wego's user base had exploded to over millions of users, across 50+ countries. At first, we switched to a mobile marketing platform. But the result was not encouraging. Our team ran multiple campaigns and at times, duplicated those campaigns in many languages to reach out to our multi-lingual user base. These methods were handled manually and that took up a lot of time and bandwidth. We realized the need for a scalable platform that enables personalized communication for effective user engagement. And decided to join hands with WebEngage.

WebEngage enabled Wego to not only improve the user engagement but also measure and correlate user behavior with campaign performance. We now have a much more definite sense of where our users are getting confused or dropping off, and we are constantly identifying new opportunities for improvement and growth.

01

Goals

Establish valuable customer relationship

Improve the look-to-book ratio

Generate cross-selling opportunities

Challenges

Minimizing the inconsistency in messaging across different channels

Reducing the amount of bandwidth and time taken due to manual methods of identifying the user buying patterns

Sending communications offering the most competitive prices at the right time

Key Results

6.5X

improved user engagement (CTR) via cross-channel, multi-lingual journeys

2X

increase in bookings via campaigns based on various cohorts and behavioural data

8X

uplift in conversions for promotions done through cross-selling campaigns

Snapp is the biggest ride-hailing and super app in the Middle East with more than 6.5M MAUs and more than 1.8M rides booked everyday.

The Snapp! logo is displayed in a bold, blue, sans-serif font. The word "Snapp!" is centered within a large, white, rounded rectangular frame that has a subtle drop shadow. The background of the entire slide is a solid blue color, decorated with abstract white line art and dots in the corners.

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With the help of WebEngage's marketing automation platform, we can nudge our users based on the specific actions performed by them. We have moved away from a mass blast approach and switched to transactional and segment-based campaigns. This encourages our users to share their valuable feedback and book cab rides, hotels, flights, make bill payments seamlessly on the Snapp! app. As a result of exceptional experience, our users spread the word about Snapp! while continuing to use our services.



Zohaib Anwar

Group Director - CRM
Snapp

Triggered and Timely Campaigns Drive Massive User Onboarding And Activation

As a ride-hailing company primarily, Snapp's primary goal is have the users take their rides. But a lot more goes into onboarding and activating them.

At Snapp, we strategize engagement initiatives based on multiple user-based actions like app installed, signed up, rides booked, and boarded it. But setting up multiple, custom nudges for 6.5 registered, monthly users isn't a cakewalk. We were looking for a highly-scalable platform that could automate the entire process.

We found WebEngage, just in time. With the help of WebEngage's marketing automation platform, we could nudge users based on specific actions. We moved away from a mass-blast approach and switched to one-time as well as recurring, event-specific campaigns that encouraged users to book their first rides, board the rides and also spread the word about Snapp.

03

Goals

Improve onboarding and activation

Push activated users to take their first ride

Implement a messaging based referral program

Challenges

Confirming phone numbers for users who dropped off after installing the app without completing the sign up process.

Setting up multiple nudges and reminders for this segment of users

Incentivizing users differently based on their activity for bringing in referrals.

Key Results

40.01%

uplift in users activating their accounts through triggered push notifications

19.26%

improvement in the ratio of users taking their first ride through time-bound messaging

21.97%

uplift in signups through referrals via user-based targeting

We hope you enjoyed reading the success stories of some of the leading Travel and Hospitality brands and gaining insights on how you can leverage the power of marketing automation to fuel up your business growth.

We at WebEngage are determined to help you execute your user engagement and retention marketing initiatives via our full-stack marketing automation platform and help you stay ahead of the game, always!

Our next handbook will help you explore how marketing automation powers user engagement and retention for online gaming businesses.



Create engaging customer experiences that matter.

Get in touch for a personalized demo of the WebEngage marketing automation dashboard.

[Schedule my free demo](#)



WebEngage is a full-stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

Thousands of online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

TALK TO US TODAY

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