


DEATH BY TOOLS

The State of Customer
Engagement & Retention Tools

WebEngage





11,105 Martech Solutions



\$345 Bn Martech Industry

Foreword

In an era of forced digitization, a lot of SaaS businesses have emerged trying to solve for smaller problems. While these help to solve for short-term business goals, they do not help you account for future growth and technology changes. With each new tool you add to your arsenal, you end up with a complex tech stack, data gaps, and increased total cost of ownership. This also inevitably shoots up your Marketing costs and defeats the underlying purpose of reducing your blended CAC, raising questions on your overall Marketing strategies.



Avlesh Singh
Co-Founder & CEO
WebEngage

With diminishing margins, and increasing marketing costs, businesses today struggle to find a balance between growth (read acquisition) and profitable sustenance. While economies of scale can help you reduce the cost of servicing your customers, it is countered by increased competition and ludicrous customer expectations. With 80% of your profits coming from the 20% of your retained high-value customers, it now becomes imperative to build a retention ecosystem that creates an environment of loyalists and advocates.



Chirag Parmar
Sr. Manager Special Projects
WebEngage

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The Economics of Growth

Legacy and Enterprise businesses face increasing competition and loss of market share from new-age startups. The reason is agility and digital disruption. For most tech leaders, the roadblock is not the availability of technology but it's culture, resources and most of all analog thinking by the senior leadership. Most CEOs believe that in the parlance of 'financial crisis' they are 'too-big-to-fail'; however, what they fail to understand is that there are a lot of smaller businesses emerging today with a lot of investor money to burn and eagerly rushing to eat your 'lunch'.

Ignorance to customer experience can quickly shift customer loyalty towards businesses that solves customer pain-points – convenience and importance. Customer Loyalty is built on three founding pillars – an unmatched customer experience, absolute convenience, and a customer-first last-mile service delivery. While most new-age, small-scale operations have the flexibility and agility to counter these points along with an abundance of business strategies, what they lack is the ability to use data to run those business strategies.”

While every business is unique and has an independent business model that counters the market forces, understanding the broader PnL is not all that difficult. With average gross profit margin in the ballpark of 36.2% and the average net profit margin lurking around 5%, this leaves very little room for tempting customers with discounts and offers.

While offers are a great way of adding volumes to your customer bucket, the realized profits come from customers that transact more than once. Reducing leakage in your customer life-cycle, increases the overall customer lifetime value, thereby increasing your profits. Simple math right?

This builds a bigger case for getting the right shift in the mindset, strategies, and tools in place to increase customer retention. A breakdown of Gross Profits (after deducting the cost of goods sold) and the Net Profits (after deducting the cost of servicing the customer) is appended here by industry.

Industry	Gross Profit Margin	Net Profit Margin
Advertising	23.99%	0.34%
Apparel	49.77%	-3.94%
Auto and Truck	9.04%	1.40%
Banks (Regional)	99.75%	23.79%
Building Materials	28.38%	5.06%
Computer Services	27.16%	3.62%
Home Furnishings	27.03%	4.63%
Healthcare Products	56.94%	10.91%
Household Products	50.87%	11.71%
Machinery	34.50%	6.58%
Packaging and Container	22.39%	2.98%
Precious Metals	50.17%	15.79%
Recreation	37.58%	-2.12%
Restaurants and Dining	27.60%	5.69%
Retail (General)	24.27%	2.79%
Retail (Online)	42.53%	4.95%
Software (Internet)	58.58%	-5.60%
Transportation	19.91%	3.88%
Overall Market	36.22%	5.05%

80%
of your
profits
come from
20%
of your
retained
customers.

The Rise of Point Solutions

Companies can't be satisfied with parity. They're driven to differentiate and gain a competitive advantage, even if it is minute. This leads to an explosion of narrowly focused solutions that are extremely good at what they do, but often operate at an arms length of each other.

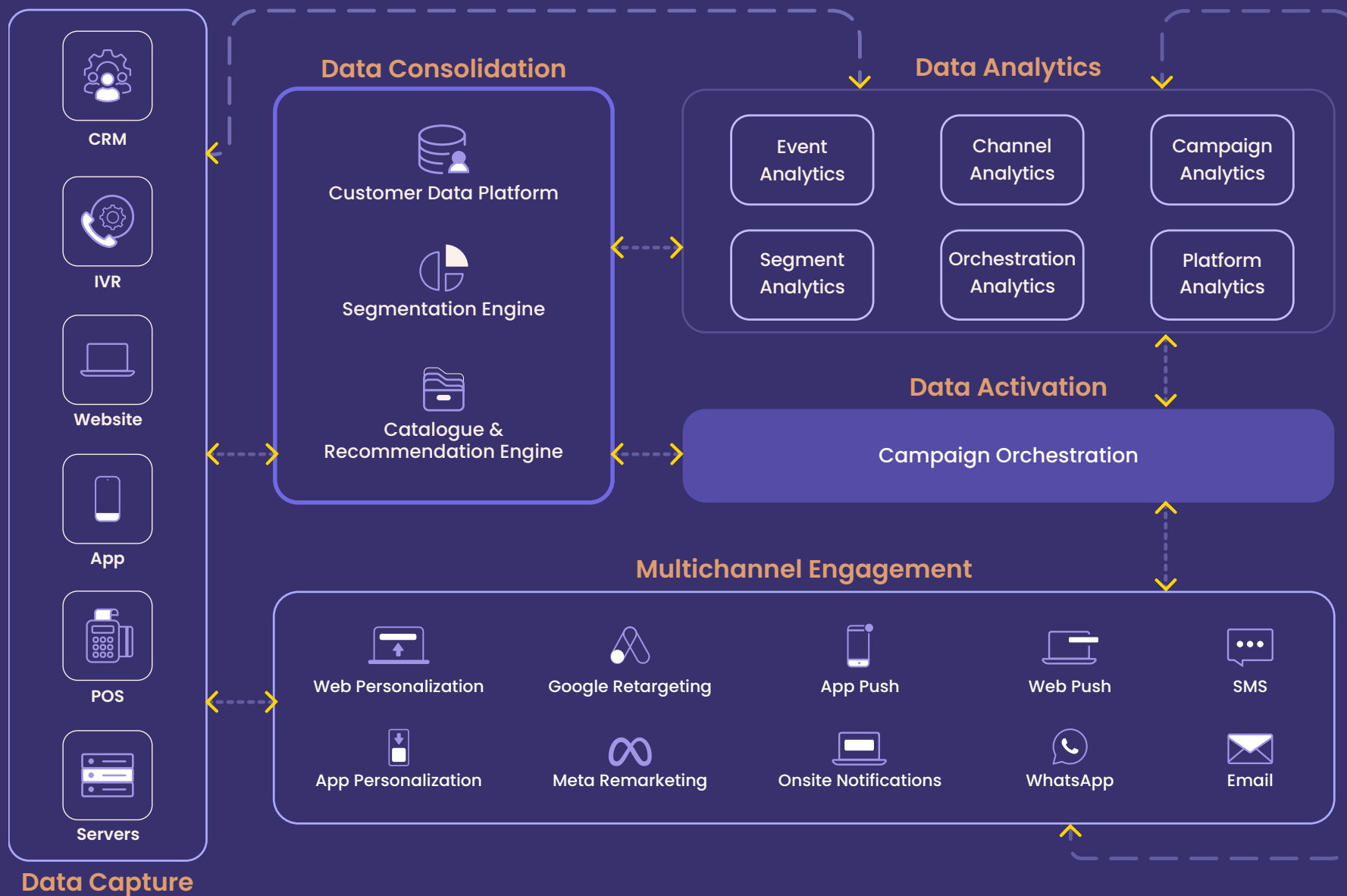
It's clear that software spaces are fragmenting much more quickly than they are consolidating. The larger pitfall for you as an end user is that how will you deal with application stacks with dozens of tools, that are both complex to manage and often high-cost, and how will you stitch the solutions together seamlessly?

Multiple teams coming up with their own set of requirements at Enterprise grade companies, often end up using Avendor (some even evergreen with no accountability).

There is one new Martech solution created every day! Let that sync in. Within the next 5 years, we envision the Martech solution space to blow up by 10x. Resources today battle more time in understanding the tools than focusing on using the tools to generate ROI. This calls for simplification of the Martech space and emergence of consolidated tools that manage a plethora of use cases under one roof.

In recent years, we have seen a surge in Operations title in almost every business function – Sales Ops, Marketing Ops, Dev Ops, IT Ops, Support Ops, etc. This in effect increases the overall cost of ownership furthermore.

To add to the challenges, adoption of these tools is often the reason why most solutions fail. Change management is a multi-billion dollar industry just focusing on helping larger organizations unify their purview and increase strategic adoption of ideas, strategies and tools.



The Rise of Data Gaps

Duplicative Work

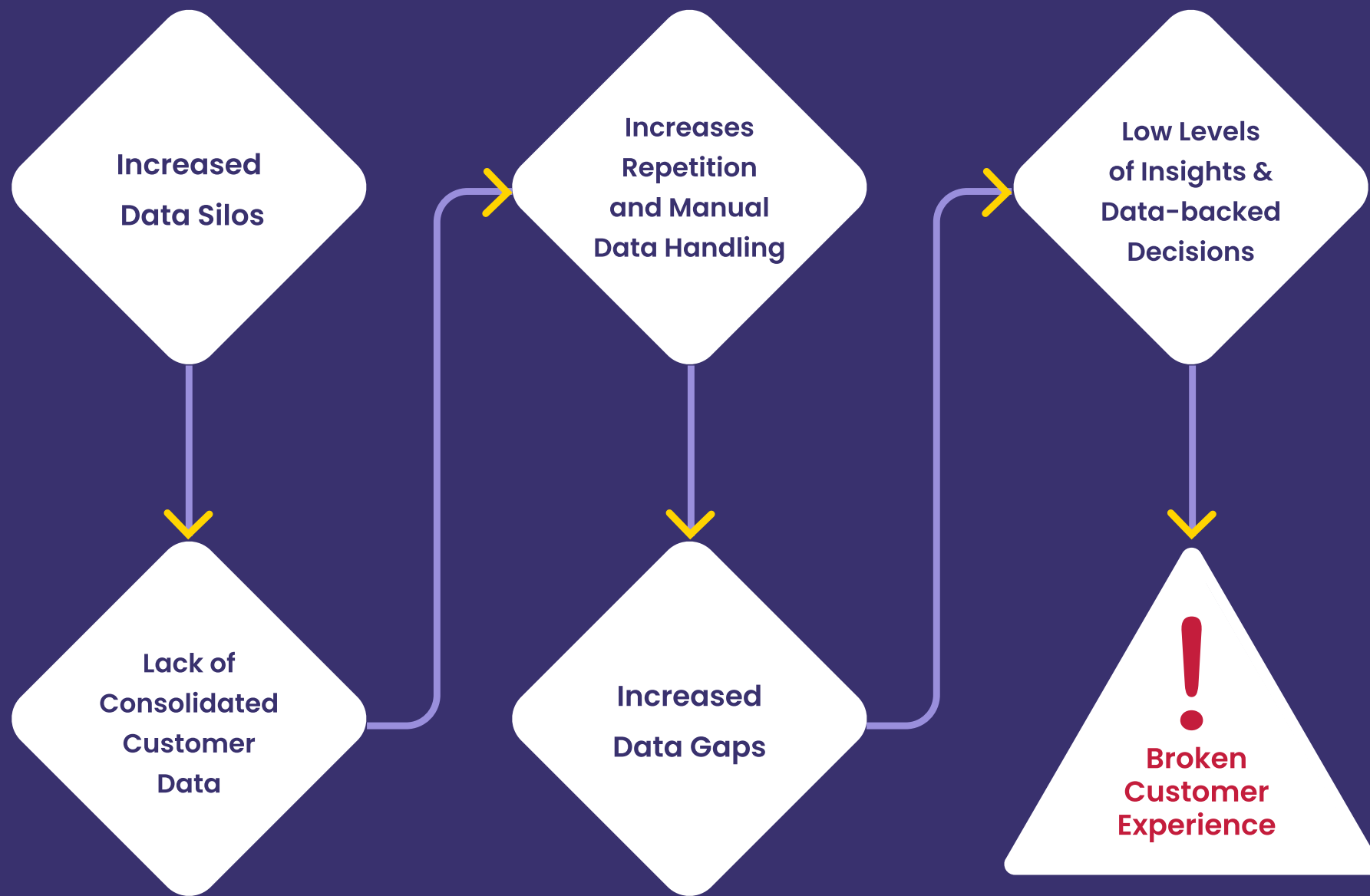
With numerous Marketing teams working on a similar kind of content, ad campaigns, and various other initiatives, the Data Silos that these teams generate often contain redundant information. Hence, they add no value, rather cannibalize the effectiveness of other Marketing initiatives.

Data Quagmires

A Quagmire represents a situation in which organizations find it challenging to unify and leverage complex cross-functional data from a diverse set of sources, thereby preventing them from building strategies that drive performance and boost revenue. Data Silos essentially make different sections of the data inaccessible to different departments of organizations which can result in Quagmires.

Cohesion Failure

With dynamic Marketing initiatives running in parallel, Marketing teams often work in a non-collaborative manner, preventing them from maintaining sufficient transparency. This results in invisible Data Silos being created, affecting the performance without coming to the notice.



Data silos limit visibility over campaigns

The main issue that data silos create for marketers is limited visibility into performance. Because data is disparate and disconnected, it's impossible to truly see how one channel or data source influences the bigger picture. Thus, it is difficult to decide how campaigns should be adjusted to achieve campaign objectives. To give an example, imagine you are a CMO of a brand and you want to see what happens to web sessions when there's a focused effort in generating more impressions across your paid media platforms. Let's say you use Google Ads, Bing Ads, Facebook, LinkedIn, and Twitter, and you have Google Analytics as your web analytics tool. If Google Ads and Bing Ads live with one team, the social media sources live with the social team, and your web analytics team owns GA, and none of the data lives in a single place; how can you compare metrics, ensure objectives are aligned and adjust spend accordingly?

Data silos prevent marketing teams from demonstrating their impact on the business

Take this one step further and imagine you also want to understand how your marketing efforts are impacting revenue. However, if your sales data is isolated from your marketing data, it becomes extremely difficult to understand how marketing performance is influencing the company's bottom line. In fact, data silos are one of the reasons why 47% of CMOs struggle to demonstrate the business impact of their marketing efforts.

78%

B2C Marketers say that solving for a single view of their customer data is on the top of their priority list.

Source: marketingcharts.com

According to Gartner, bad data costs the average organization nearly

\$14 Million yearly.

source: gartner

Taking the first step in the right direction



Vendor Evaluation Matrix

Parameters	Vendor Rating	Internal Evaluation Rating	Weighted Average Rating	Importance/ Urgency	Capability Score	Vendor Risk Rating	Internal Risk Evaluation Rating	Average Risk Score	Weighted Total Risk	Final Vendor Score
Feature 1	<div><div></div></div> 5	<div><div></div></div> 4	<div><div></div></div> 4.5	<div><div></div></div> 5	<div><div></div></div> 22.5	<div><div></div></div> 2	<div><div></div></div> 4	<div><div></div></div> 3	<div><div></div></div> 15	7.5
Feature 2	<div><div></div></div> 4	<div><div></div></div> 4	<div><div></div></div> 4	<div><div></div></div> 2	<div><div></div></div> 8	<div><div></div></div> 1	<div><div></div></div> 3	<div><div></div></div> 2	<div><div></div></div> 4	4
Feature 3	<div><div></div></div> 3	<div><div></div></div> 5	<div><div></div></div> 4	<div><div></div></div> 1	<div><div></div></div> 4	<div><div></div></div> 3	<div><div></div></div> 3	<div><div></div></div> 3	<div><div></div></div> 3	1
Final Evaluation										12.5

Vendor Rating	Vendor self evaluation (0-5)	Internal Risk Evaluation Rating	Rating on the possible risks by the internal evaluation team post Demo (0-5)
Internal Evaluation Rating	Rating on features by the internal evaluation team post Demo (0-5)	Average Risk Score	Average of vendor risk rating and internal risk rating (0-5)
Weighted Average Rating	Average of vendor rating and internal rating (0-5)	Weighted Total Risk	Product of Average Risk Score and Importance / Urgency (0-25)
Importance / Urgency	The criticality score for a particular feature (1-5)	Final Vendor Score	Difference between the Capability Score and Weighted Total Risk
Capability Score	Product of Weighted Average Rating and Importance / Urgency (0-25)	Final Evaluation	Summation of Final Vendor Score for each feature.
Vendor Risk Rating	Vendor self evaluation on the possibility of failures / gaps (0-5)		

Joining the dots



**Customer
Data Platform**



**Segmentation
Engine**



**Campaign
Orchestration**



**Platform
Analytics**



**Marketing
Analytics**



**Catalog &
Recommendation
Engine**



**Web
Personalization**



**App
Personalization**



Email Marketing



SMS Marketing



**WhatsApp
Marketing**



**App Push
Notifications**



**Web Push
Notifications**



**Onsite
Notifications**



**Google
Retargeting**



**Facebook
Remarketing**

Customer Data Platform

How to find the right fit for your needs?

- Does the CDP provide real-time data synchronization?
- How many sources of information can you integrate with your CDP?
- Does the CDP provide with a single view of your customer information?
- Does the CDP contain a real-time Segmentation Engine?
- Does the CDP have SDK, Rest API, and Native integrations with your existing data sources?
- What is the tech bandwidth required to set up the CDP?
- Can you pull and push data from a CDP to other data sources?
- Does the CDP provide segment-level analytics of user behavior on your platform?
- Does the CDP provide acquisition attribution analytics for your customer base?

Total Cost of Ownership



Platform Cost

~ \$1500 / month



Cost of integrations

~ \$500



Total cost of ownership

~ \$18,500 / year

List of Vendors

2475

Source: G2.com

Segmentation

How to find the right fit for your needs?

- Does the Segmentation Engine Pull & Push data in real-time from your CDP?
- Does the Segmentation Engine use Artificial Intelligence / Machine Learning?
- Does the Segmentation Engine support Dynamic Segmentation in real-time?
- Does the Segmentation Engine support static lists and manual data uploads?
- Does the Segmentation Engine support for segmentation based on user attributes?
- Can you segment your customers on the basis of deep-links and behavioral data?
- Can you segment customers based on channel reachability?
- Can you segment your customers using RFM modelling?
- Does the segmentation Engine support Predictive Segmentation?

Total Cost of Ownership



Platform Cost

~ \$200 / month



Cost of integrations

~ \$200



Total cost of ownership

~ \$2,600 / year

List of Vendors

146

Source: G2.com

Platform Analytics

How to find the right fit for your needs?

- Does the tool provide Custom Event tracking?
- Does the tool provide real-time visibility into visitor data?
- Does the platform sync with the CDP to give real-time visibility into 'Known' and 'Unknown' users?
- Does the platform provide Event visualization capabilities?
- Does the tool let you create funnels, paths, and cohorts based on user behavior?
- Does the tool let you retain historic data to analyse feature stickiness?
- Does the tool sync with your segmentation engine and give segment level analytics?
- Does the tool support 3rd-party integrations with BI tools, etc.?
- Does the tool support data-push to CDP and Segmentation Engine?

Total Cost of Ownership



Platform Cost

~ \$250 / month



Cost of integrations

~ \$250



Total cost of ownership

~ \$3,250 / year

List of Vendors

1742

Source: G2.com

Marketing Analytics

How to find the right fit for your needs?

- Does the tool provide data consolidation from multiple sources?
- Does the tool provide reverse attribution to channels and campaigns?
- Does the tool provide revenue attribution to conversion events by channel and campaigns?
- Does the tool provide multi-touch attribution?
- Does the tool enable dashboards and frequent reports with drill-down capabilities?
- Does the tool proactively highlight critical points of peaks and troughs?
- Does the tool enable vanity product metrics that define the effectiveness of your campaigns?

Total Cost of Ownership



Platform Cost

~ \$1400 / month



Cost of integrations

~ \$700



Total cost of ownership

~ \$17,500 / year

List of Vendors

255

Source: G2.com

Catalogue & Recommendation Engine

How to find the right fit for your needs?

- How many AI based models can be used for creating recommendation?
- Does the recommendation engine pick dynamic pricing from the data servers using APIs?
- Does the recommendation engine require periodic refreshes or does it work on real-time refresh?
- Does the recommendation engine connect with the customer data platform and segmentation engine?
- Does the CRE support web and app properties along with other channels like Emails, Push, etc.
- Does the recommendation engine support manual mapping?
- What is the precision percentage for model?
- Does the vendor have experience of working with other businesses in your category?
- Does the engine also account for last purchase date, periodic recommendations and replenish reminders?

Total Cost of Ownership



Platform Cost

~ \$0.27 / 1000 Recommendations



Accounting for 1M Users

\$270 / Month



Cost of integrations

~ \$360



Total cost of ownership

~ \$3,600 / year

List of Vendors

66

Source: G2.com

Web Personalization

How to find the right fit for your needs?

- Does the platform provide a no/low-code interface for website personalization?
- Does the platform connect with your existing CMS to provide content personalization?
- Does the platform connect via APIs and provide real-time data fetch from your CDP/CRM?
- Does the platform support segment-level personalization?
- Does the platform support behavior-driven personalization for your customers?
- Does the platform connect with your catalogue / recommendation engine to provide personalization?

Total Cost of Ownership



Platform Cost
~ \$500 / month



Cost of integrations
~ \$500



Total cost of ownership
~ \$6,500 / year

List of Vendors

66

Source: G2.com

App Personalization

How to find the right fit for your needs?

- Does the platform provide a no/low-code interface for app personalization?
- Does the platform connect with your existing app code to provide content personalization?
- Does the platform connect via APIs / native SDKs and provide real-time data fetch from your CDP/CRM?
- Does the platform support segment-level personalization?
- Does the platform support behavior-driven personalization for your customers?
- Does the platform connect with your catalogue / recommendation engine to provide personalization?

Total Cost of Ownership



Platform Cost

~ \$250 / month



Cost of integrations

~ \$250



Total cost of ownership

~ \$3,250 / year

List of Vendors

52

Source: G2.com

Campaign Orchestration

How to find the right fit for your needs?

- Does the Campaign Orchestration Platform provide omni-channel campaign delivery?
- Does the platform provide triggers based on both customer driven and business driven actions?
- Does the platform have Triggers, Actions, Conditions, and Flow Control capabilities?
- Does the platform support Exit Triggers?
- Does the platform provide a workflow builder?
- Does the platform support a drag-n-drop interface?
- Does the platform support DND, Throttling, Frequency Capping, and channel Reachability checks?
- Can a user be excluded from a campaign if a particular event is triggered on the website/app?
- Can a user be sent messages across more than 1 channel at the same time?
- Can the platform provide analytics at each stage of the multi-stage journey?

Total Cost of Ownership



Platform Cost

~ \$100 / month



Cost of integrations

~ \$100



Total cost of ownership

~ \$1,300 / year

List of Vendors 2024

Source: G2.com

Email Marketing Platform

How to find the right fit for your needs?

- What are the various metrics the tool would allow me to track?
- How well does it integrate with the client's existing CRM platform?
- Is it mobile optimized?
- How many types of email campaigns does it support?
- Will the platform's interface be understood by the target demographic?
- Is it scalable?
- Does it come with a 24/7 customer support?
- Will various campaigns pull from a unified customer profile so they all "work together" to reflect customer preferences?
- Walkthrough of the levels of personalization this tool offers
- What is the monthly cost of the system and at what level?

Total Cost of Ownership



Platform Cost
~ \$300 / month



Accounting for 1M Emails
\$0.002/email * 1M = \$2000 / Month



Cost of integrations
~ \$300



Total cost of ownership
\$3,900 / year + \$24,000 for deliverability

List of Vendors

501

Source: G2.com

SMS Marketing Platform

How to find the right fit for your needs?

- How quickly can the SMS provider deliver texts?
- What is the average open rate for the product's SMS messages?
- How is the geographic reach of the SMS tool?
- How easy is it to integrate the tool with third party applications?
- Does it adhere to industry best practices on privacy?
- How good is the UI/UX SMS builder?
- What kind of analytics and reports can the tool help with?
- Will the product team handhold the clients after setting up the platform?
- Does it come with a 24/7 customer support?
- What is the conversion rate?

Total Cost of Ownership



Platform Cost
~ \$100 / month



Accounting for 1M SMSs
\$0.008/SMS * 1M = \$8000 / Month



Cost of integrations
~ \$200



Total cost of ownership
\$1,400 / year + \$96,000 for deliverability

List of Vendors

962

Source: G2.com

WhatsApp Marketing Platform

How to find the right fit for your needs?

- Does the tool support WhatsApp broadcasting?
- How accessible and reachable is the customer support?
- Does it come with chatbot integration?
- Will the team assist with onboarding and implementation?
- What third party applications is the platform compatible with?
- What native integrations does it offer?
- Has the tool helped similar clients before? How?
- Is it personalized for different teams and functions within a company?
- What is its open rate?
- What is its cost structure?

Total Cost of Ownership



Platform Cost
~ **\$200 / month**



Cost of integrations
~ **\$200**



WA Business
Green-tick Account
~ **\$100**



Total cost of ownership
\$2,700 / year + \$120,000 for deliverability



Accounting for 1M WA Messages
(User initiated & Business initiated):
~ **\$0.01/WA * 1M = \$10,000 / Month**

List of Vendors

200

Source: G2.com

Mobile Push Notifications Platform

How to find the right fit for your needs?

- Does it support customized messaging?
- What are its automation features?
- What are its push notification delivery rates?
- Does it support A/B testing?
- Does it respect the user's privacy through industry best practices?
- What kind of audience segmentation features does the platform have?
- What metrics can the tool help the user track?
- Does it provide a testing environment before the final implementation?
- Is it mobile optimized for various devices and operating systems?
- Does it offer multimedia support?

Total Cost of Ownership



Platform Cost

~ \$100/ month



Cost of integrations

~ \$100



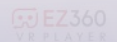
Total cost of ownership

~ \$1,300 / year

List of Vendors

181

Source: G2.com



Web Push Notifications Platform

How to find the right fit for your needs?

- Does it support customized messaging?
- What are its automation features?
- What are its push notification delivery rates?
- Does it support A/B testing?
- Does it respect the user's privacy through industry best practices?
- What kind of audience segmentation features does the platform have?
- What metrics can the tool help me track?
- Does it provide me with a testing environment before the final implementation?
- Does it offer multimedia support?
- Does it support multiple browsers?

Total Cost of Ownership



Platform Cost

~ \$100 / month



Cost of integrations

~ \$100



Total cost of ownership

~ \$1,300 / year

List of Vendors

124

Source: G2.com



CubiLock



adlane



NOTIFYVISITORS



MINIT



124



PUSHfar

PPCmate



TigrenPWA



upland
Localytics



WonderPush



PUSHfar



Onsite Notifications Platform

How to find the right fit for your needs?

- What is its conversion rate?
- How intuitive is the platform's UI/UX?
- What are its triggering options?
- What are its advanced targeting options?
- How customizable is the pop up builder?
- Does it require coding skills?
- Does it contain friendly templates to get started?
- Does it support multiple browsers?
- What kind of in-depth analytics can it offer?
- What third party apps can it integrate with?

Total Cost of Ownership



Platform Cost

~ \$100 / month



Cost of integrations

~ \$100



Total cost of ownership

~ \$1,300 / year

List of Vendors

164

Source: G2.com

Google Retargeting Platform

How to find the right fit for your needs?

- What is its conversion rate?
- What are the segmentation options offered by the tool?
- Which channels can this tool advertise on?
- How easily can it integrate with the client's CRM systems?
- Is there a minimum spend requirement?
- Does it support programmatic audio?
- Is the tool conducive to the industry the client wishes to target?
- How good is the tool at creating lookalike audiences?
- Can it be quickly linked to the client's website without any hiccups?
- What is the level of personalization when it comes to marketing campaigns?

Total Cost of Ownership



Platform Cost

~ \$150 / month



Cost of integrations

~ \$150



Total cost of ownership

~ \$1,950 / year

List of Vendors

833

Source: G2.com

Facebook Retargeting Platform

How to find the right fit for your needs?

- Does it support varying levels of website traffic?
- How scalable is it?
- Does it provide A/B testing solutions?
- What are the scheduling options offered by the tool?
- How easy is the tool to learn?
- What can be seen on the dashboard?
- How much personalization is possible?
- What are some of the actionable metrics made available by the tool?
- What are some of the advanced ad management features that set the tool apart?
- What are the triggering options available?

Total Cost of Ownership



Platform Cost

~ \$130 / month



Cost of integrations

~ \$100



Total cost of ownership

~ \$1,660 / year

List of Vendors

3139

Source: G2.com

Total cost of building a tech stack one piece at a time...



Total Platform Cost

\$5750 / month



Total Integrations /
Setup Costs

\$3810 One Time



Total Consumables
Cost (1M MAUs)

\$20,000 / month



0% Data Leakage



**Increased Product
Expertise**



**Reduced Total Cost
of Ownership**



**Future-Ready
Tech Stack**



**Single Dashboard
For Complete Visibility**



**Increased
Operational Efficiency**



**Higher Ease of
Support**

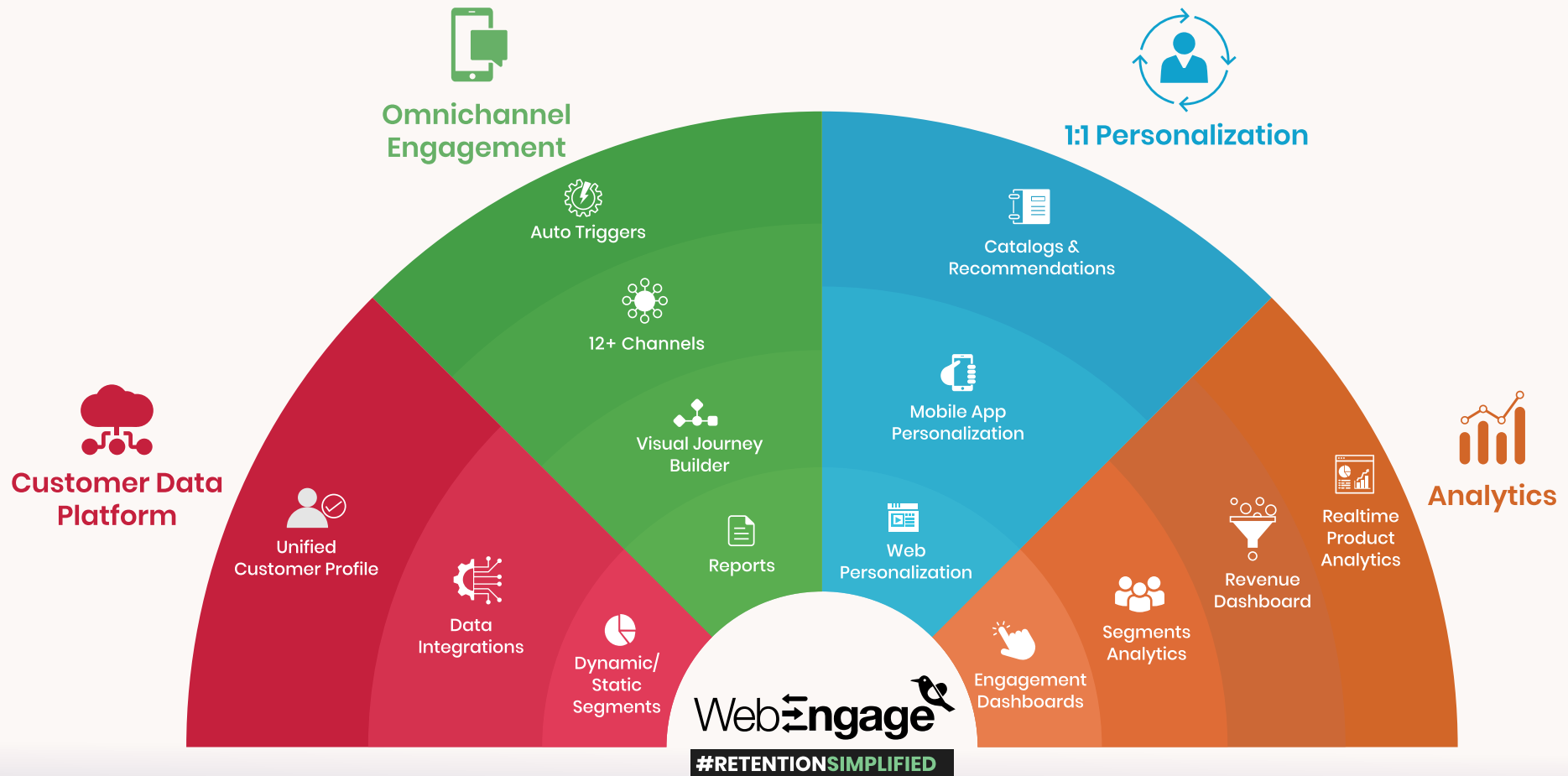


**Reduced Cost of
Training & Development**

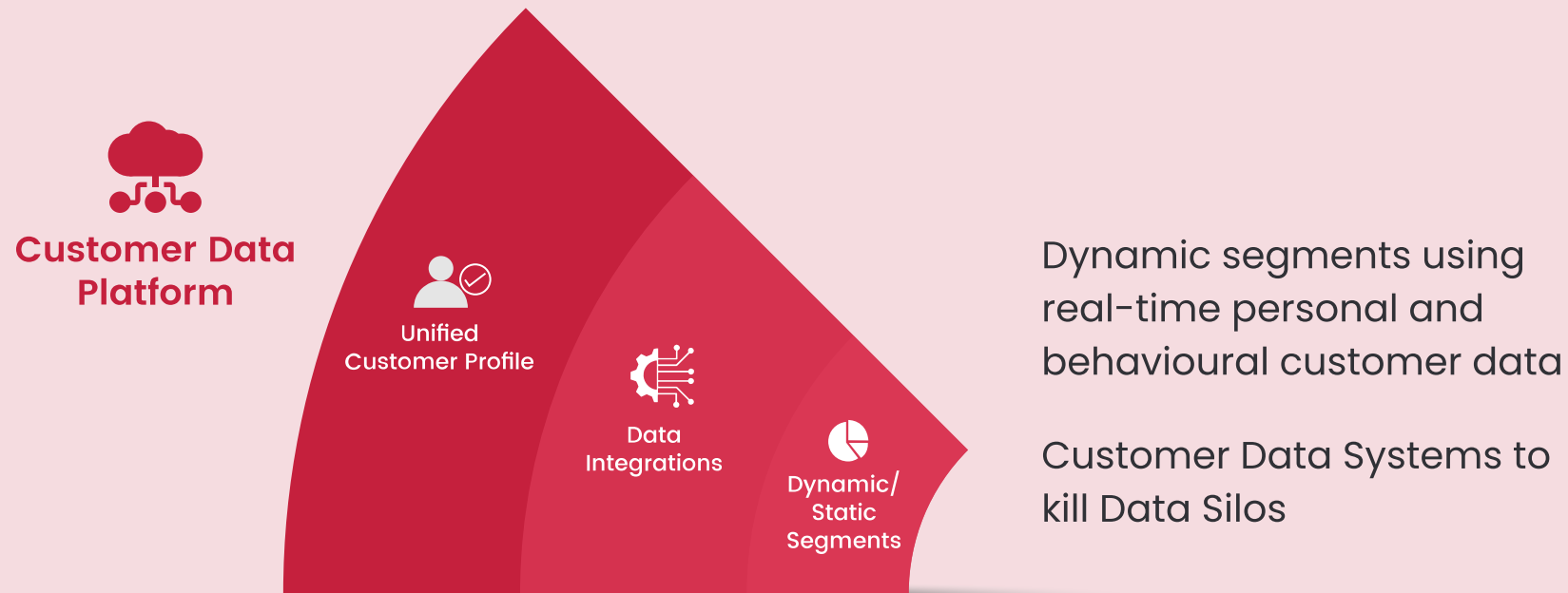
**Get
10X
the ROI at
a fraction
of the
cost!**

Introducing WebEngage

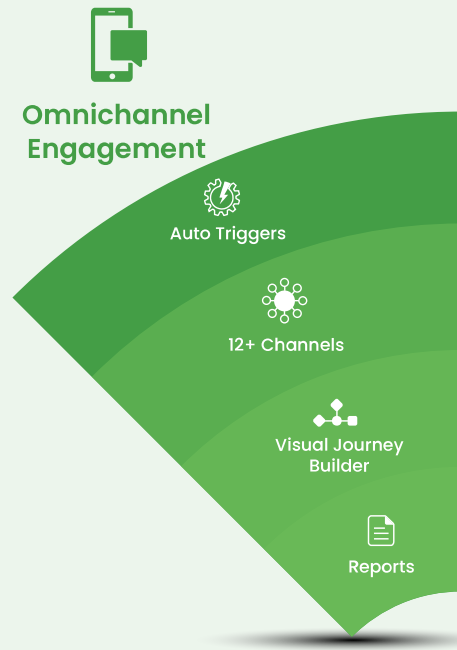
Engage & Retain More With A full-stack, Low-code Retention Operating System.



Empowering Data-Driven Customer Engagement With **Data Unification**




Influence User Journeys...




Visual Journey Builder


 Journeys


 Relays

Other Configs


 DND

 Throttling


 Frequency capping


 Schedule reports


Auto Triggers


 Occurrence of Event

 Enter/Exit/Is In Segment

 Change in User Attribute

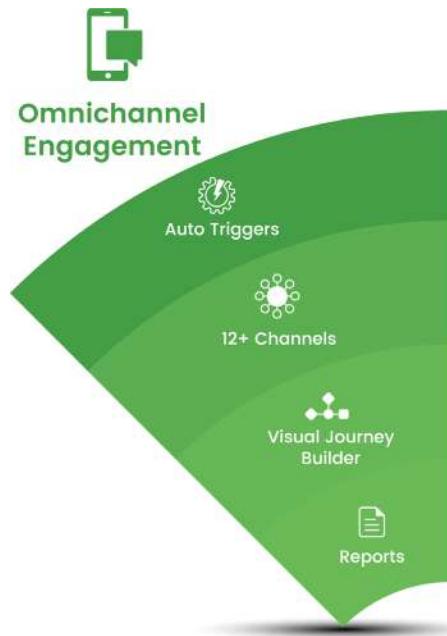
 For Specific Users

 Enter/Exit/Geo-fence

 Occurrence of Business Events

WebEngage Journeys help track each customer behaviour and trigger messages on the preferred channel, at the right time.

... Across 12+ Communication Channels



Mobile

- Mobile Web Push
- WhatsApp
- SMS
- Mobile Web Push
- In App Overlays
- In App in-line Personalization

Web

- Browser Push
- Web Overlays
- Web in-line Content personalization

Email

- Email

Digital Ads Platform

- Google Custom Audience
- Facebook Custom Audience

12 Communication channels that help you engage your users for better conversions and in turn, retention.

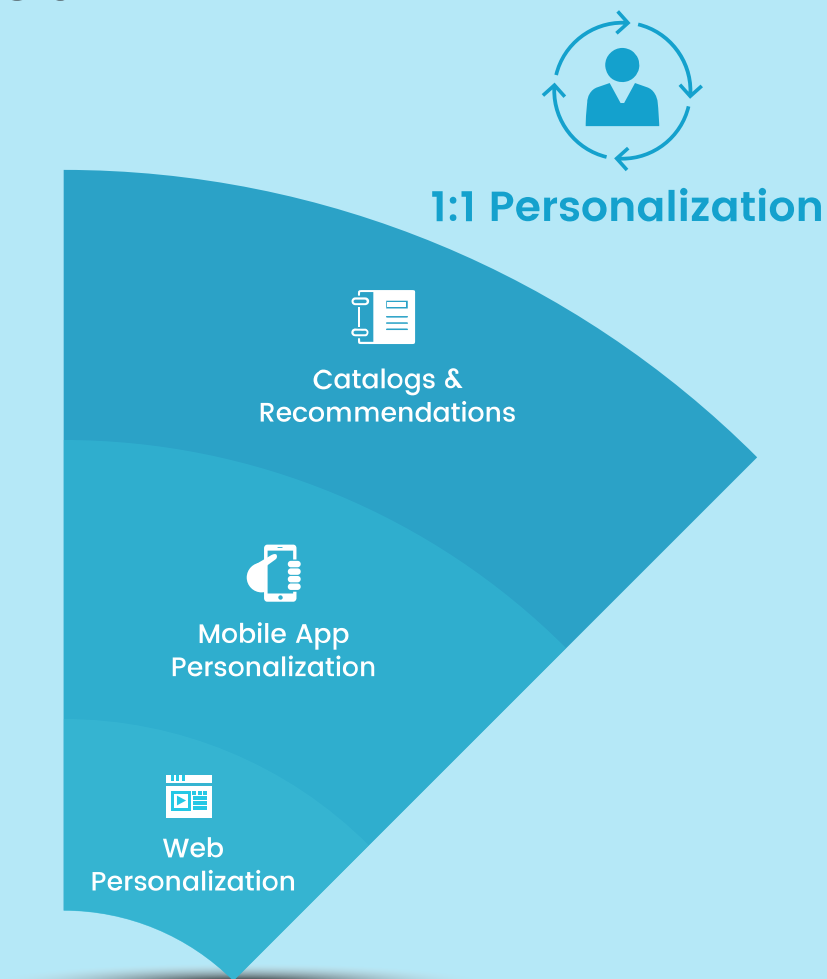
Making AI-led Hyper-Personalization Mainstream

Deliver contextual, relevant and personalized experiences for better conversions

No-code Personalization

CMS agnostic, works with Shopify, Magento, Wordpress, or your own stack

Works for Web, iOS and Android



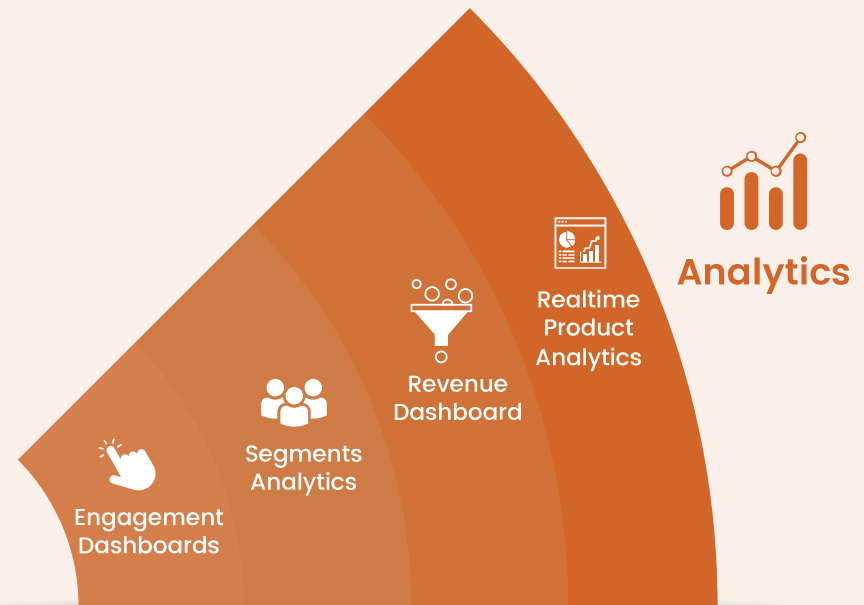
Driving High-Impact Engagement With Real-Time Analytics

Real-time Product Analytics – Cohesive view of customer activities across your Web & App properties

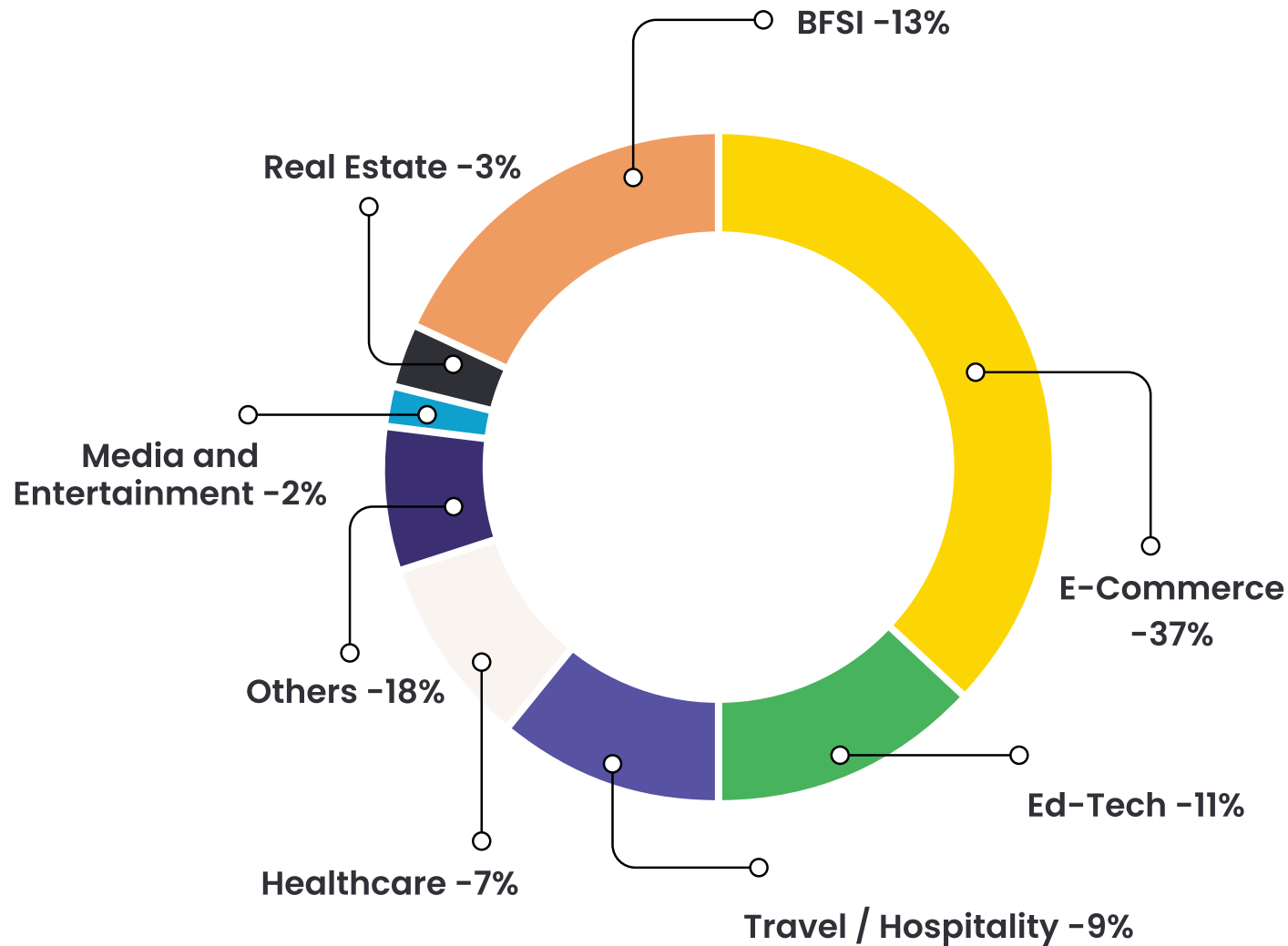
Revenue Dashboard – Complete attribution of Conversions and Bottom-line contribution

Segments Analytics – Segment Performance across campaigns

Engagement Dashboards – Channels and Journeys effectiveness across campaigns



Building Sustainable Businesses With **Unmatched Expertise**



#1

**in Usability Index for
Marketing Automation.**

Source G2 Report

#1

**in the Marketing Automation
category in India**

Source: G2 Best India Sellers

#15

**on the list of India best selling
software companies**

Source: G2 Best India Sellers

Features that make us a better choice over our competitors:

- Unmatched Ease of Use
- Complete Revenue Analytics
- Proactive Customer Support
- AI-led Campaign Personalization
- Web & App Personalization
- Intelligent Time & Channel Optimization
- Predictive Customer Profiling
- Over 800 Native Integrations With 3rd Party Tools

WE're More Than Just Business Partners...

EdTech

With WebEngage, we saw a significant uplift in open rates, click through rates, and overall conversions, directly translating into more revenue.

Narendra Agrawal

Co-Founder
Testbook



BFSI

WebEngage's retargeting campaigns are very effective, resulting in 17% of our transactions. We witness a higher ROI than other digital channels.

Shaunaq Marathe

Manager - Campaign Strategy
& Analytics
Bajaj Finserv



Travel & Hospitality

The WebEngage Customer Success team has worked tirelessly to solve our problems. We have enjoyed this kind of close collaboration with WebEngage.

Vikalp Sahni

Co-Founder and CTO
Goibibo



D2C

By choosing WebEngage as our growth partner, we've adopted a retention-first approach that shall help us scale our business faster than before. The kind of support we get from WebEngage is unmatched.

Dhruv Madhok

Co-Founder
Arata



E-Commerce

By using WebEngage, we've been able to reduce manual intervention in campaign execution, save costs and achieve 359% uplift in our overall revenue via the WebEngage campaigns.

Amit Sethi

Co-founder & CTO
Cashify



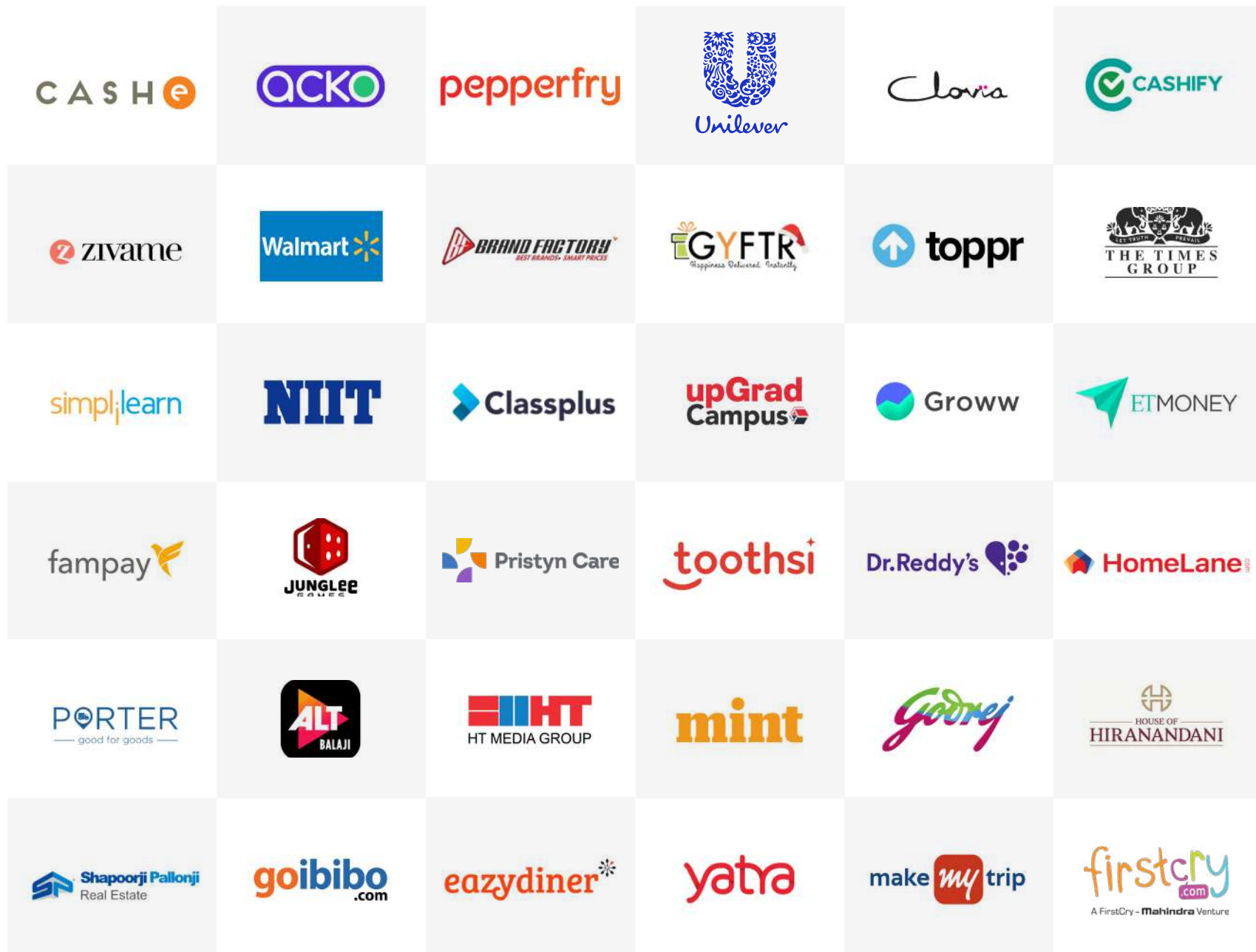
Media & Entertainment

Real-time messages via WebEngage have proven to increase key KPIs to as high as 75%. Hand holding the user has resulted in retained customers

Manav Sethi

Chief Marketing Officer
ALTBalaji







Sastaticket.pk



SOUQ
an amazon company

L'ORÉAL



GOURMET
FOOD STORES

koinz



MUNCH:ON

hidubai



Snapp!

erosnow

DODuae.com

wego

uLesson

... and 400+
brands.

#RetentionSimplified

Simplifying Customer Retention At Scale

1+ Billion Messages
Sent Everyday!

WebEngage

#RETENTIONSIMPLIFIED

What's Next?

The modern era of digital marketing and customer engagement has seen a massive shift both in terms of technology and skills. Hyper-personalized campaigns, omni-channel user engagement and data-backed micro-segmentation of users to create a 1-to-1 experience at scale.

We hope the insights shared in this report will help you make better strategic decisions in designing your cross-channel user engagement campaigns.

Have questions?

Want to know more about how WebEngage can help you boost your business metrics? Get in touch today!



[Request a Demo](#)

About WebEngage

WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. Get a unified view of your customers with a robust customer data platform, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

With a mission to humanize the World's Website & Apps, we now power over 1 Billion messages sent everyday for our customers across 50+ countries, and 20+ industries.



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