



the state of festive marketing report 2024

Campaigns

Strategies

Loyalties

Numbers

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**India celebrates
north of 1000 festivals**

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**Should you run
festive campaigns?**

India
celebrates
north of
1000 festivals

01

This means a cause for celebration and a chance for meaningful interaction — between brands and users.

With the festive season around the corner, brands across industries gear up for a period of festive flash sales, cheatsheets, heightened consumer activity, and potential money on the table.

Why this report?

For brands, marketplaces are crowded with cutthroat competition. Everyone is doing something new. Some campaigns work, but most don't. Brands do not have the time to experiment and fail because one's failure is another's gain. Engaging users without overstepping their bounds is a slippery slope. The road is paved with roadblocks, both known and unknown.

Imagine if brands had a framework that laid down core principles, best practices, and user engagement trends. Brands could spend less time figuring and more time executing airtight strategies to perfection.

What's in it?

In this exhaustive playbook, we are doing exactly that. Here, we talk about the ABCD of festive marketing, what brands do to craft killer campaigns, how users interact with such campaigns, and what your brand can do to razzle-dazzle these users.

The findings in this report stem from consulting 250+ renowned industry insiders and shoppers who live and breathe festive marketing. Another piece of this puzzle was understanding how users interact with festive marketing campaigns.

Talking to both groups taught us what brands were doing and how users were interacting with these seasonal campaigns.

State of Affairs

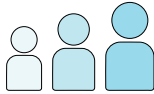
02

Consumer side of things

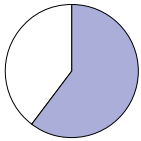
Before we jump into the deep end of the pool, let us understand a bit about the users who interact with festive marketing campaigns.

77.6%
of users

who consume these campaigns are millennials aged 25-34.



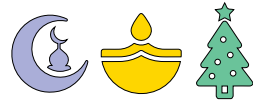
The items most bought during the festive season are **fashion products**



60.3%

of them shop online as well as offline.

Most shoppers hail from **tier 1 cities** with a YoY growing demand in **tier 2 & 3 cities.**



43.1%

of them actively shop during the **festive season**



Prices, new launches & user experience are what make a campaign most attractive.



Users mostly discover festive offers from **social media ads, email, WhatsApp & mobile push notifications.**

Brand side of things

We were curious to know how brands ran festive marketing campaigns — How soon they start planning, what they do before, during, and after the campaigns, and how long they continue to engage users after the campaigns.

250⁺
brands

were surveyed across industries to break things down for you and spoke to some big names who run festive campaigns for a living.

Here's what we found.

The kind of brands that use **festive marketing campaigns** the most are from



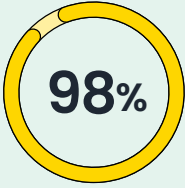
Ecommerce



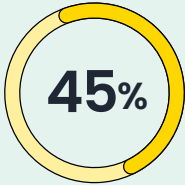
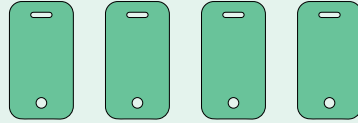
Edtech



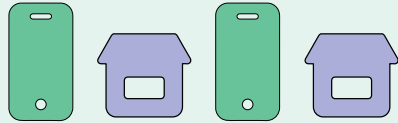
BFSI



**of brands
engage users
online.**



**of brands
engage users
online & offline**



Food for thought

Knowing this helps craft the right messaging for the right audience on the right channels in the right places.

This isn't to say users from other age groups or towns do not buy aplenty, but it's crucial to know your cash cows, key markers, and successful strategies if you want to optimize a campaign that maximizes returns while minimizing logistical, fiscal, and material wastage.

To capture the essence of festive marketing campaigns, we have divided the process into three stages: pre, during, and post.



Pre-festive

03

The pre-festive period is cardinal for setting the stage for a successful campaign. Brands from diverse sectors—whether E-commerce, BFSI, Travel & Hospitality, Media & Entertainment, or Healthcare—begin their preparations well in advance.



How long before a festive campaign must you start planning?

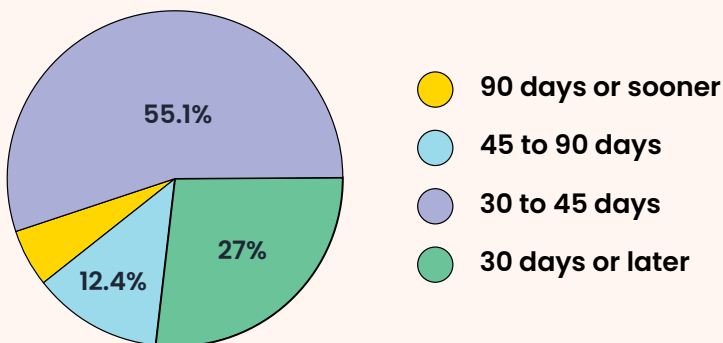
Our survey indicates that brands start planning their campaigns 3-6 months in advance while 54% of brands start their pre-festive campaigns only within 30 days leading up to the campaign launch. However, it largely depends on your industry and your offerings.

Have a plan



September to February is India's most favorable time for festive marketing because of Ganesh Chaturthi, Dusshera, Diwali, Black Friday sales, Christmas, New Year's, Valentine's Day & Holi.

How long before the main campaign do you start your pre-festive campaigns?



While planning begins well in advance, most pre-festive campaigns begin in the month leading up to D-day.

When you promote your festive campaigns has a lot to do with your business model.



For us, the peak is November–December, so we start planning three months in advance. We know August–September will be low, and then the team alignment happens between sales, marketing, and branding, focusing on KPIs and budgets.

Ritika Gupta

*Associate Director – Growth & Marketing,
StayVista*

3-6 months

- ✓ Campaign objectives, KPIs, and discounts are discussed with stakeholders, and past campaign data is reviewed to guide future campaigns.
- ✓ The peak season aligns with festive periods when customers are keen on home improvements for occasions like Diwali.
- ✓ Ensuring the inventory is in place, vendor partnerships are established, and internal teams are aligned.

2 months

- ✓ Collaborations with travel influencers and partners are initiated. Early-bird campaigns are conceptualized to drive early bookings.
- ✓ During this time, they also ensure that the necessary marketing assets and website updates are ready.

30 Days

- ✓ The early bird campaign is launched, often with website pop-ups and sign-ups offering higher discounts for early bookings.
- ✓ The planning phase involves organizing promotions, forecasting sales, and ensuring the inventory is ready. For festive periods, the focus is increasing bookings by creating targeted promotions around specific dates and long weekends.

15 Days

- ✓ Campaigns are launched, focusing on early-bird deals, discounts, and flash sales. The goal is to boost bookings before the festive rush.
- ✓ In the D2C space, especially with mom-and-baby products, festive shopping behavior starts picking up only two weeks prior to the festival. For this reason, marketing activities such as flash sales and category-specific discounts are timed to align with this shopping pattern.
- ✓ A pre-buzz strategy is key, starting five days to a week before the actual sale. This includes CRM and marketing channels to build curiosity without revealing pricing details.



Masking prices before the sale builds anticipation and curiosity.

Ishita Taneja

Deputy GM - Growth Marketing, Airtel

How big brands plan their campaigns

- ◆ **Airtel:** Planning begins well in advance, around two months prior, to account for logistical hurdles like inventory management and third-party collaborations with platforms like Amazon and Flipkart.

The festive season is an opportunity to leverage consumer behavior around major festivals like Diwali. The focus isn't only on new acquisitions but also on re-engaging dormant users. Festive sales are approached with the mindset of a seasonal campaign rather than just a one-week promotion.

- ◆ **Treebo:** Festive marketing begins two weeks to one month prior to key dates like Diwali. However, the planning starts much earlier, focusing on identifying peak demand periods (e.g., November-February) and low periods (e.g., March-April, due to exams).
- ◆ **Pepperfry:** Uses a pre-buzz phase involving social media teasers, push notifications, and coupon codes to generate excitement.

Pepperfry's peak season aligns with festive periods when customers are keen on home improvements for occasions like Diwali. Planning starts 3 months before to ensure the inventory is in place, vendor partnerships are established, and internal teams are aligned.

◆ **Superkicks:** The timeline for a festive campaign starts about 40–45 days in advance. This involves setting clear objectives (e.g., top-line revenue vs. increasing brand equity), planning offers (e.g., buy two, get a discount), and collaborating with influencers. During this time, they also ensure that the necessary marketing assets and website updates are ready.

Superkicks rolls out a pre-buzz approximately 20–30 days before the sale, focusing on engaging influencers and creating anticipation.

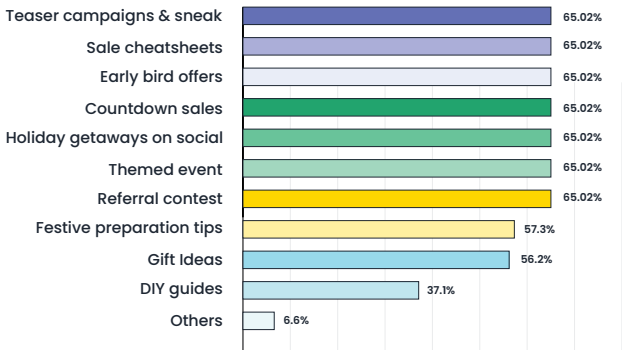


Plan early to ensure inventory is stocked and promotions are planned for key festive dates. Popular offers include cashbacks and flash deals during peak periods like Black Friday and Christmas.

Sonal Vijan
Manager – Retention Marketing & Alliances,
Pepperfry

Hype it up

How do you get users excited about a campaign? Here’s what our brands had to say

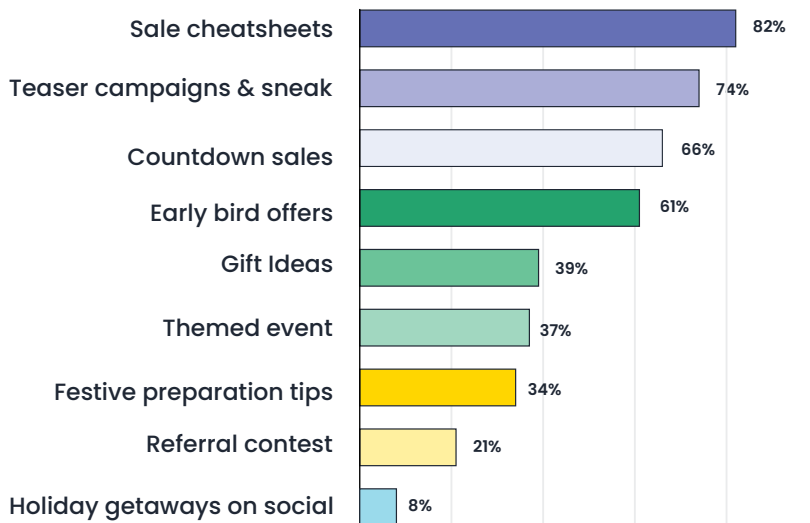


**Each respondent was allowed to pick more than one option*

These early efforts include teaser campaigns, sneak peeks, sale cheatsheets, early bird offers, and themed events designed to build anticipation and excitement. Social media buzz, countdown sales, and referral contests are just some tactics employed to engage users early on.

Let's examine what works for our top three industries: e-commerce/D2C, BFSI, and edtech.

E-Commerce/D2C/Retail



**Each respondent was allowed to pick more than one option*

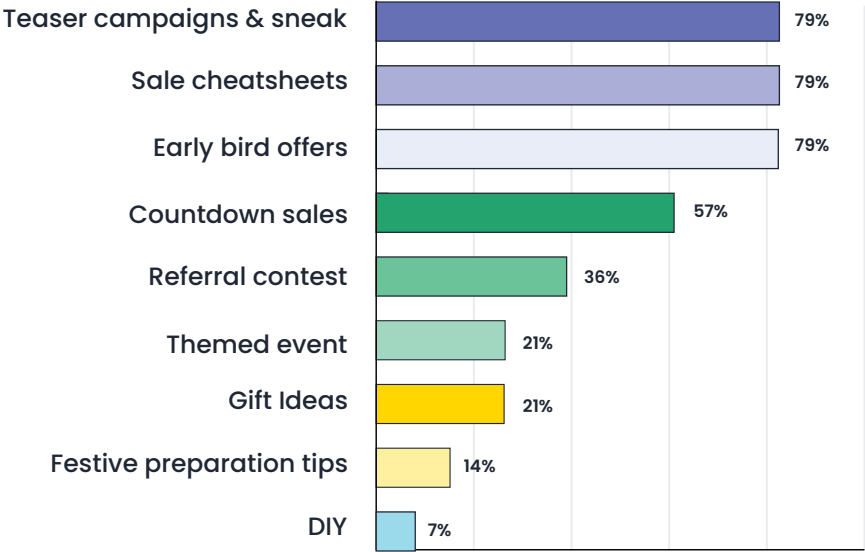
What works:

Sale cheatsheets, teasers, countdown sales, and early bird offers work the best here.

Why:

They help users save more on various SKUs, build excitement, and create a FOMO effect among shoppers.

Edtech



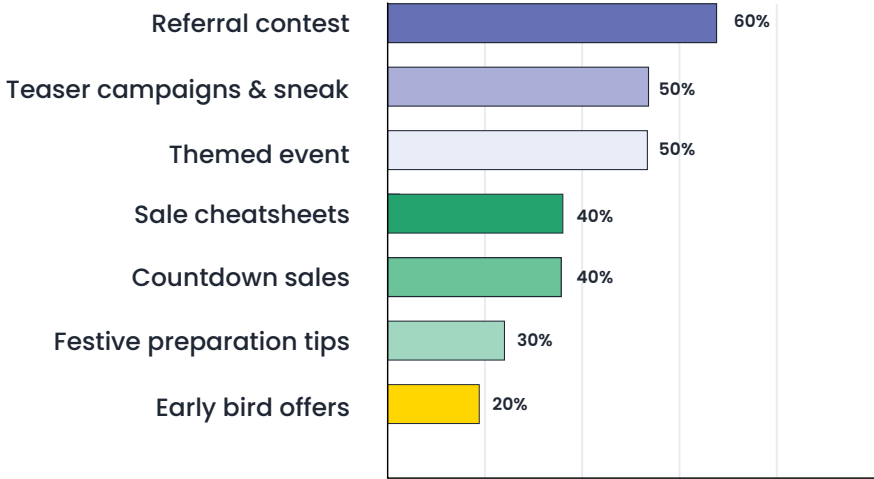
**Each respondent was allowed to pick more than one option*

What works:

Like with e-commerce, sale cheatsheets, teasers, countdown sales, and early bird offers work well for edtech companies, too.

Why:

They help users save more on more premium and expensive courses, build anticipation for upcoming certifications, and create a sense of urgency among course-takers and students.



**Each respondent was allowed to pick more than one option*

What works:

Referral contests, themed events, and teasers perform better than other tactics.

Why:

We think decision-making is relationship-based. Gatherings at themed events create much-needed hype around festive offers. A price-sensitive audience will always respond positively to referral-based contests if it means exclusive prices.



Teasers appear to be the most sought-after tactic across all the 3 industries to generate pre-festive buzz.

Know your channel

Choosing the right marketing channels is vital for reaching your audience during the festive season. Our studies revealed that



Whatsapp



**App Push
Notifications**



Email



Social

are the top four channels preferred by brands and users alike.

Know your users

Without understanding consumer preferences before launching a campaign, you are going to be all over the place. Our research indicates that these techniques help brands tailor their offerings to meet customer expectations.

- ◆ **Conducting surveys**
- ◆ **Reviewing past sales data**
- ◆ **Analyzing user engagement patterns**

Festive

04

Festive marketing in the e-commerce/D2C, edtech, and BFSI sectors is driven by real-time campaign management, loyalty interventions, and dynamic customer support strategies.



Balance discounts with margin management: Focus on offers that drive engagement but ensure profitability.

Dheeraj Kashyap

Head of E-Commerce, Superkicks

Bear in mind



Anything less than 7 days is the best fit for multi-product platforms.

As brands race to capture attention during this period, several trends that can be linked to user behavior and brand strategies have emerged. Let's examine some of those.

- ◆ Your in-sale strategy should depend on how long you want to run your sale.
- ◆ There is no standard yardstick for how long your sale should last.
- ◆ This gives you enough time to evenly distribute your resources across all categories. You can also drive your customers from one product category to another, thereby increasing transactions across multiple categories.

- ◆ However, for a platform with comparatively fewer product categories, you may want to reduce the number of days. This creates urgency in your customers' minds and increases conversion rates.



Anything between a 24-to-48-hour timeline is a sweet spot for any consumer business.

- ◆ Reducing days will also result in a lesser cost to the business resulting in higher profitability.
- ◆ Multiple factors are involved, such as logistical capabilities, inventory management, and the timing of the sale. Failure to address any of these three factors can have major repercussions on your brand.



Flash sales work effectively for businesses because a vast majority of their users make impulse purchases due to FOMO (fear of missing out).

- ◆ There's no point in running a 'Black Friday' sale beyond Friday or a Christmas sale that starts on the 22nd and goes beyond the 25th.
- ◆ In the Pre-Sale stage, you acquired many new users and created major hype around the sale. Now, it's time for you to live up to the hype, make sure your users convert, and get the revenue flowing.
- ◆ This is exactly the emotion you need to amplify during the 'in-sale' stage. To do that, you will need a lot of automation. You will

need to send a lot of personalized notifications and cannot rely on customer bucketing.

- ◆ Your messaging has to be hyper-personalized with recommendations, product-specific details, and user behavior-related information.

When the sale begins

Here are some of the types of messages you'll need on the day of the sale:

Let your users know that your sale is now live. This communication should go to all users the moment the sale goes live, irrespective of the time of day. Prioritizing channels of communication is very important here. If your user has opted in for a WhatsApp reminder, do not send an SMS unless the user is not available through this channel. Here's how you should perform a channel selection:

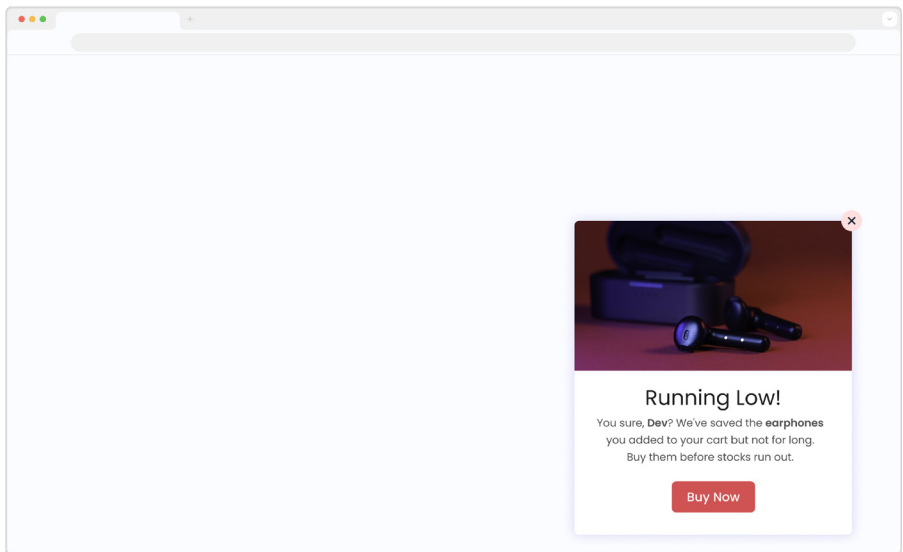
- ◆ Email – Not more than 3 emails a day. If you have chosen email as a channel for other types of messages, you can skip this. If not, go for it!
- ◆ WhatsApp over SMS. If a user is reachable through WhatsApp, do not send them an SMS. If not, SMS is the way to go.
- ◆ App push over web push. If a user is reachable through app push notifications, avoid web push notifications. If not, select Web Push Notifications.
- ◆ In-app and on-site notifications are a must unless they've clicked and come through notifications from any of the above channels.

Once you identify your preferred channel, what do you use it for?

Cart abandonment

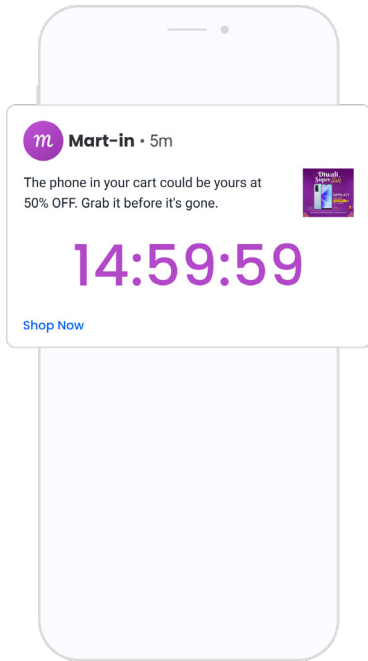
Be it e-commerce, or edtech, cart abandonment is a very common phenomenon during festive season. A large chunk of your users will add products to their carts and abandon them. You can nudge them to complete the transaction by simply nudging them with a sense of urgency.

Every time a customer adds a product to the cart and exits the website or application without completing the transaction, you can send them a notification saying that you've held the product for them and that only X number of products are left in stock.



Or that they have only 15 minutes more to use the discount before the product goes back to the original price.

For instance, Perfora used web personalization for their users who abandoned carts and targeted them with relevant recommendations.

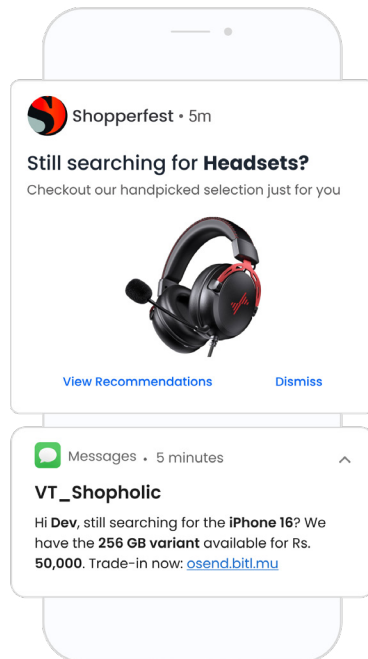


Send them communications about products related to the items they viewed. Commonly known as the “People also viewed...” section on product pages. Here, the channel selection needs to be more subtle. An email and a push notification are enough. However, you may couple this with retargeting on Facebook and Google.

Of all the products the user has viewed, the product page on which the user spends the most time can be shown again to the user through targeted display ads and carousel ads on Facebook.

Search/browse abandonment.

A lot of curious customers would want to come onto your platform to explore the offers and check prices and discounts on products that they've been eyeing on for a long time. These are users who are indecisive and like comparing prices and products to find the best fit for their needs.





And there's a brilliant way to do this — [Dentalkart](#) used SMS, email, and push notifications to hyper-personalize their cart abandonment and product/browse abandonment campaigns for users with exit intent, using the Journey Designer.

It's campaign time

Festive campaigns often highlight limited-time offers, flash sales, and exclusive deals tailored to the festive spirit. To cater to the surge in demand,

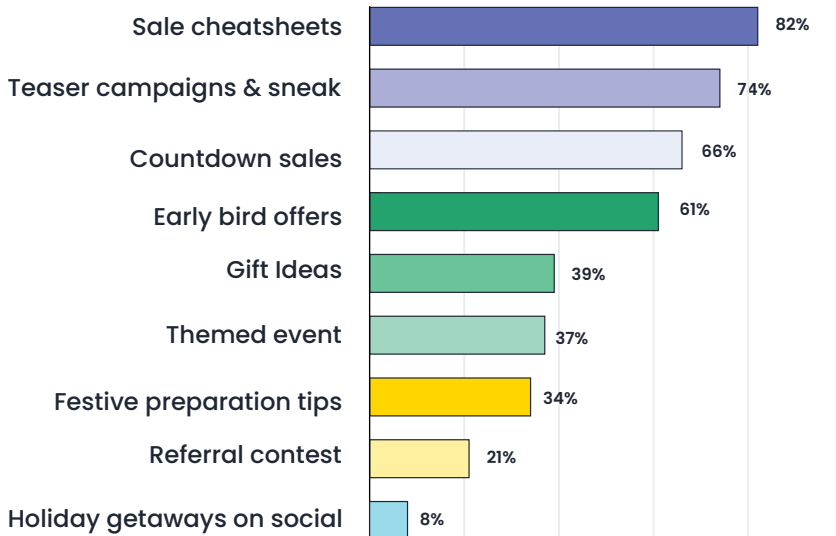
e-commerce platforms particularly focus on bundling products, offering gift cards, and providing enhanced payment options. In edtech, campaigns center around discounted courses, free trials, and referral programs designed to attract students and professionals seeking to upskill during downtime.

In BFSI, the focus shifts towards financial products such as holiday loans, cashback offers on credit/debit card usage, and festive insurance packages.

Budgets for retention marketing increased by 40% during the festive season, with a focus on engaging repeat customers via emails, WhatsApp, and personalized offers.

Our research reveals

- ◆ Most e-commerce/D2C brands have implemented personalized festive campaigns based on customer segmentation.



**Each respondent was allowed to pick more than one option*

- ◆ What have these audiences sent in their communication?
 - » Teasers – 74%
 - » Sale cheatsheets – 82%
 - » Countdowns – 66%
 - » Early bird discounts – 61%

The rest of the festive marketing communications for e-commerce/D2C consist of holiday-themed comms, referral programs, festive comms, gift cards, and DIY guides.



PayDay sales work well across both D2C and travel industries, especially at the beginning of the month.

Vidhi Mehta

*Senior Manager - Retention Marketing,
Treebo Hospitality Ventures*

Here's how big brands run their campaigns

- ◆ **StayVista:** A multi-channel strategy is implemented to ensure communication is synchronized across all platforms (website, email, WhatsApp, etc.).
- ◆ **Treebo Hotels:** The brand emphasizes omnichannel marketing, using WhatsApp, email, and Google Ads to engage customers. It also launches limited-time offers to create urgency and drive last-minute bookings, which are common in travel.
- ◆ **Pepperfry:** Runs heavy discounts and cashback offers (e.g., 50% cashback) to compete with e-commerce giants like Amazon and Flipkart. Special deals, like the “Rupee 1 deal”, are used to drive high-volume engagement.
- ◆ **Airtel:** The campaign itself aligns with major sale periods, including Amazon's Great Indian Festival or Flipkart's Big Billion Days. There's an intersection with cricket seasons, where topical content like IPL or World Cup is used to drive additional engagement.
- ◆ **Superkicks:** They use discounts as a key driver for clearing inventory or promoting specific categories. The discounts are balanced with careful margin management, ensuring that promotions align with the overall campaign strategy.

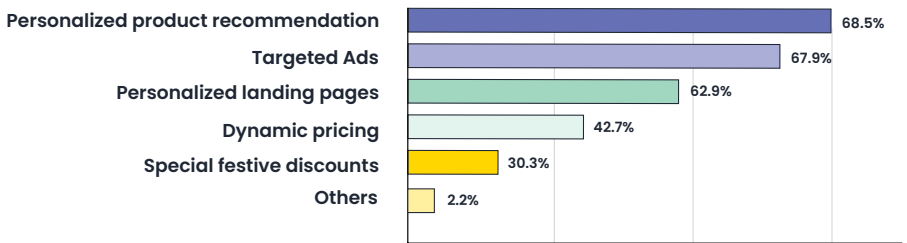
Data on the go

Brands increasingly leverage real-time data to optimize their festive marketing strategies.

E-commerce brands closely monitor inventory levels, adjust ad spending, and tweak messaging based on live customer engagement.

BFSI, on the other hand, uses real-time data to analyze transaction patterns and predict customer needs, ensuring timely offers are pushed to the right audience.

How do you use real-time data during the festive period?



**Each respondent was allowed to pick more than one option*

- ◆ Moreover, for communication in BFSI, referral programs top the list, with over 60% of brands leveraging them for their users. This is followed by teasers, sale cheatsheets, countdowns, and themed events at 40% each.
- ◆ E-commerce brands implement a multi-channel strategy, ensuring communication is synchronized across all platforms (website, email, WhatsApp, etc.).
- ◆ Lastly, in the edtech world, there's a staggering 79% of users advocating for sale cheatsheets, early bird discounts, and countdown campaigns each, teasers stand at 57%, and last come referral programs at 36%.



We did a cohort analysis of our top 3,000 guests and sent personalized emails and WhatsApp messages based on their previous bookings, recommending new villas they might like. It was a very personalized, data-backed campaign that resonated well with loyal customers.

Ritika Gupta

*Associate Director - Growth & Marketing,
StayVista.*

For StayVista, data from multiple sources (online bookings, IVR calls, and OTA platforms like Airbnb) is synchronized to create a holistic view of customer behavior, driving more effective marketing strategies.

StayVista's key metrics include occupancy rates, revenue from retained customers, and new bookings from repeat customers. Analyzing these helps refine future strategies.



Leverage omnichannel marketing, using WhatsApp, email, and Google Ads to engage customers. Launch limited-time offers to create urgency and drive last-minute bookings, common in travel.

Here's how big brands personalize

- ◆ **StayVista:** Utilizes cohort analysis to categorize customers into segments such as "active," "on the brink," and "bouncer" (lost customers). Each cohort is targeted with specific offers.
- ◆ **Treebo:** Their strategy heavily relies on understanding booking

behavior through cohort analysis. For example, families and couples are identified as last-minute bookers, which shapes the marketing approach.

- ◆ **Pepperfry:** Uses cross-selling and up-selling journeys to maintain engagement post-festive season. For example, wallet credits are sent weekly, and customers can redeem 10% on their next purchase, encouraging continued interaction.

Moreover, Pepperfry uses AI-powered segmentation to personalize its festive campaigns. They analyze customer behavior and segment customers based on their buying patterns, offering tiered discounts for different customer categories. Dormant customers are re-engaged with special discount codes, while loyal customers may receive early access to sales and additional perks.

- ◆ **Airtel:** Uses a cohort-specific approach to segment and target customers. For instance, retargeting campaigns on WhatsApp are highly effective for previously engaged customers. While there are no personalized offers during the sales yet, the platform is working on developing segmented offers for the future.

Cross-selling campaigns are always active, driving users from one category to another (e.g., prepaid/postpaid to DTH). 50% of DTH acquisitions come from cross-category sales.

- ◆ **Superkicks:** Focuses on understanding customer behavior and how it shifts during the festive season. This includes monitoring competitors and adjusting campaigns in real-time to ensure they are not outpaced in any category. They also track customer loyalty and work on cohort-specific strategies to re-engage customers or nudge them toward higher engagement with the brand.

Loyalty program

Loyalty programs see a boost during the festive season as brands focus on retaining high-value customers. E-commerce and D2C brands emphasize loyalty points, early access to deals, and personalized recommendations.

In edtech, loyalty for returning users offers long-term subscriptions and discounts to users. Meanwhile, BFSI focuses on rewarding existing customers with offers like lower interest rates and exclusive cashback on certain products.



We maintain a 65% retention rate. To compete with larger players like Amazon and Flipkart, we focus on maintaining customer loyalty through personalized campaigns, including exclusive rupee-one deals and heavy cashback offers.

Sonal Vijan

*Manager - Retention Marketing & Alliances,
Pepperfry*



Offer heavy discounts and cashback offers (e.g., 50% cashback) to compete with e-commerce giants like Amazon and Flipkart. Special deals, like the “Rupee 1 deal,” drive high-volume engagement.

Here's how big brands run loyalty programs

- ◆ **Treebo** offers personalized deals through loyalty programs and tier-based customer segmentation. During festive periods, exclusive offers are targeted at high-value customers who have booked frequently or stayed for extended periods.

- ◆ **Pepperfry:** Segmentation is done based on user behavior, with special offers sent to dormant users, loyal customers, and those who have interacted with certain product categories.

Why customer support matters

Customer support plays a critical role during the festive season as the volume of inquiries, complaints, and transactions increases.

For e-commerce, support revolves around real-time chatbots, omnichannel assistance, and easy return policies.

BFSI sectors experience a surge in payments, fraud prevention, and account management inquiries, which are often handled by AI-driven support systems.

As for edtech, support focuses on resolving technical issues, login accesses, course enrollments, and more through real-time chatbots, academic counselors, and learning guides. omnichannel assistance, and easy return policies.

BFSI sectors experience a surge in payments, fraud prevention, and account management inquiries, which are often handled by AI-driven support systems.

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Industry-shaping trends

E-commerce:

Festive periods see a spike in order volumes, returns, and inquiries. To manage this, e-commerce platforms ramp up customer service by extending operational hours and hiring temporary support staff.

Quick resolution of issues related to deliveries, payments, and returns becomes critical for retaining customer satisfaction.

Additionally, to reduce incoming queries, platforms send proactive communication, including order confirmations, shipping updates, and troubleshooting guides, ensuring customers are always informed about their purchase status.



Promotions can be personalized based on the category, day of the week, and customer history.

BFSI:

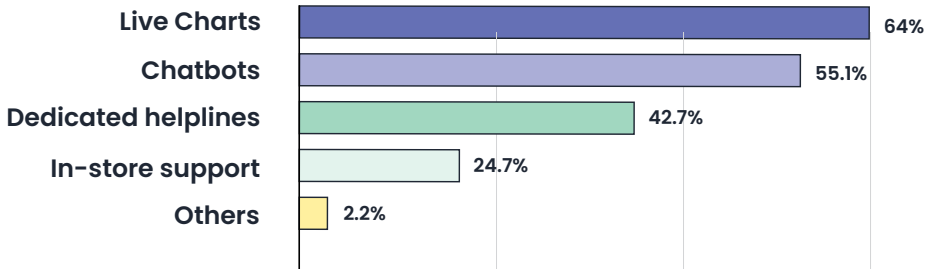
With the surge in digital payments, banks ensure 24/7 support for mobile banking, UPI issues, and payment-related concerns. Special fraud prevention teams are often put on high alert to tackle potential security threats. Banks also preemptively communicate important information like transaction limits, security tips, and festive season offers to reduce confusion and fraud-related concerns.

Edtech:

Platforms provide increased technical support for learners accessing courses or facing login issues. Real-time academic counseling is also made available to keep students engaged during the high-traffic festive season.

Platforms send reminders about enrollment deadlines, course materials, and tutorials on how to access lessons to ensure smooth learning experiences. Quick resolution of issues related to deliveries, payments, and returns becomes critical for retaining customer satisfaction.

Most effective customer support options:



**Each respondent was allowed to pick more than one option*

What works?

Dedicated helplines, live chats, and chatbots for online support, as well as in-store queries for offline support.

Why?

Dedicated helplines getting the maximum amount of votes simply shows the need for human interaction. While chatbots and live chats help cut down on the overall time spent on query solving, a human experience simply enhances the customer experience.

What can you achieve with good customer support? WebEngage's stellar customer success managers can answer that for you:

For **Kapiva**, WebEngage's dedicated Customer Success Manager played a pivotal role throughout the migration process. They meticulously prepared strategic plans, defined timeframes, and vetted every step to mitigate the risk of repeating any erroneous actions.

The result?

[Revolutionized customer identity resolution for Kapiva in just 8 weeks.](#)

In the case of **Testbook**, WebEngage has come through with its Customer Success, Support, and Engineering teams.

Moreover, the Testbook team was pleased with WebEngage's proactiveness, relationship-building approach, and more.

The WebEngage team helped the Testbook team with the following as well:

- » Structuring data
- » Reducing redundancy
- » Reducing manual labor
- » Increasing efficiency
- » And enabling smoother processes holistically.

The result?

11% conversions from push notifications in 1 month.

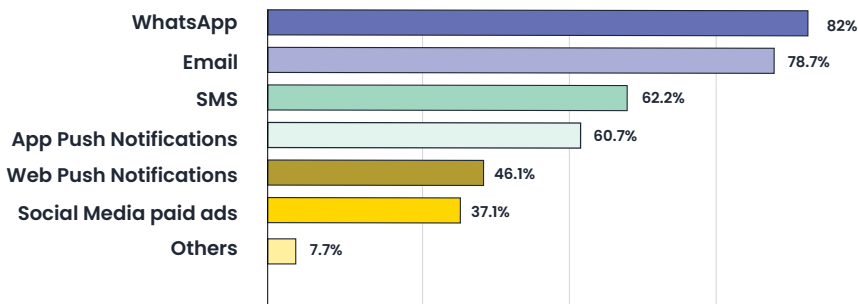
The Great Indian Messaging Game

Festive messaging is centered on emotional appeal, limited-time urgency, and community-focused narratives. For D2C brands, messaging includes hyper-localized content across regional languages and platforms like WhatsApp, focusing on personalizing the brand experience.

In BFSI, festive messages emphasize financial security and celebratory rewards, while edtech highlights self-improvement and new beginnings, tying into personal growth themes during the festive period.

Channel preferences during the festive campaign

WhatsApp, email, and SMS rank in the top 3, followed by app and web push notifications, respectively.



**Each respondent was allowed to pick more than one option*

Why?

- ◆ **High Reach & Engagement:** These channels have broad penetration, allowing brands to reach a large audience quickly. WhatsApp and SMS, in particular, have very high open rates (98%), ensuring messages are seen.

- ◆ **Personalization:** Brands can use customer data to send personalized offers and messages, driving higher engagement. For example, festive greetings, reminders, or special discounts tailored to customer preferences.
- ◆ **Instant Communication:** WhatsApp and SMS deliver messages in real-time, making them ideal for flash sales, limited-time offers, or last-minute reminders during the fast-paced festive season.
- ◆ **Two-way Communication:** WhatsApp facilitates easy, two-way conversations between brands and customers, enabling better customer support and engagement through chatbots or live agents.
- ◆ **Omnichannel Integration:** These channels easily integrate with other marketing platforms, allowing consistent messaging across channels and a seamless customer journey from email to WhatsApp or SMS.
- ◆ **Low Cost:** Compared to traditional advertising or social media ads, WhatsApp, email, and SMS campaigns are cost-effective, making them ideal for engaging a large customer base without straining the marketing budget.

Speaking of budgets, channels, and well-done integrations, here are case studies we think you should explore.

Pernia's Pop-Up Shop, India's largest luxury fashion e-commerce platform owned by Purple Style Labs (PSL), is home to the finest selects in luxury fashion & lifestyle.

What did they do?

They 2X'd growth in average revenue from email.

The team achieved the highest revenue through email at the end of their end-of-season sale. How? [Read our Impact Story™ to know more.](#)

On a closing note, do remember to use a certain tone while sending communication to your customers.

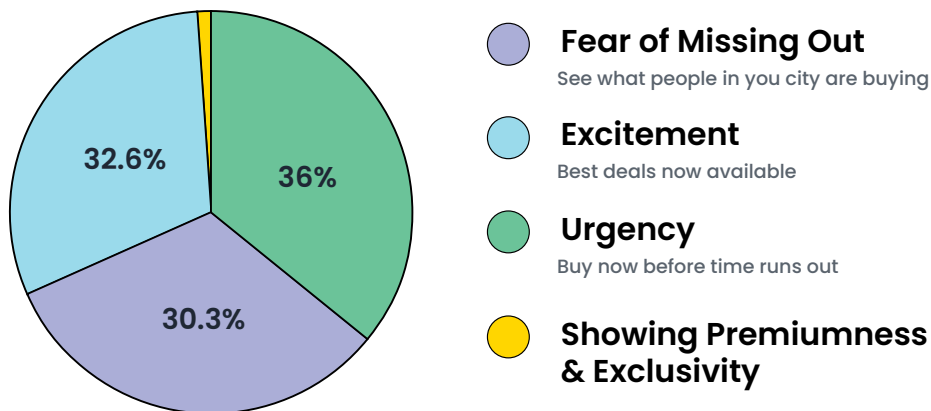
Wright Research, an investment advisory and portfolio management firm, got an **81% uplift in click-through revenue through festive campaigns.**

What channels did they use?

- » Web Personalization using in-line and on-site notifications
- » Email, WhatsApp, SMS, Push Notifications

By implementing user segmentation, of course. [Read their Impact Story™ here for the full breakdown.](#)

On a closing note, do remember to use a certain tone while sending communication to your customers.

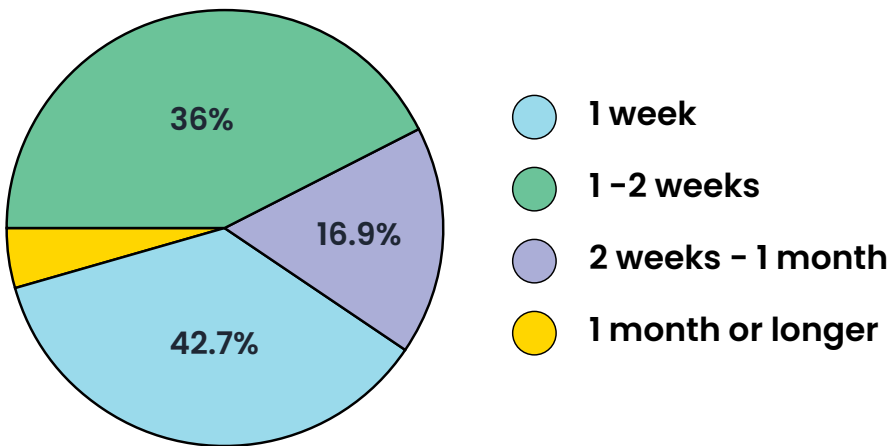


Post Festive

05

The end of the festive season doesn't mean the end of engagement. Post-festive campaigns are essential to maintaining customer loyalty and sustaining the momentum. Brands follow up with personalized thank-you emails, feedback requests, and upcoming promotions to keep customers engaged.

How long after your main campaign do your post-festive campaigns go on for?



Timeline

Most brands appear to keep in touch with their users for 2 weeks after the main campaign ends. Based on what you're selling and your audience, you may consider extending the timeline.

Challenges

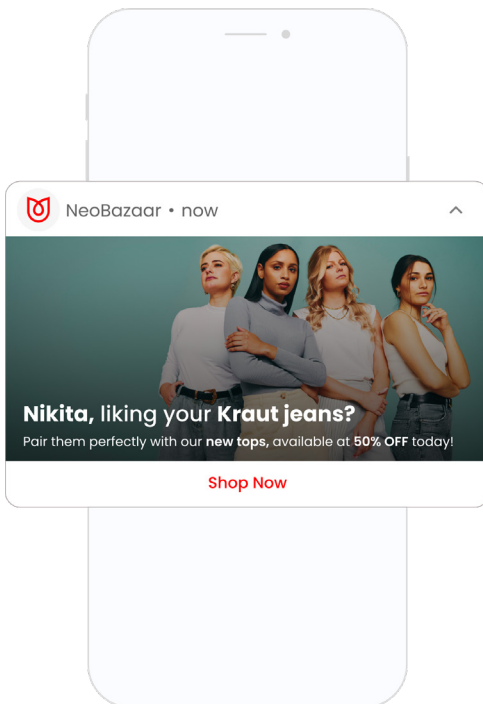
Talking to customers after the campaigns is just as important as talking to them during the campaign but it is easier said than done.

- » Distracted users due to stiff competition
- » High cost of post-festive engagement
- » Limited customer feedback.

Tackle customer drop-offs and grab users' attention

Fix the leakages in the funnel with relevant content. Sending targeted messages will also avoid spending on unnecessary communication.

When it comes to the kind of content that folks like engaging with, different industries have different preferences.



E-commerce/ D2C/Retail

What works:

Product announcements and post-purchase tips.

Why:

They help upsell and cross-sell items, leading to higher Average Order Value (AOV).

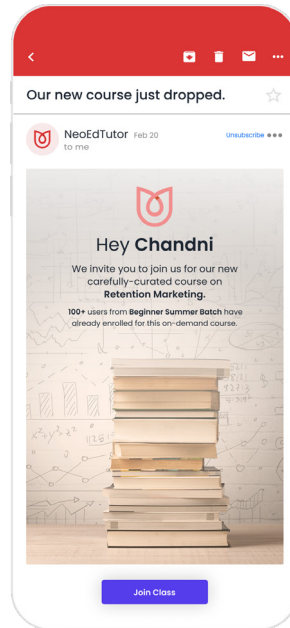
Edtech

What works:

Newsletters and product announcements.

Why:

In a field where education is everything, newsletters and product announcements let students stay on top of the latest updates, courses, pointers, and wisdom. Keeping users in the loop can also help build an airtight marketing funnel via email.



BFSI

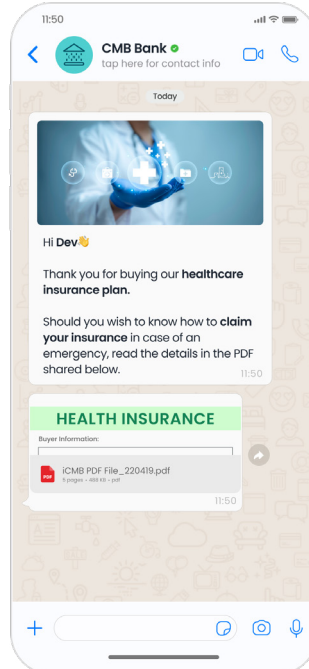
What works:

Product announcements and post-purchase tips

Why:

BFSI is big on educational content and anything that is rich in information is valued. Announcements and tips are a wonderful after-sales service.

These data-driven insights will shape your future engagement strategies.



Request customer feedback and reduce campaign cost

Finally, your sale has ended (phew!), and you were able to get a lot of people interested in your platform and the products you have to offer. So, what next?

Now is the time to collect feedback and increase your customers' lifetime value. Customers who purchase from your site need to be converted to repeat customers. Here's how



Once the sale is over, you need to be cautious of the channels you'll be choosing going forward. You don't want the customers you've attracted during the sale to get upset and leave due to over-communication.

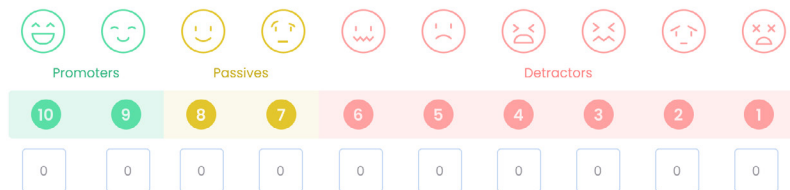
Request Customer Feedback

An important component of customer retention is optimizing your customers' experience by collecting and acting on the feedback of your customers.

Close-looping with your customers through feedback and the steps you've taken to address their concerns makes them feel valued and appreciated.

Net Promoter Score is an amazing measure of how well you live up to your customers' expectations. You can ask them to rate your platform on the likelihood of them recommending your business to their friends and family.

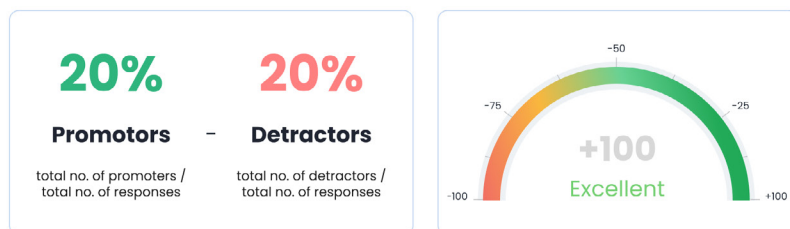
Add the no. of responses for each score



Add the no. of responses per category



The percentage difference between the promoters and the detractors is your NPS score.



If they rate you a 9 or 10, they are your brand promoters and are more likely to help you with word-of-mouth marketing.

For someone who rates you a 7 or 8, they are passives, and the overall experience for them has been average. They expect more from your brand and believe that there is a scope for improvement.

However, **customers that rate you between a 0 to 6** are your brands detractors and are very unhappy with their experience with you. These customers are highly likely to churn.

[Calculate your NPS](#) using this free easy-to-use calculator.

Alternatively, you can also use metrics such as customer satisfaction, customer effort score, happiness quotient, etc. to capture customer feedback.

How to design a feedback questionnaire?

The process of designing a feedback questionnaire is fairly simple.

The image displays four mobile app screens for a feedback questionnaire:

- Screen 1:** Titled "Screen 1", it asks "Overall, how satisfied are you with shopperfest.com?". It features a 5-point scale with emoji icons (1: sad, 2: neutral, 3: slightly happy, 4: happy, 5: very happy) and a "Next" button at the bottom.
- Screen 2:** Titled "Screen 2", it asks "On a scale of 1 to 5 how would you rate the following?". It includes three sections: "Product Information", "On-time Delivery", and "Customer Support", each with a 1-5 rating scale. A "Next" button is at the bottom.
- Screen 3:** Titled "Screen 3", it asks "Anything else you would like to add?". It has a text input area labeled "Type here..." and a "Submit" button at the bottom.
- Screen 4:** Titled "Screen 4", it says "Thank you for your valuable feedback!". It shows a green checkmark icon, a "Use code" label, a dashed box containing the code "ABC123", and a note "to get 10% off on your next purchase".

Screen 1 – Question related to the metric. For example: How likely are you to recommend <brand_name> to your family and friends? This is followed by an 11-point scale.

Screen 2 – Reason for their rating. This includes individual parameters like knowledge of the support staff, the behavior of the delivery person, information on the product page, and so on.

Screen 3 – Open-ended feedback. Ask your customers if they would like to highlight an issue in particular or if they have feedback about parameters not mentioned in screen 2.

Screen 4 – A personalized 'Thank You' note with an offer to incentivize them for the feedback.

You can use a mix of the following channels while capturing feedback: Email (redirection or in-email feedback), Onsite web pop-ups, SMS, WhatsApp (if opted-in), In-App and Push notifications.

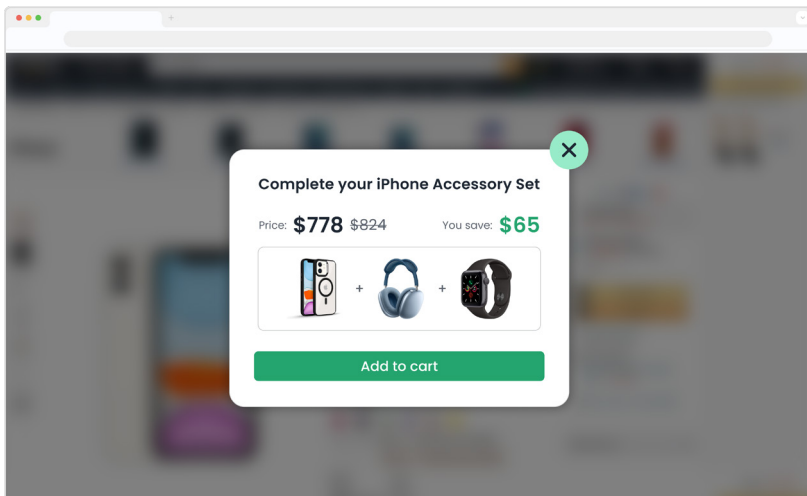
Sending a reminder to your users for feedback can improve the response rate multi-fold.

Increasing Customer Lifetime Value (CLV) through repeat purchases

Customers who were interested in your products but did not purchase them can be brought back with extended deals. Everybody who was a part of your platform during the pre and during stages needs to be thanked for being a part of the big day.

Once the sale is over, you need to be cautious of the channels you'll be using going forward. We don't want the customers we've attracted during the sale to get upset and leave.

Suggesting complementary products is a great way to influence repeat purchases. Every user who has purchased a product during the sale can be shown recommendations of products they are most

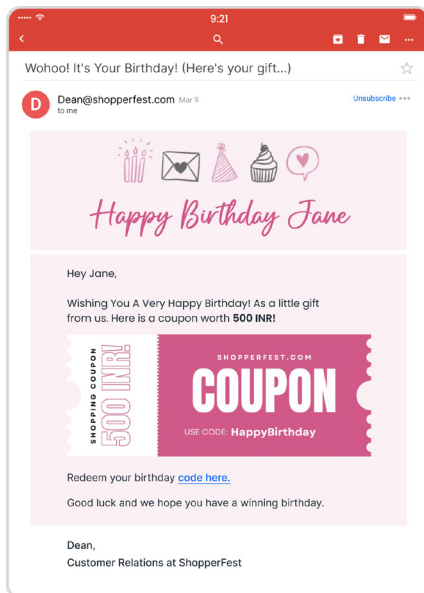


likely to buy using the recommendation engine. A smartphone buyer is more likely to buy a screen protector, a gaming console buyer is more likely to buy extra controllers, and so on.

By using automation, you can send product recommendations using the best channel on which your customer is available. You first check if they are reachable through Push Notifications. If no, you then check if they are reachable through Email. If not, you end the Journey here. However, if either of them is yes, you show them products suggested by your recommendation engine. Parallely, you can also start retargeting these users across Facebook and Google's display networks.

[Calculate your CLV](#) using this free easy-to-use calculator.

Increasing Customer Lifetime Value (CLV) through couponization



Another way of influencing repeat purchases is through couponization. This is rather long-term as compared to suggesting complementary products, but this is an excellent way of building brand loyalty.

To thank your customers for being a part of your big day, you can send them gift coupons/discount codes for their birthdays, anniversaries, festivals, etc. This has two benefits: 1. You capture more information about your customers and 2. You create an

automated contextual campaign that you can run through the year.

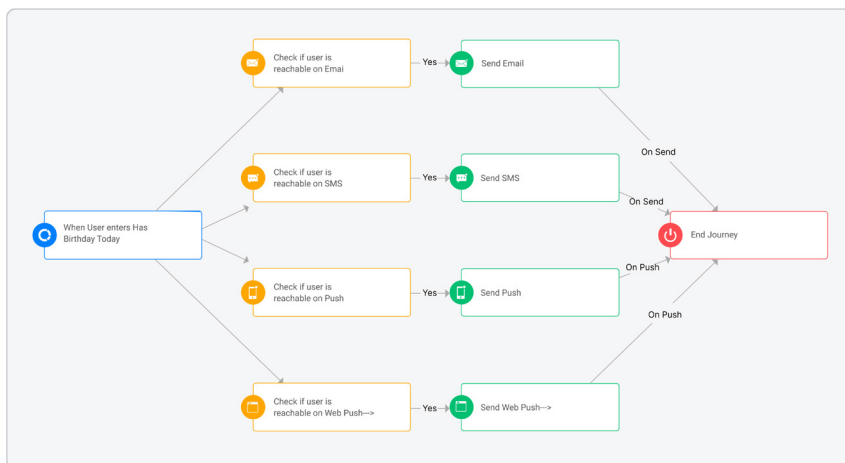
Here's an example of how Couponization works:

Once the sale ends, you send your users a 'Thank You' note asking them for their date of birth. You promise to surprise them with a 'Special gift' on their special day. As a user, it feels great when a brand remembers your birthday and wishes you with a special discount code.

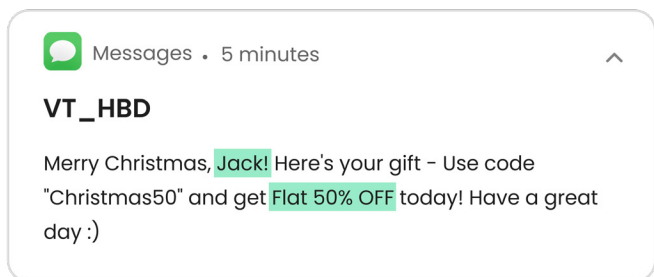
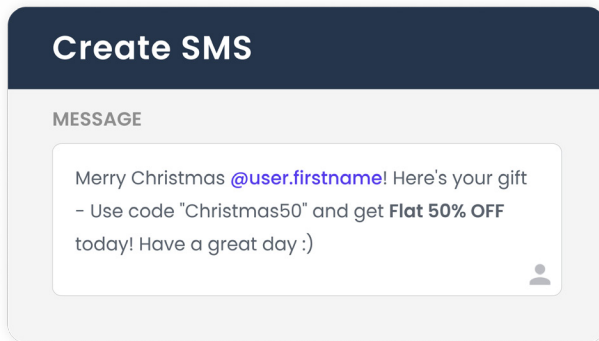
Here's how [Clovia](#) uses dynamic birthday discount codes to reward customers and gain an 85% uplift in revenue.

Once you've captured your users' birthday/anniversary details, you can set an automated workflow that will send your users their personalized coupon codes on their birthday every year.

In the example above, we've created a dynamic segment of users whose birthdays are "today". This segment gets updated daily. For all



the users in this segment, we send them coupon codes across 4 different channels after checking for their reachability: Email, SMS, Mobile Push, and Web Push.



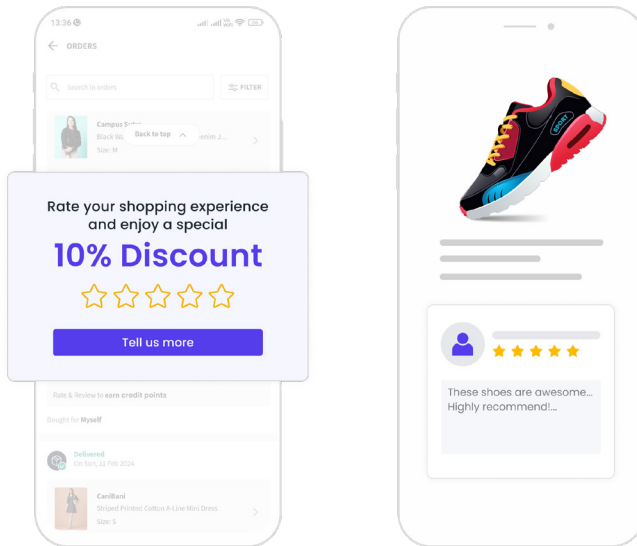
Increasing CLV through reviews and rewards

Customers who've purchased products from you can be asked to leave reviews on the products they've purchased. You can show these reviews on the product page for potential buyers. In return for this review, you can incentivize them with a discount code on their next purchase.

Motivating customer reviews has 2 benefits:

- » You incentivize your existing customers with a discount code, encouraging them to re-purchase from your platform
- Influencing potential customers with real reviews, helping them make an informed decision.

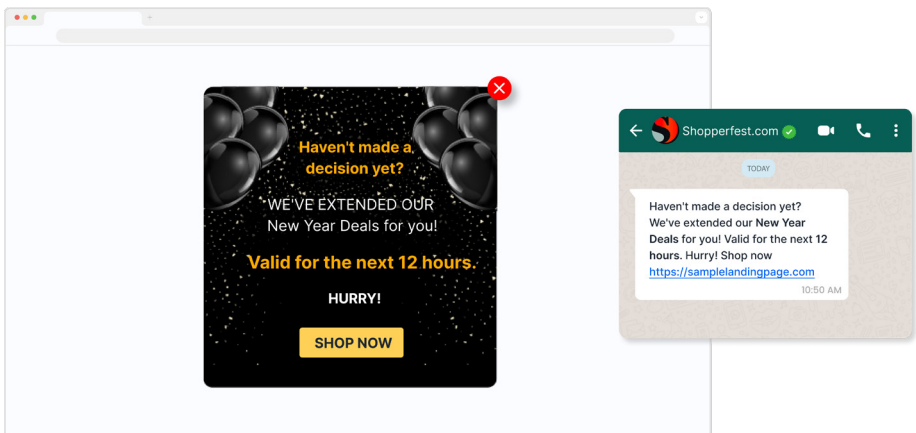
This way you not only increase first-time conversions but also increase the overall CLV.



Extended deals

For every user who added a product to the cart but did not proceed to checkout or complete the transaction, you can show them extended deal notifications.

Once the sale is over, we wait for 2 days for the user to complete their transaction. If the user fails to complete the transaction in these



2 days he/she will receive an SMS and an email saying that they have products in their carts and they have extended deals on those products.

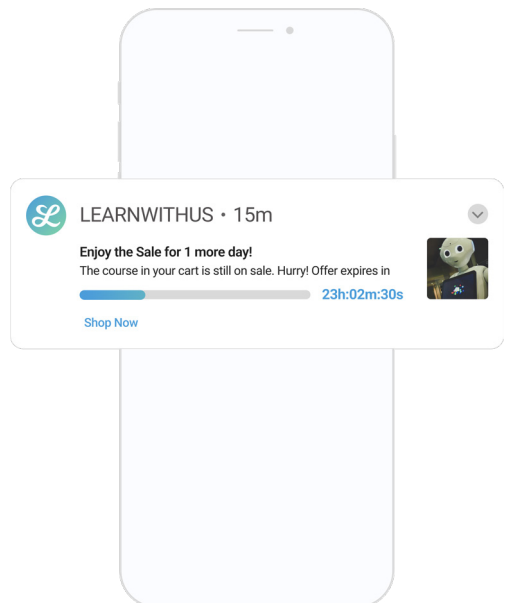
They can still avail of the offers for the next 24 hours and proceed with the checkout. If the user has opted-in for WhatsApp reminders, you can also include WhatsApp in the post-sale user engagement mix.

Pre-purchase tips

For every user who added a product to the cart but did not proceed to checkout or complete the checkout process, you can show them extended deals notifications with a timer push notification.

Once the sale is over, you wait for 2 days for the users to complete their transactions.

Failure to do so would trigger an SMS and an email saying that they have products in their carts and they have extended deals on those products. They can still avail the offers for the next 24 hours and proceed with the checkout. If the user has opted-in for WhatsApp reminders, you can also include WhatsApp in the mix.



Post-purchase tips

Every user that has purchased a product during the sale can be shown recommendations of products they are most likely to buy using the recommendation engine.

- » You check if they are reachable through push notifications.
- » If no, you then check if they are reachable through Email.
- » If not, you end the Journey here.
- » If they are reachable on push notifications, you can target them with product recommendations.

Here's what popular brands do after a festive campaign

◆ StayVista

- » Sends thank you messages and discount codes for future bookings.
- » Tracks performance for metrics like occupancy rates, revenue from retained customers, and new bookings from repeat customers.

◆ Airtel

- » Orchestrates continuous CRM campaigns tailored to maintain customer engagement, whether it's monthly recharges or cross-selling DTH users into broadband or mobile services.
- » Success is measured by blended targets across cohorts (e.g., 50% from new acquisitions and 50% from existing users).
- » Their internal app, Airtel Thanks, is an important platform for communicating with customers, alongside WhatsApp and SMS.

◆ Treebo

- » Focuses on retargeting customers who engaged during the campaign by offering special incentives or discounts for future bookings.

- » Measures the success of campaigns through metrics like repeat bookings and occupancy rates during peak seasons.
- » Understanding the last-minute booking behavior also shapes their future marketing strategies.

◆ **Superkicks**

- » Continues engaging with the customers, ensuring they remain involved beyond the immediate campaign.
- » Use conversion metrics to understand the effectiveness of its campaigns. They monitor how specific offers and discounts influence consumer behavior, and use this to adjust their promotional strategies mid-campaign.

◆ **Pepperfry**

- » Focuses on re-engaging new users through daily deals and discount offers.
- » Loyalty programs are being developed to offer early access and extra perks for high-spending customers.
- » Monitors conversion rates, repeat purchases, and the success of promotional strategies, particularly their “Rupee 1 deal”, which is key to driving engagement even after the festive season.
- » Tracks repeat customer rates, conversion rates from email campaigns, and the effectiveness of daily deals like the “What the Fry” deals under ₹299.



Keep tabs on category-specific performance during festive periods, as well as customer engagement metrics like repeat purchase rates for baby essentials.

Sonal Vijan

*Manager - Retention Marketing & Alliances,
Pepperfry*

From marketers to marketers.

The people we spoke to passed on some pearls of wisdom for festive campaigns in India.

KNOW YOUR AUDIENCE

SET REALISTIC EXPECTATIONS

USE SIMPLE BUT MEMORABLE
CAMPAIGN NAMES

DEFINE CLEAR OBJECTIVES

OPTIMIZE OPERATIONAL EFFICIENCY

KNOW YOUR NUMBERS

EMOTIONS DRIVE SALES

GO BEYOND DISCOUNTS

KNOW YOUR NUMBERS

GO BEYOND CONVENTIONAL CHANNELS
TO THIRD-PARTY MARKETPLACES

MONITOR COMPETITORS

FOCUS ON PERSONALIZATION

PLAN AT LEAST
2 MONTHS IN ADVANCE

TRENDS CAN BE A
DOUBLE EDGED SWORD

CONSIDER BUNDLING OFFERS

Should
you run
festive
campaigns?

06

All said and done, let me answer this very important question. Is a festive sale a strategically appropriate decision for your business?

If you wish to attract users, drive more sales, are sitting on a lot of inventory that you wish to get rid of or simply spike your bottom-line numbers, then you definitely should.

A successful festive sale can help you create exposure, grow your user list, and make you money.

Yes, it's a thing! If you run too many promotions back-to-back, you may inevitably end up training your customers to ignore your promotions and kill the sense of urgency you are trying to create.



Space your sales throughout the year with substantial gaps to avoid flash sale fatigue.

Yes, it's a thing! If you run too many promotions back-to-back, you may inevitably end up training your customers to ignore your promotions and kill the sense of urgency you are trying to create.

That's why some platforms that run 'daily deals' start strong but lose customers over time. Also, more customers start waiting for such flash sales and procrastinate their decisions to purchase from you. This essentially brings your business back to square one!

WebEngage can organize your data, craft individualized campaigns, automate most parts of your communication cycle and do the heavy lifting for you.

Have a great festive season.

About WebEngage

WebEngage is a new-age Retention Operating System – a single suite for marketers and product managers to store user data and provide actionable insights. By orchestrating omnichannel campaigns and leveraging user insights, WebEngage provides a hyper- personalized end-user experience to brands across industries. The platform helps brands drive revenue from customers and anonymous users across twelve communication channels.

WebEngage goes above and beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide, working across several industries like e-commerce/D2C, retail, edtech, BFSI, media & entertainment, gaming, healthcare, and travel & hospitality. We have grown 800+ global brands the likes of which include marquee brands like HUL, Adani, Reliance, Sony, Myntra, Akasa Air, Goibibo, Bajaj Finserv, Unacademy, ALT Balaji, Bira, MakeMyTrip, Zivame, and Firstcry among others.



CONTRIBUTORS
