

The Customer Engagement Trends Report 2021



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01

INTRODUCTION



The Rise of Digital Engagement 2021: Trends & Insights report by WebEngage unlocks access to crucial insights about omni-channel user engagement for consumer businesses to deliver an exceptional customer experience in 2021.

The report analyzes volume and engagement data from the year 2020 across nine industries and seven channels to uncover actionable insights that help your brand craft a digital-first engagement strategy.

About WebEngage

WebEngage is a marketing automation and customer data platform that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs.

WebEngage helps brands revolutionize their user retention strategy serving as a 'Retention Operating System'. Global brands like Unilever, Myntra, Souq, Extra Stores, PFI Mega Life, L'Occitane, Unacademy, and Intuit trust WebEngage with their user engagement needs.



02

UNDERSTANDING THE IMPACT OF THE PANDEMIC



The year 2020 was marked by the spread of the COVID-19 pandemic that spread throughout the world, quickly turning into humankind's greatest healthcare crisis. Businesses had the unenviable task of navigating a crisis of enormous proportions as the pandemic disrupted supply chains and consumer spending went down.

Brands responded by adapting to a consumer-first strategy to keep users engaged. The pandemic has created a paradigm shift, triggering a massive increase in the adoption of digital solutions.

- In 2020, E-Commerce was responsible for 17% of global retail trade, compared to 14% in 2019.
- In July 2020, the average share of digital customer interactions was 58% globally, a marked increase from 36% in December 2020.
- The percentage of digital products and services stood at 55% in July 2020 compared to 35% in December 2020 - a marked 20% increase in 6 months!

The report uncovers a crucial insight. As businesses start to recover from COVID-19, digital engagement has increased massively, becoming a key growth enabler for brands.

Across different industries, message volumes and engagement have continued to rise as brands navigate the 'pandemic phase' and enter the 'resurgence phase.' In the trends section of the report, we will find out what this looks like with a channel and industry-specific focus.



Business Impact

COVID19 fast-tracked the digital adoption timelines for businesses from years to months.

- For brands looking to connect with consumers at a difficult time, 'Empathy' emerged as a prominent and relevant communication theme.
- Brands increasingly moved to humanized communication with a laser-sharp focus on customer centricity & experience.
- Brands prioritized educational campaigns to inform their customers about navigating the pandemic with a focus on customer wellness.



"The OTT space saw a massive increase in demand. Netflix reported **16 million new subscribers** within a month of lockdown. Brands started posting DIY videos, Edtech companies published effective content incessantly, and the online gaming industry innovated offers, curated educational videos to attract users.



The World Travel and Tourism Council reported a **2.1 Trillion dollar revenue loss**. An estimated dent of **35% in Retail revenues** for the fashion industry demanded action. A loss of 63.4 million jobs in the Hospitality Industry in APAC echoed a need to think, adapt, and explore new avenues for revenue to stay afloat.

How Businesses Reacted?



Hyperlocal Growth

Local grocery outlets and mom-and-pop stores witnessed a 40-50% increase in business. According to EY's Sentiments Of India survey, 79% of retailers in non-metros and 50% in metros reported a spike in new customers during the lockdown.

Rise of new Categories

Brands responded to consumer demand triggered by the pandemic, with a meteoric rise in demand for products like face masks, vegetable and fruit cleaners, UV disinfection systems, PPE Kits.



Rapid Digital Transformation

Businesses reacted to COVID19 by aggressively adopting digital solutions and prioritizing their online operations. Online grocery shopping, digital bill payments became standard practice.

The emergence of D2C (Direct To Consumer) as a channel

COVID19 prompted a knee-jerk reaction from brands due to a supply chain disruption. Serving customers digitally via an app/website gave brands a direct consumer connection to start business safely.



Consumer Impact



Evolution of purchase behaviors

Consumer purchase patterns revolved around essential commodities with a marked reduction in discretionary spending.

A new-found love for local

Consumers turned to their local stores to fulfill essential needs, which has extended to buying locally sourced, organic products from smaller, fragmented players.



Increase in demand for digital products & services

The majority of the countries saw that more than 50% of people chose to buy online and a wide range of categories.



Change in outlook towards travel

There was a sharp decline in leisure travel due to the pandemic. The first ten months of 2020 cost the industry \$935 Billion.



Increased focus on health & safety

Due to the pandemic, consumers have shown an increase in adopting healthier lifestyle trends, and health and wellness categories have become more popular.



03

THE STATE OF CONSUMER ENGAGEMENT



We bring business trends (message volumes) and consumer trends (engagement volumes) across nine industries and seven channels to find out how businesses reacted in 2020, what were the most preferred channels, which industries increased message volumes, what are the best engagement times across geographies, and so on.

We've analyzed data through the course of 2020 across multiple geographies and industries, like:

85+

Million daily
active users

300+

Million **messages**
sent every day

850+

Million daily
events

Looking through a billion data points, we have come across a common trend across most industries → **Digital communication has risen steadily, both in terms of volume and engagement. The pandemic impacted businesses in AMJ, but they went on to surpass pre-covid levels of brand communication and customer engagement by the end of 2020.**



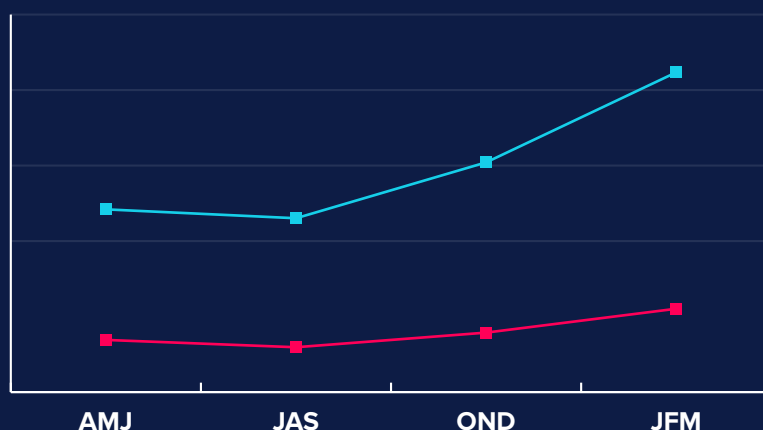
Business Trend

(message volumes)

v/s

Consumer Trend

(engagement volumes)



Quarter on Quarter growth

Message Volumes

AMJ: 5%↓, JAS: 30%↑, OND: 40%↑

Engagement Volumes

AMJ: 15%↓, JAS: 32%↑, OND: 41%↑

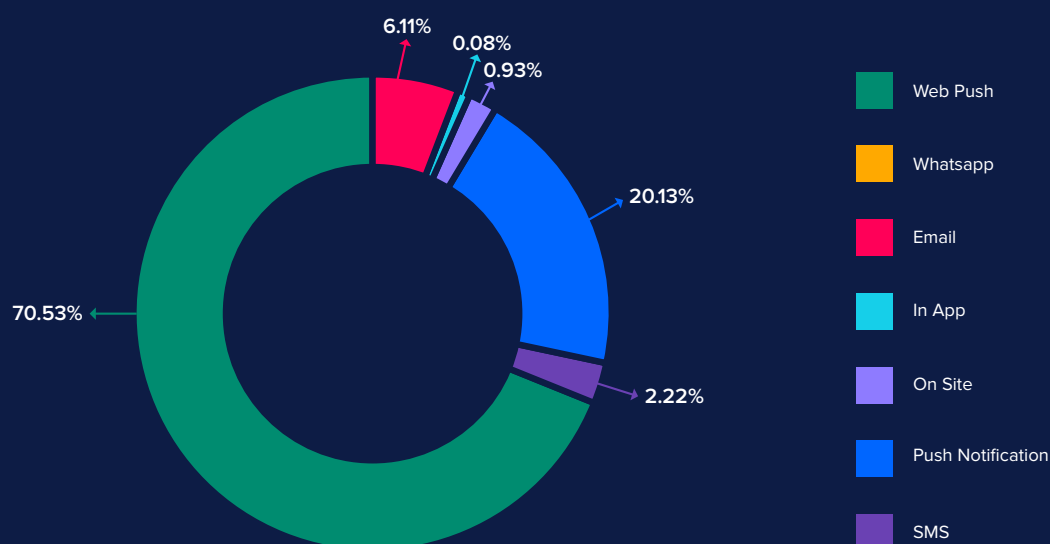
- Businesses around the globe stumbled as the viral pandemic emerged at the end of JFM.
- Market volatility in AMJ led to an overall business decline, as seen in the brands' efforts (message volumes) and users' response (engagement volumes).
- In the JAS quarter, marketers understood and adapted to The New Normal to grow their businesses.
- OND can be called the period of resurgence for almost the entire consumer market as the efforts for user engagement saw a massive upturn.

Channel Adoption Trends Across Industries

Here, you'll see which channel they preferred the most and the business (message volumes) and consumer (engagement volumes) trends for each channel individually.

E-Commerce

Top Channels



- Emails constitute **6.11%** of all communication messages sent.
- Mobile Push and Web Push Notifications together add up to **90.65%** of all communication messages sent.

Channel-wise Trends

Email

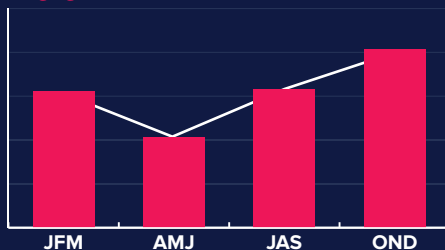
Volume



Quarter on Quarter Growth:

AMJ: 32%↓ , JAS: 43%↑ , OND: 56%↑

Engagement

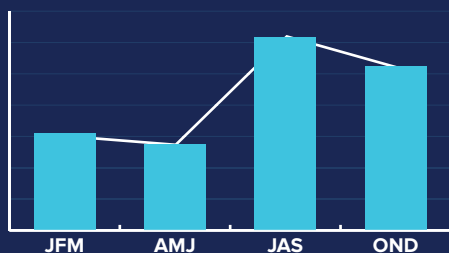


Quarter on Quarter Growth:

AMJ: 34%↓ , JAS: 53%↑ , OND: 29%↑

In-app Notifications

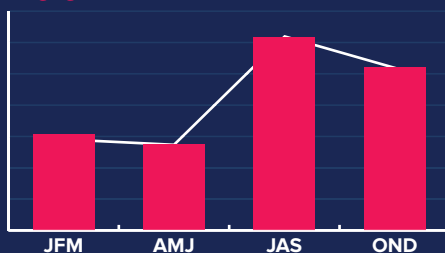
Volume



Quarter on Quarter Growth:

AMJ: 11%↑ , JAS: 125%↑ , OND: 15%↓

Engagement



Quarter on Quarter Growth:

AMJ: 11%↑ , JAS: 125%↑ , OND: 16%↓

On-site Notifications

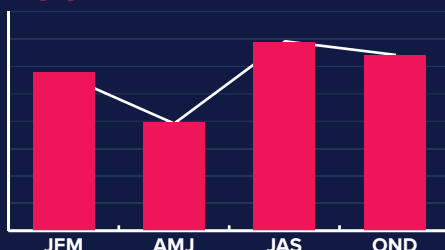
Volume



Quarter on Quarter Growth:

AMJ: 32%↓ , JAS: 73%↑ , OND: 7%↓

Engagement



Quarter on Quarter Growth:

AMJ: 32%↓ , JAS: 74%↑ , OND: 7%↓

Push Notifications

Volume



Quarter on Quarter Growth:

AMJ: 1%↑ , JAS: 30%↑ , OND: 11%↑

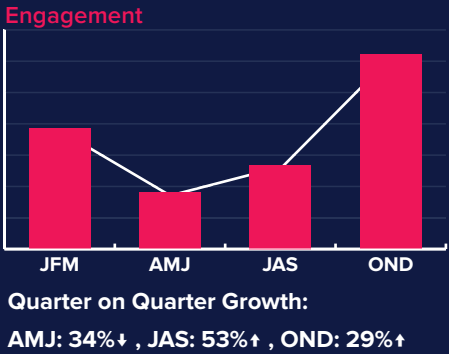
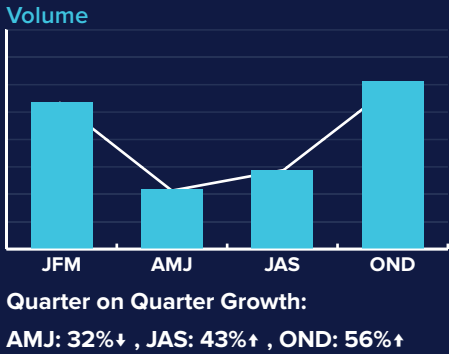
Engagement



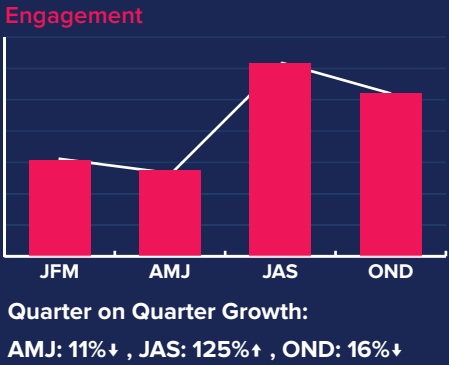
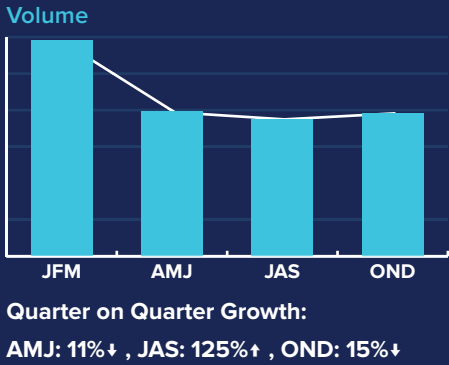
Quarter on Quarter Growth:

AMJ: 0% , JAS: 42%↑ , OND: 14%↑

SMS



Web Push Notifications

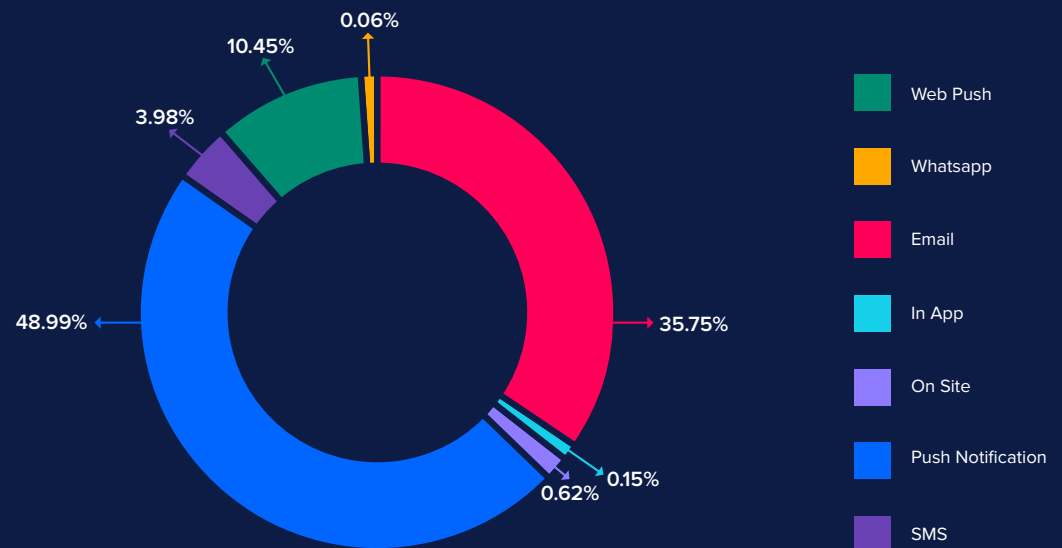


E-Commerce Trends Summary

- Email, In-app, On-site, and SMS saw a significant dip in AMJ, but they emerged back to the pre-covid levels in JAS and OND.
- E-commerce relied on Push Notifications to maintain app traffic in AMJ and successfully raised channel engagement by 42% in JAS.
- Web-push saw a 69% drop in user engagement from JFM to OND.

Ed-Tech

Top Channels



- Emails constitute **35.75%** of all communication messages sent.
- Push Notifications and Web Push Notifications together add up to **59.44%** of all communication messages sent.

Channel-wise Trends

Email

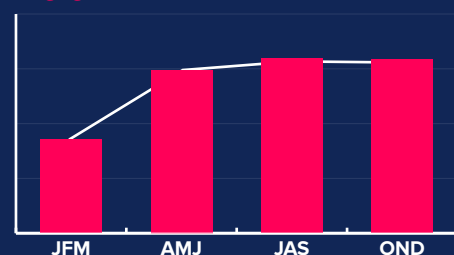
Volume



Quarter on Quarter Growth:

AMJ: 21%↑, JAS: 50%↓, OND: 19%↑

Engagement



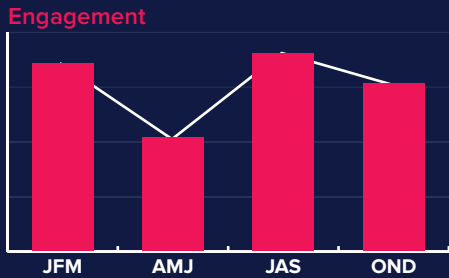
Quarter on Quarter Growth:

AMJ: 74%↑, JAS: 7%↓, OND: 0%

In-app Notifications

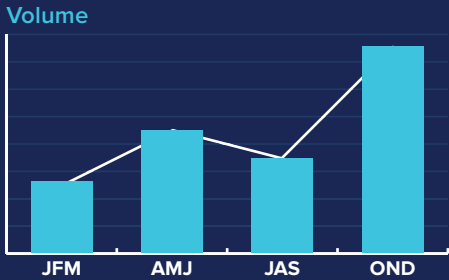


Quarter on Quarter Growth:
AMJ: 39%↑ , JAS: 86%↑ , OND: 15%↑

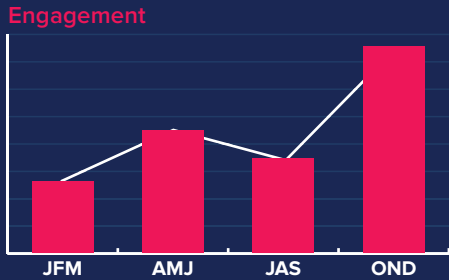


Quarter on Quarter Growth:
AMJ: 39%↑ , JAS: 74%↑ , OND: 15%↑

On-site Notifications



Quarter on Quarter Growth:
AMJ: 71%↑ , JAS: 23%↑ , OND: 118%↑

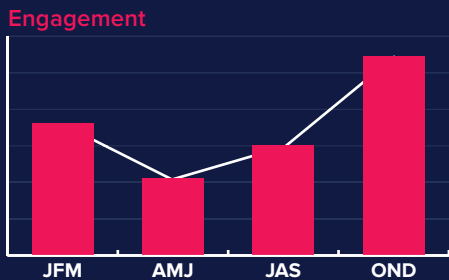


Quarter on Quarter Growth:
AMJ: 71%↑ , JAS: 23%↑ , OND: 118%↑

Push Notifications

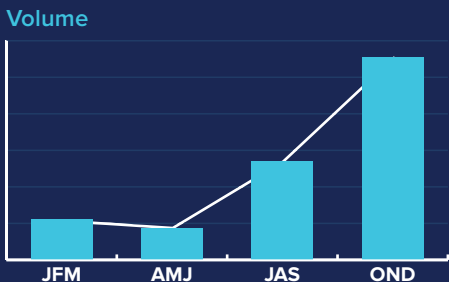


Quarter on Quarter Growth:
AMJ: 41%↑ , JAS: 67%↑ , OND: 77%↑

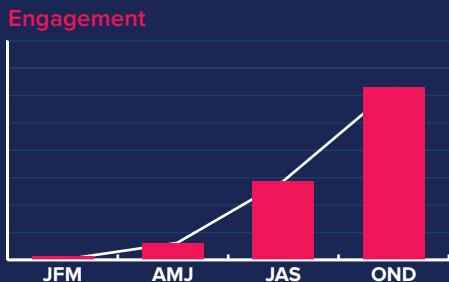


Quarter on Quarter Growth:
AMJ: 41%↑ , JAS: 43%↑ , OND: 80%↑

SMS

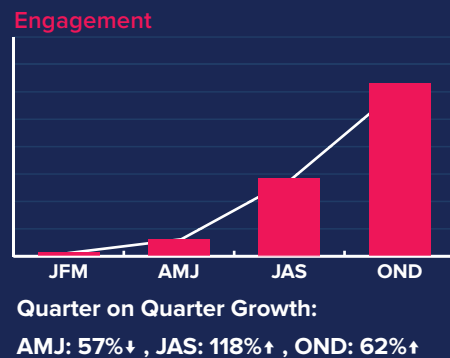
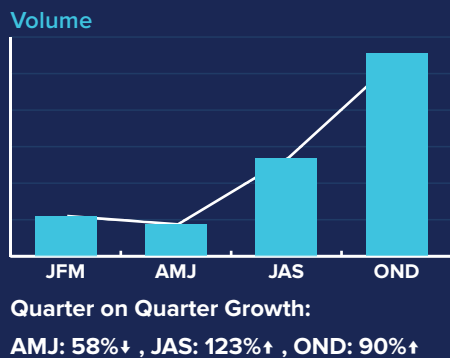


Quarter on Quarter Growth:
AMJ: 21%↑ , JAS: 209%↑ , OND: 106%↑



Quarter on Quarter Growth:
AMJ: 388%↑ , JAS: 361%↑ , OND: 121%↑

Web Push Notifications

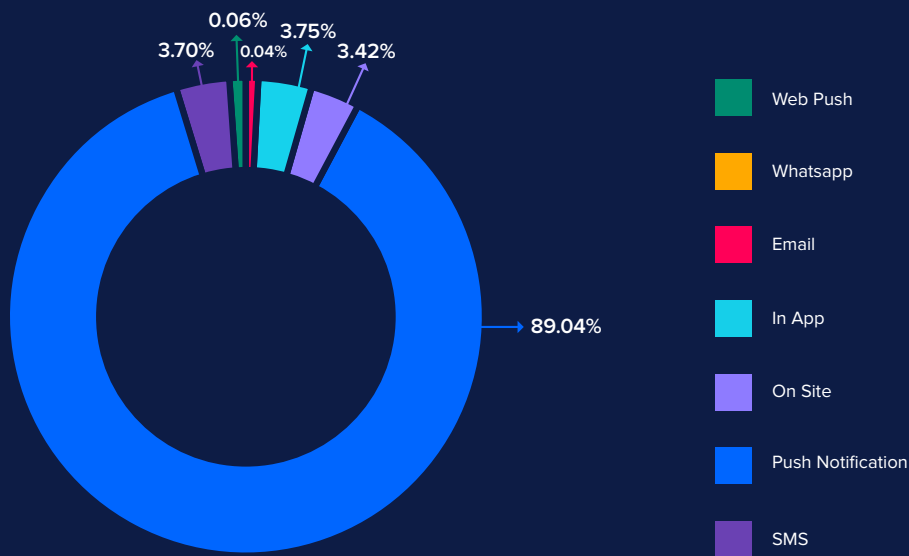


Edtech Trends Summary

- The Edtech industry increased the usage of Email and On-site Notification by 21% & 71%, respectively.
- It witnessed a 49x increase in SMS engagement from JFM to OND, showing presumably a massive spike in user transactions.
- In-app usage, however, showed a volatile trend equalizing to the pre-covid levels by the end of the year.

Healthcare

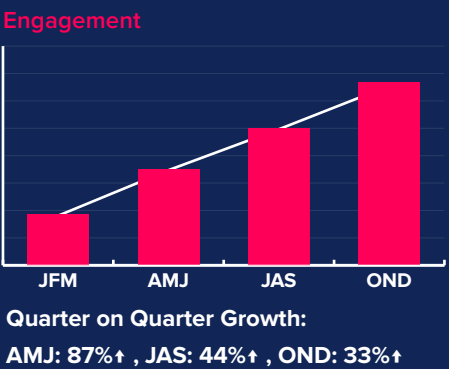
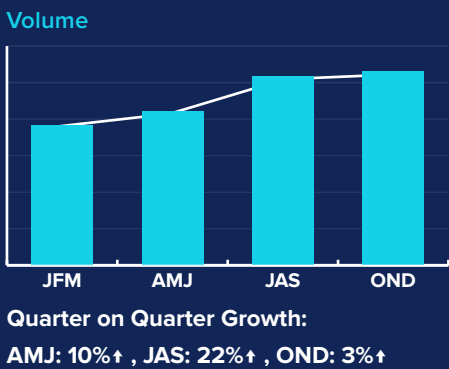
Top Channels



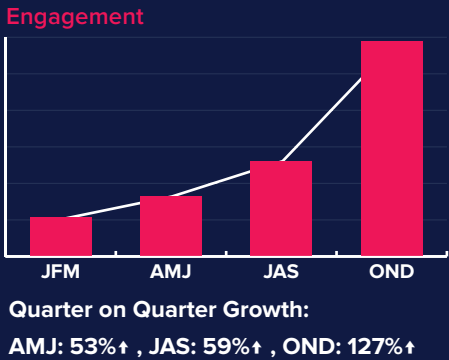
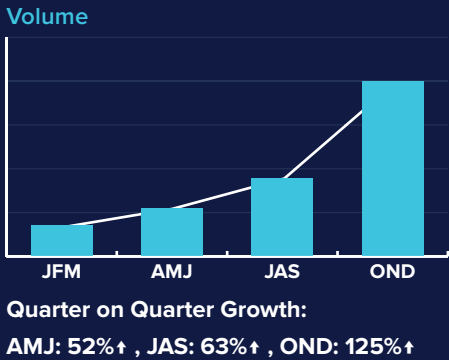
- Emails constitute **0.04%** of all communication messages sent.
- Push Notifications and Web Push Notifications together add up to **89.10%** of all communication messages sent.

Channel-wise Trends

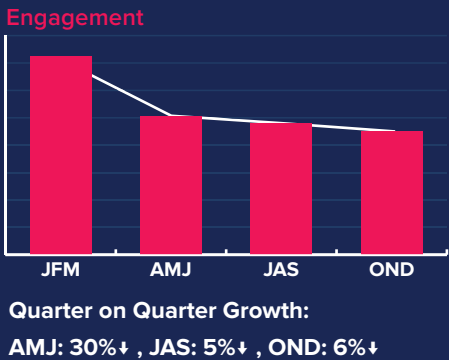
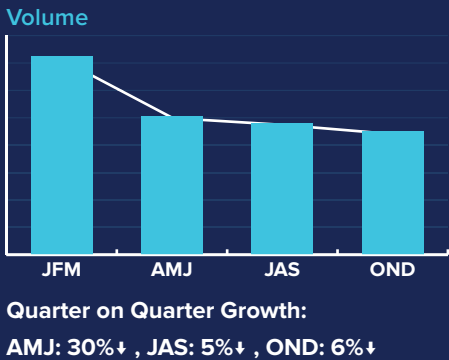
Email



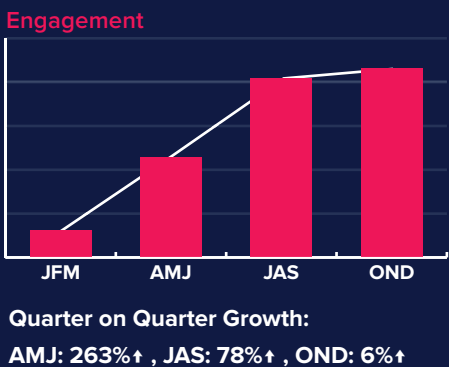
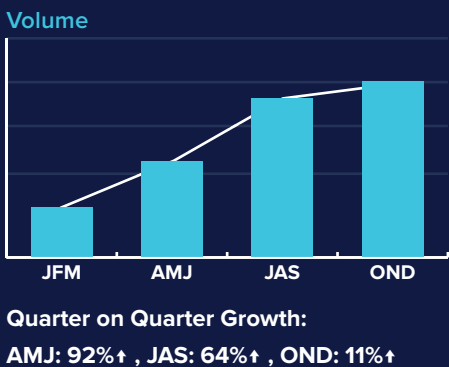
In-app Notifications



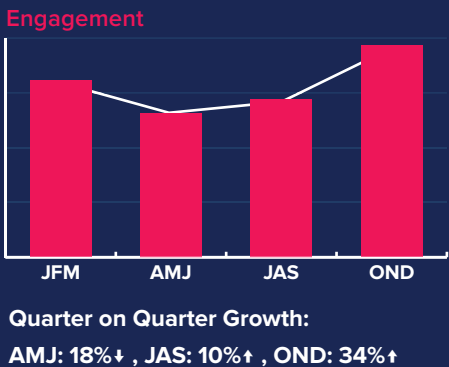
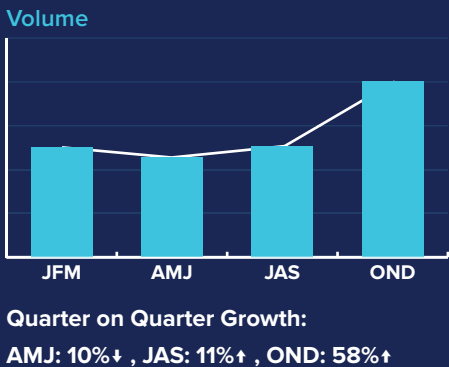
On-site Notifications



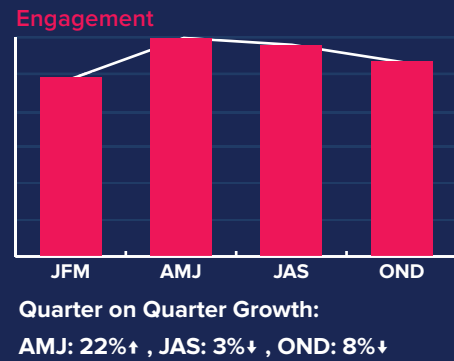
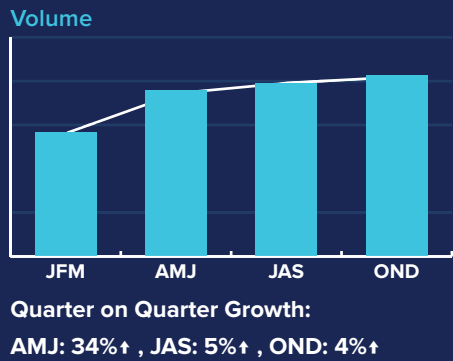
Push Notifications



SMS



Web Push Notifications

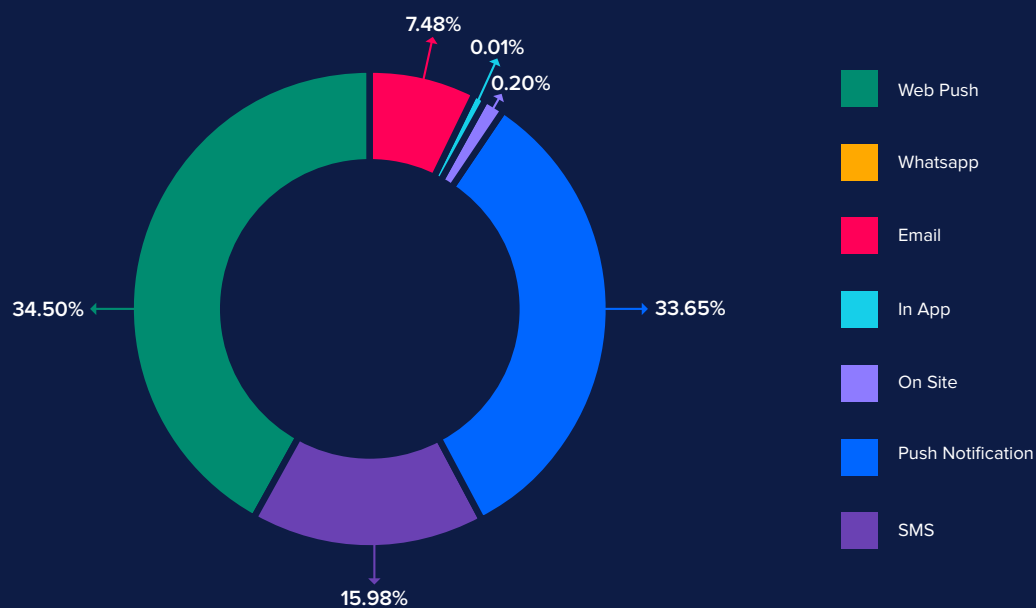


Healthcare Trends Summary

- The Healthcare industry saw a massive increase in user engagement with a 3.6x rise in Email, 6.8x rise in Push Notifications, and 5.5x rise in In-app Notifications from JFM to OND.
- On-site channel, however, saw an overall decline in its usage and engagement by 38% from JFM to OND.
- SMS saw a slight dip in usage in AMJ but further rose to 157% of JFM by the end of the year.

Media and Entertainment

Top Channels

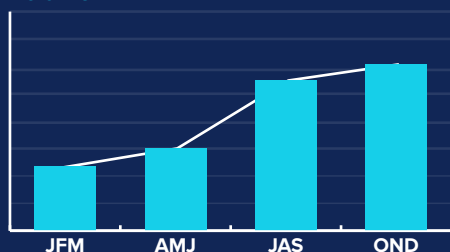


- Emails constitute **7.48%** of all communication messages sent.
- Push Notifications and Web Push Notifications together add up to **76.34%** of all communication messages sent.

Channel-wise Trends

Email

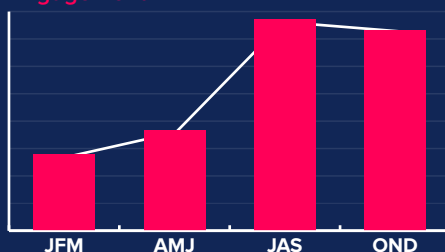
Volume



Quarter on Quarter Growth:

AMJ: 28%↑, JAS: 83%↑, OND: 11%↑

Engagement

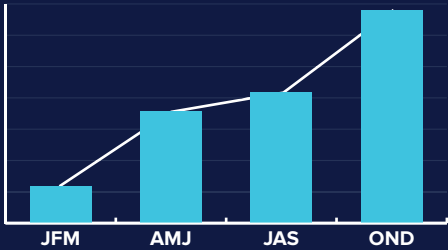


Quarter on Quarter Growth:

AMJ: 87%↑, JAS: 44%↑, OND: 33%↑

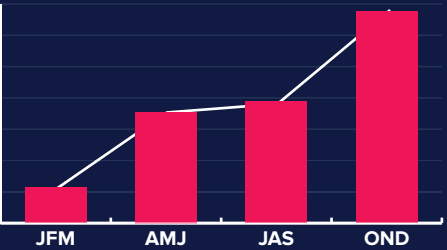
In-app Notifications

Volume



Quarter on Quarter Growth:
AMJ: 204%↑ , JAS: 17%↑ , OND: 63%↑

Engagement



Quarter on Quarter Growth:
AMJ: 210%↑ , JAS: 10%↑ , OND: 74%↑

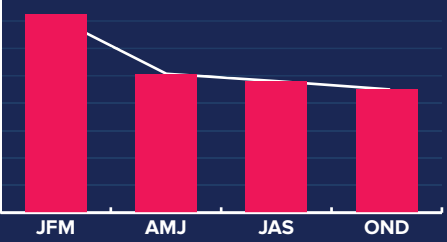
On-site Notifications

Volume



Quarter on Quarter Growth:
AMJ: 40%↑ , JAS: 32%↑ , OND: 36%↑

Engagement



Quarter on Quarter Growth:
AMJ: 40%↑ , JAS: 32%↑ , OND: 36%↑

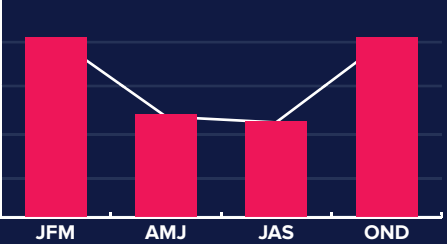
Push Notifications

Volume



Quarter on Quarter Growth:
AMJ: 28%↑ , JAS: 10%↑ , OND: 61%↑

Engagement



Quarter on Quarter Growth:
AMJ: 43%↑ , JAS: 6%↑ , OND: 86%↑

SMS

Volume



Quarter on Quarter Growth:
AMJ: 30%↑ , JAS: 23%↑ , OND: 10%↑

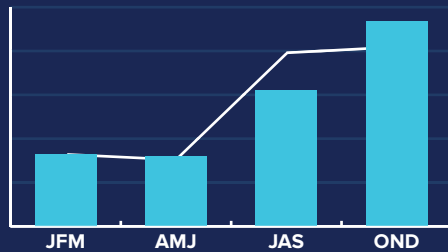
Engagement



Quarter on Quarter Growth:
AMJ: 86%↑ , JAS: 112%↑ , OND: 81%↑

Web Push Notifications

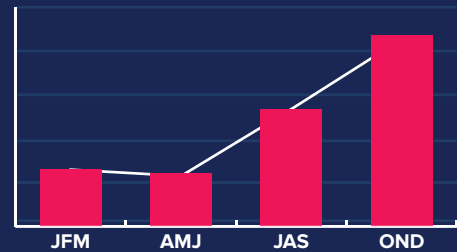
Volume



Quarter on Quarter Growth:

AMJ: 3%↓, JAS: 94%↑, OND: 51%↑

Engagement



Quarter on Quarter Growth:

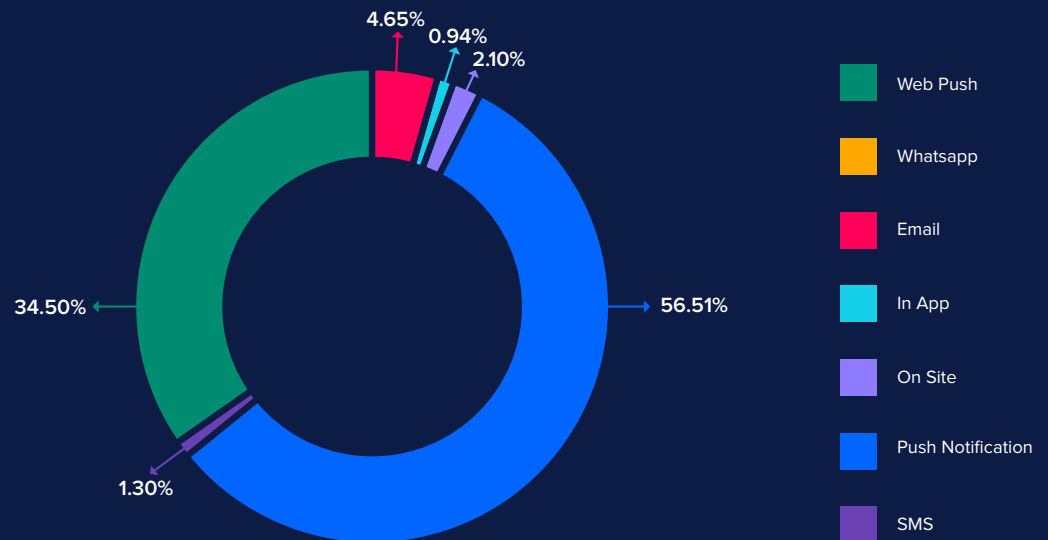
AMJ: 8%↓, JAS: 122%↑, OND: 63%↑

Media and Entertainment Trends Summary

- The Media and Entertainment Industry witnessed a jump in channel usage with 2.6x rise in Email, 5.9x rise in In-app Notifications, and 2.8x rise in Web-push Notifications from JFM to OND.
- SMS engagement dropped by 86% from JFM to AMJ as conversions dipped post lockdowns.
- SMS, Push, and On-site channels saw an initial drop in usage in AMJ, but they surged back by OND.

Travel & Hospitality

Top Channels



- Emails constitute **4.65%** of all communication messages sent.
- Push Notifications and Web Push Notifications together add up to **91.10%** of all communication messages sent.

Channel-wise Trends

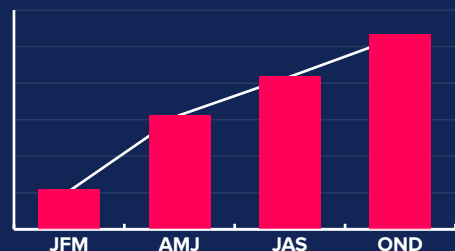
Email

Volume



Quarter on Quarter Growth:
AMJ: 84%↑, JAS: 76%↑, OND: 52%↑

Engagement



Quarter on Quarter Growth:
AMJ: 184%↑, JAS: 34%↑, OND: 28%↑

In-app Notifications

Volume



Quarter on Quarter Growth:
AMJ: 17%↑ , JAS: 11%↑ , OND: 56%↑

Engagement



Quarter on Quarter Growth:
AMJ: 14%↑ , JAS: 8%↑ , OND: 0%

On-site Notifications

Volume



Quarter on Quarter Growth:
AMJ: 60%↓ , JAS: 59%↑ , OND: 3%↑

Engagement



Quarter on Quarter Growth:
AMJ: 60%↓ , JAS: 59%↑ , OND: 3%↑

Push Notifications

Volume



Quarter on Quarter Growth:
AMJ: 181%↑ , JAS: 15%↑ , OND: 36%↑

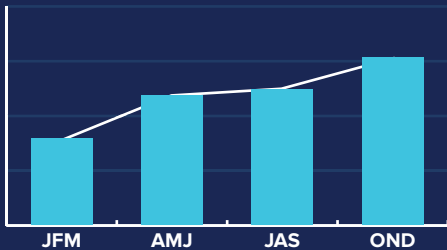
Engagement



Quarter on Quarter Growth:
AMJ: 85%↑ , JAS: 17%↑ , OND: 38%↑

SMS

Volume



Quarter on Quarter Growth:
AMJ: 49%↑ , JAS: 5%↑ , OND: 23%↑

Engagement



Quarter on Quarter Growth:
AMJ: 48%↑ , JAS: 38%↑ , OND: 15%↑

Web Push Notifications

Volume



Quarter on Quarter Growth:

AMJ: 14%↑ , JAS: 81%↑ , QND: 36%↑

Engagement



Quarter on Quarter Growth:

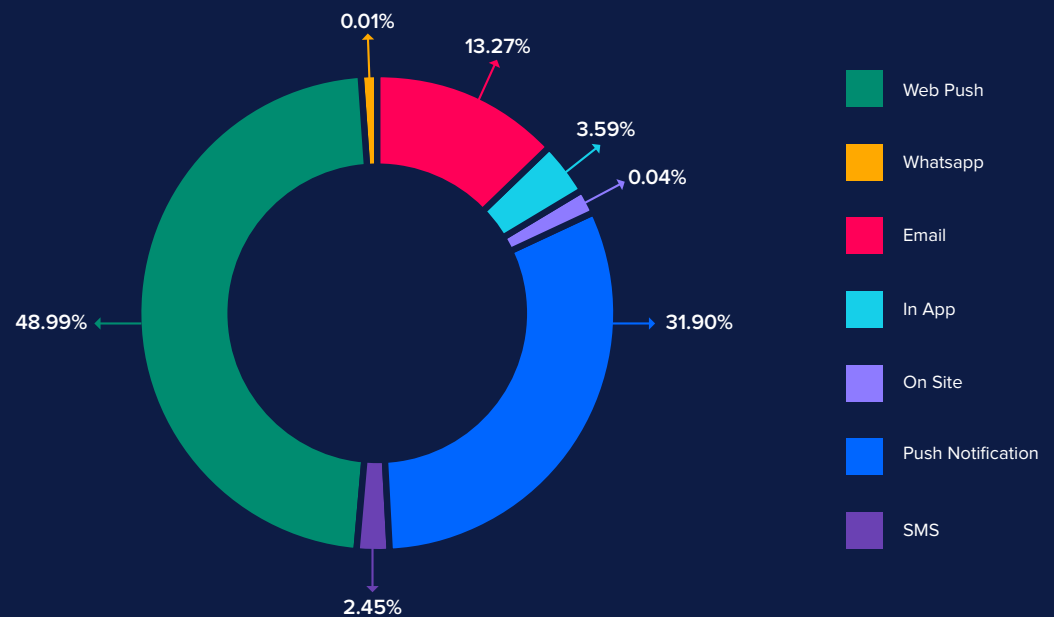
AMJ: 4%↑ , JAS: 79%↑ , QND: 45%↑

Travel & Hospitality Trends Summary:

- For the Travel & Hospitality, there was a spike in engagement with a 4.8x rise in Email, 2.1x rise in Push Notifications, and 2.3x rise in SMS from JFM to QND.
- Web-push saw a massive 91% decrease in user engagement from JFM to QND.
- On-site engagement dropped by 60% in AMJ in the wake of covid outbreak.

Financial Services

Top Channels



- Emails constitute **13.27%** of all communication messages sent.
- Push Notifications and Web Push Notifications together add up to **80.64%** of all communication messages sent.

Channel-wise Trends

Email

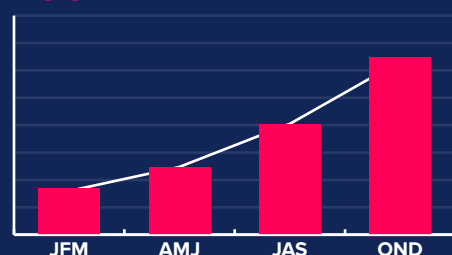
Volume



Quarter on Quarter Growth:

AMJ: 42%↑, JAS: 66%↑, OND: 80%↑

Engagement

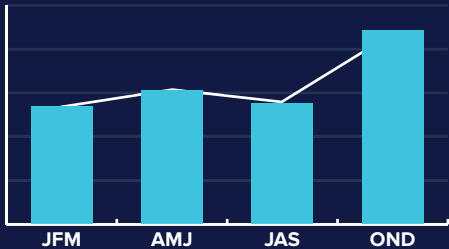


Quarter on Quarter Growth:

AMJ: 45%↑, JAS: 64%↑, OND: 60%↑

In-app Notifications

Volume



Quarter on Quarter Growth:
AMJ: 13%↑ , JAS: 9%↑ , OND: 60%↑

Engagement



Quarter on Quarter Growth:
AMJ: 9%↑ , JAS: 7%↑ , OND: 2%↑

On-site Notifications

Volume



Quarter on Quarter Growth:
AMJ: 35%↓ , JAS: 8%↑ , OND: 100%

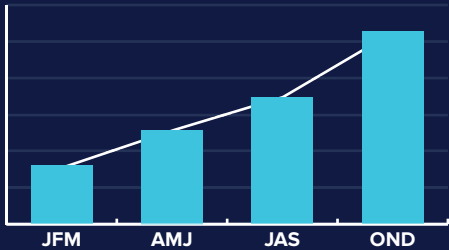
Engagement



Quarter on Quarter Growth:
AMJ: 35%↓ , JAS: 8%↑ , OND: 100%

Push Notifications

Volume



Quarter on Quarter Growth:
AMJ: 60%↑ , JAS: 34%↑ , OND: 52%↑

Engagement



Quarter on Quarter Growth:
AMJ: 64%↑ , JAS: 32%↑ , OND: 39%↑

SMS

Volume



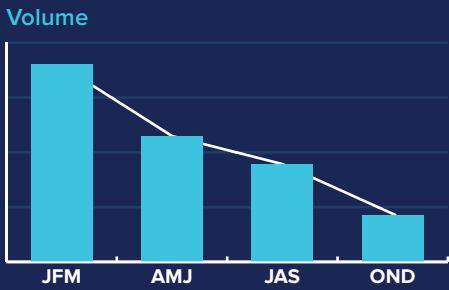
Quarter on Quarter Growth:
AMJ: 97%↑ , JAS: 46%↑ , OND: 92%↑

Engagement



Quarter on Quarter Growth:
AMJ: 33%↑ , JAS: 30%↑ , OND: 28%↑

Web Push Notifications



Quarter on Quarter Growth:
AMJ: 36%+ , JAS: 22%+ , OND: 52%+



Quarter on Quarter Growth:
AMJ: 48%+ , JAS: 42%+ , OND: 41%+

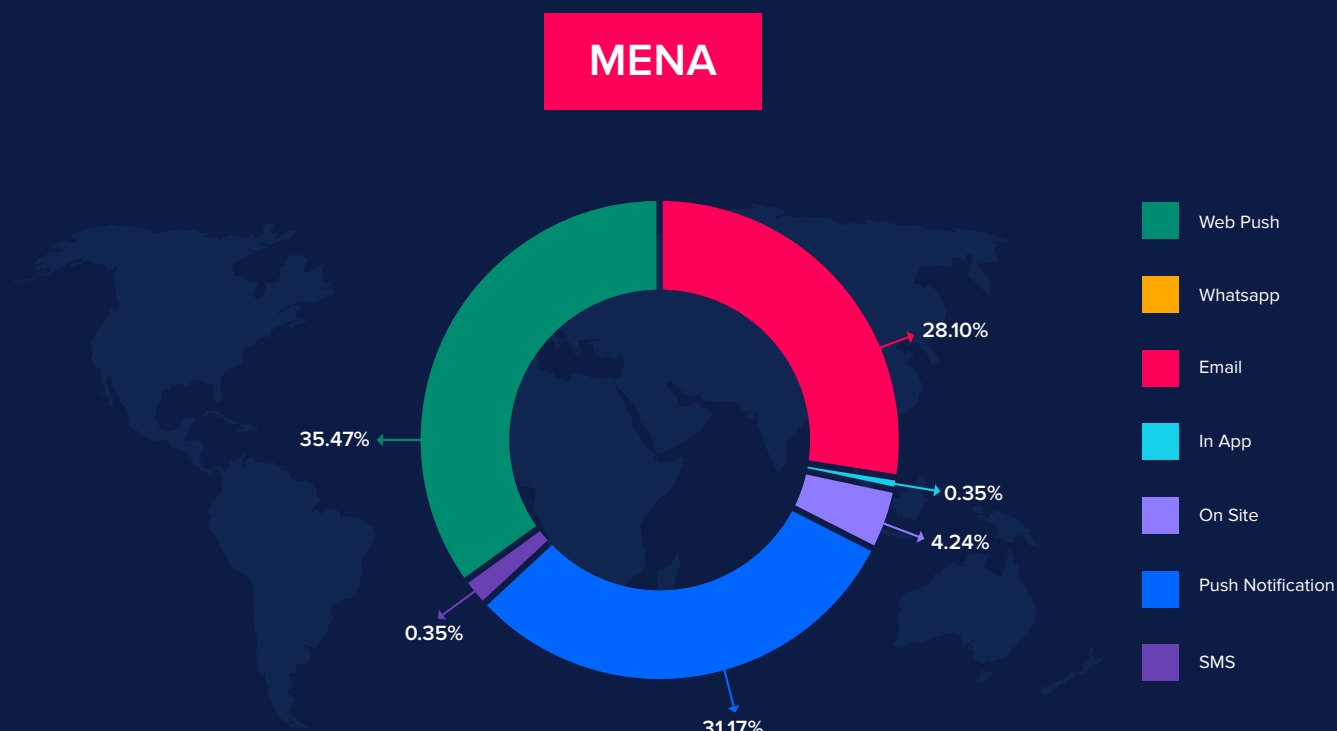
Financial Service Trends Summary

- The message volumes in the Financial Services space increased by 4.2x for Email and 3.2x for Push Notifications from JFM to OND.
- The Web-push channel saw a decline in user engagement by 82% from JFM to OND.
- The standout was the 97% spike in adoption volumes for SMS in AMJ.

Channel Adoption Trends Across Geographies

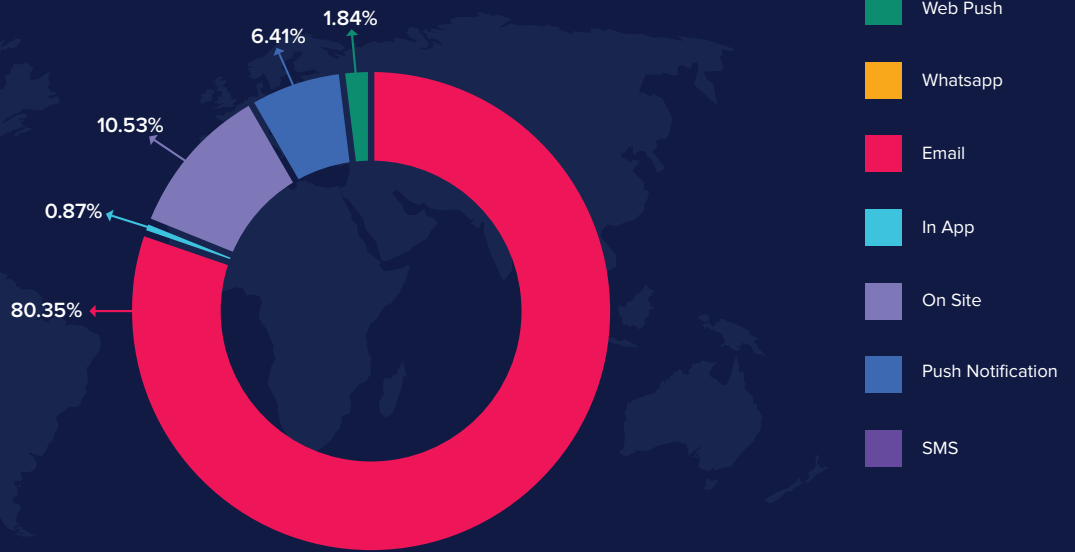
We studied several billion data points from our systems covering 7+ industries, representing 1000+ businesses - small, medium, and large. All of this, for 35 countries around the world.

Here is the **adoption share** of each channel for 2020



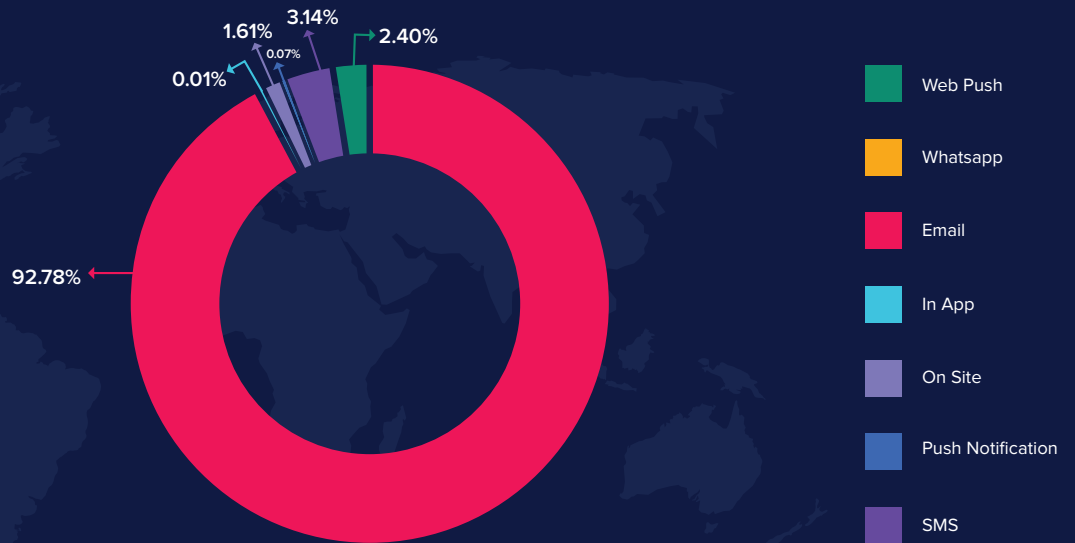
- Emails constitute **28.10%** of all communication messages sent.
- Push Notifications and Web Push Notifications together add up to **66.64%** of all communication messages sent.

Europe



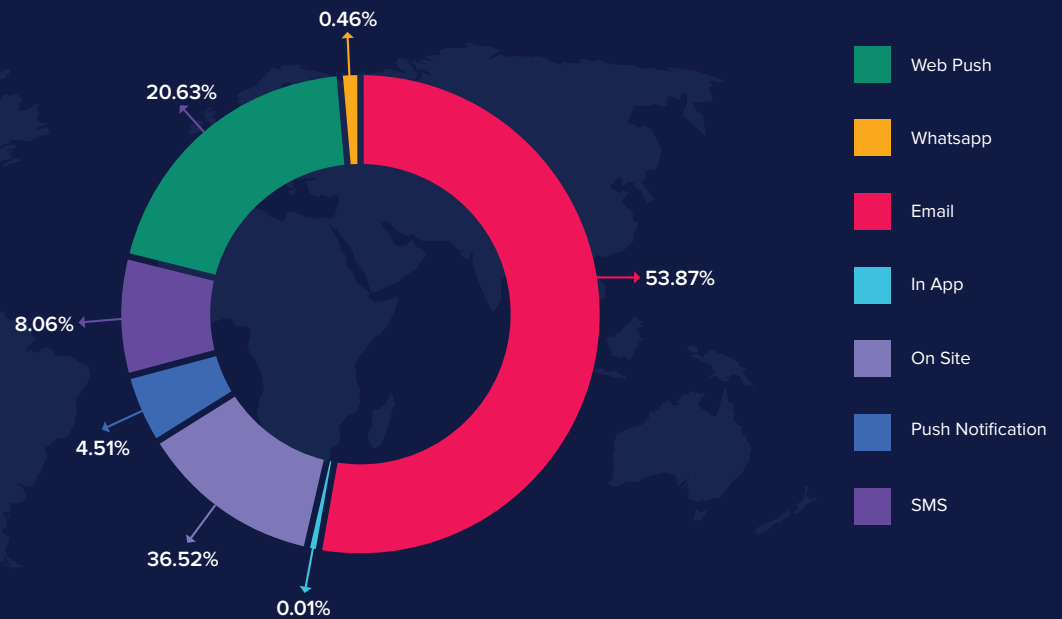
- Emails constitute **80.35%** of all communication messages sent.
- In-App and On-site Notifications form **11.40%** of all communication messages sent.

South America



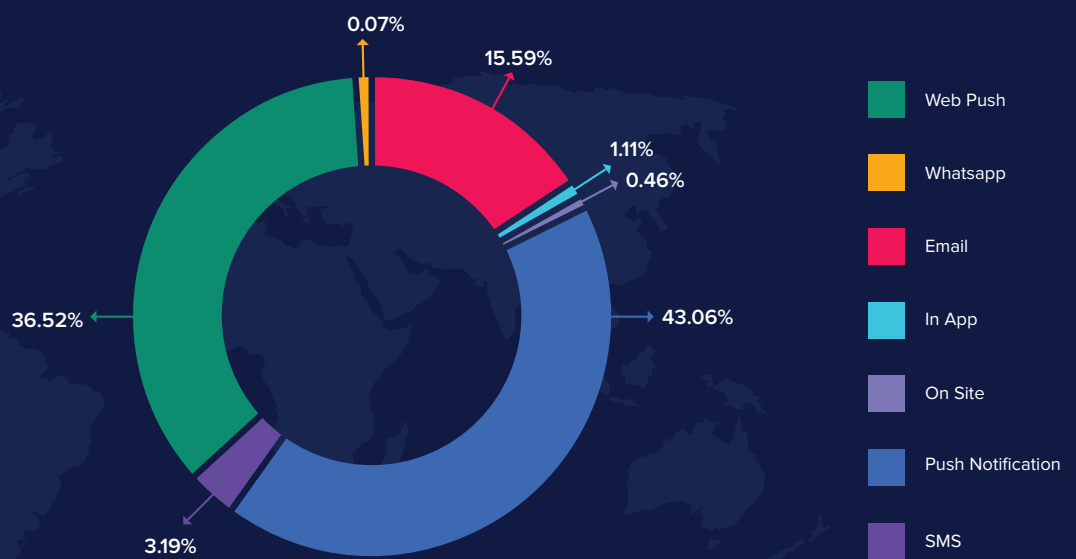
- Emails constitute **92.78%** of all communication messages sent.
- SMS forms **3.14%** of all communication messages sent.

North America



- Emails constitute **53.87%** of all communication messages sent.
- App Push Notifications and Web Push Notifications together add up to **25.14%** of all communication messages sent.

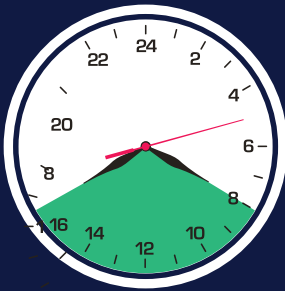
Asia



- Emails constitute **15.59%** of all communication messages sent.
- App Push Notifications and Web Push Notifications together add up to **79.59%** of all communication messages sent.

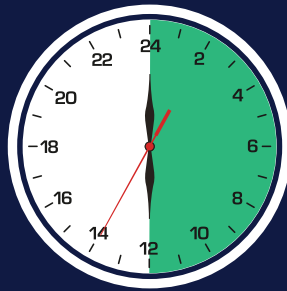
Best Time of the Day

The omnichannel approach is as important as knowing the right time to send out the designed communication. Every region has a unique set of trends that usually determines channel effectiveness. We have been able to sum this up for you based on the latest trends.



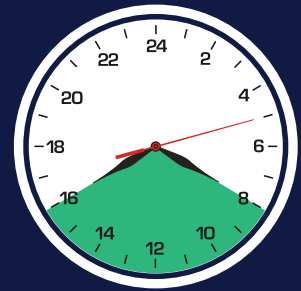
Asia

8am to 4pm



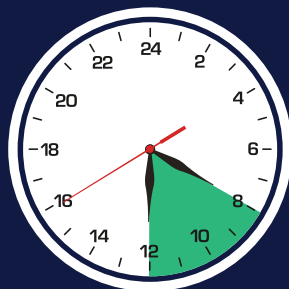
North America

12am to 12pm



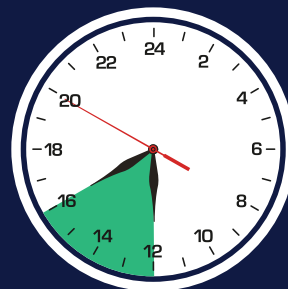
South America

8am to 4pm



Europe

8am to 12pm



**Middle East &
North Africa**

12am to 4pm

Why should brands prefer 'Dynamic Lifecycle Campaigns' over 'Standalone Campaigns'?

2.5x 

Conversion rate via
Emails

6x 

Conversion rate via
WhatsApp

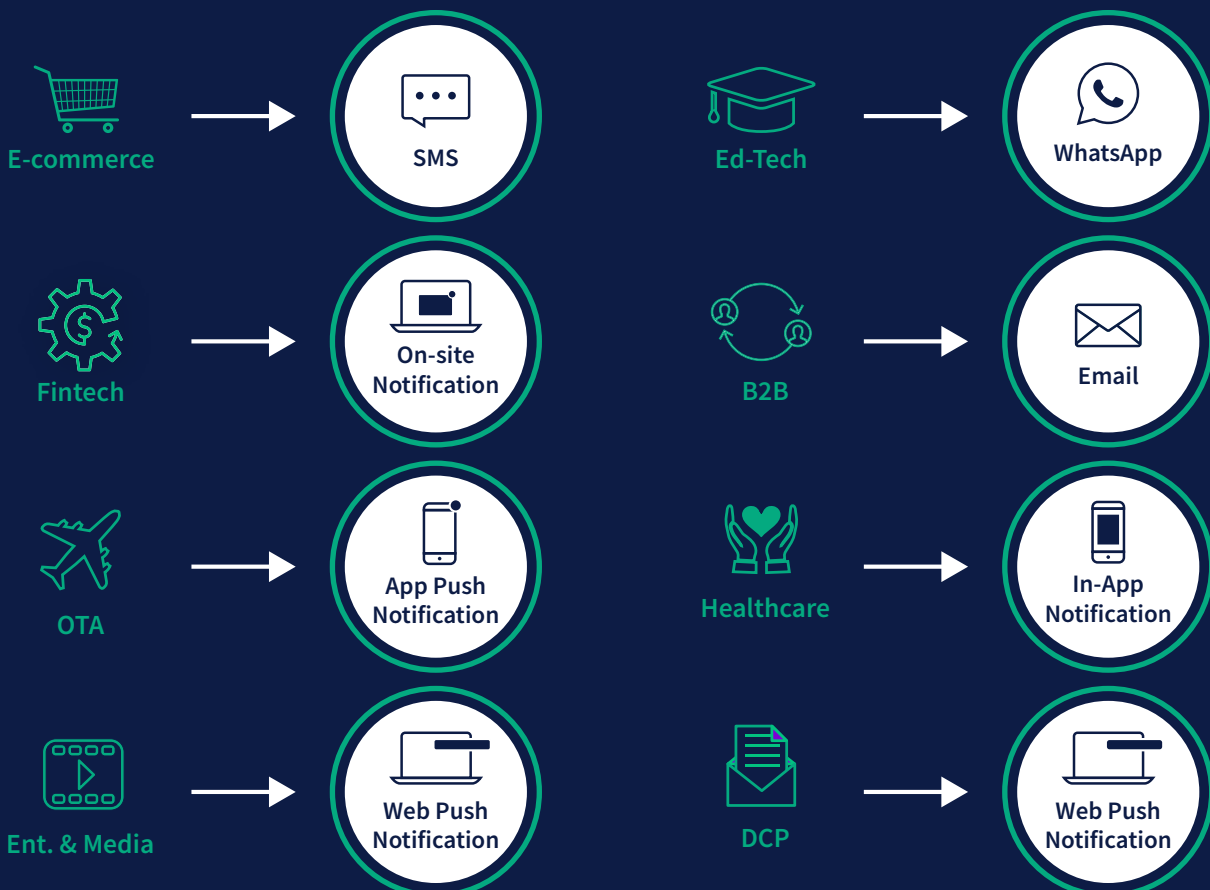
7.5x 

Conversion rate via
App Push Notifications

15x 

Conversion rate via
On-site Notifications

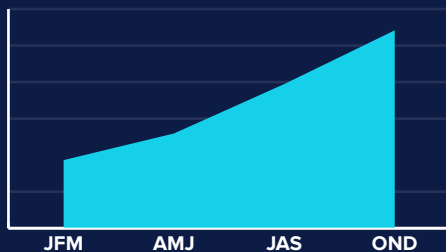
Which channels are brands increasingly focusing on to improve user engagement?



Overall Channel Performance

Email

Volume



Quarter on Quarter Growth:

AMJ: 39%↑, JAS: 52%↑, OND: 37%↑

Engagement



Quarter on Quarter Growth:

AMJ: 77%↑, JAS: 50%↑, OND: 18%↑

- Email saw a rise in its adoption by 2.9x and its engagement by 3.1x by the end of 2020.

In-app Notifications

Volume



Quarter on Quarter Growth:

AMJ: 14%↑, JAS: 13%↑, OND: 54%↑

Engagement

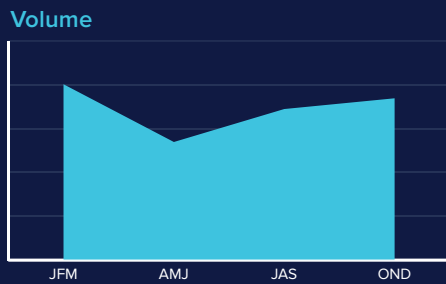


Quarter on Quarter Growth:

AMJ: 12%↑, JAS: 14%↑, OND: 32%↑

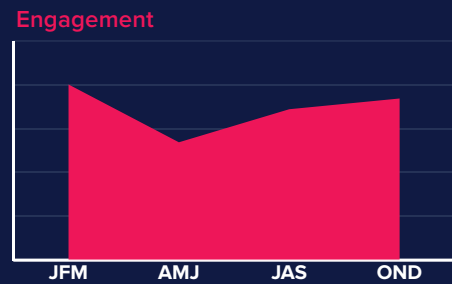
- In-app adoption doubled with a 1.7x increase in engagement throughout the year 2020.

On-site Notifications



Quarter on Quarter Growth:

AMJ: 33%↑, JAS: 28%↑, OND: 7%↑

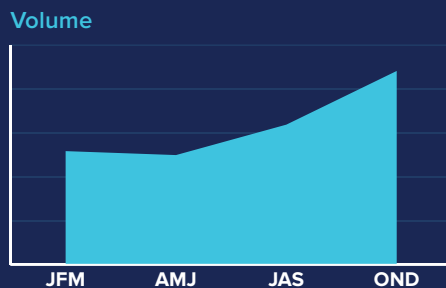


Quarter on Quarter Growth:

AMJ: 33%↑, JAS: 28%↑, OND: 7%↑

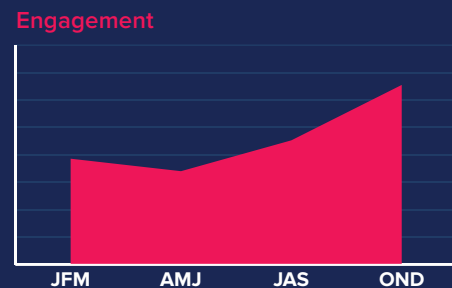
- On-site notifications dropped its adoption and engagement by 91% by the end of 2020.

Push Notification



Quarter on Quarter Growth:

AMJ: 3%↑, JAS: 28%↑, OND: 38%↑

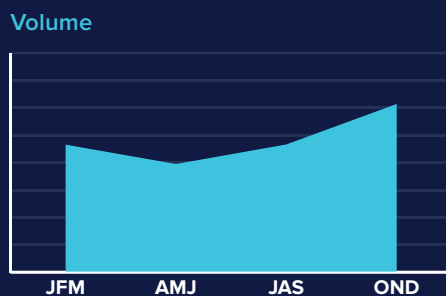


Quarter on Quarter Growth:

AMJ: 12%↑, JAS: 33%↑, OND: 45%↑

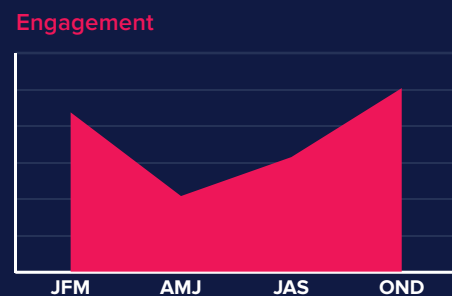
- Push Notifications saw a rise in its adoption and engagement by 1.7x by the end of 2020.

SMS



Quarter on Quarter Growth:

AMJ: 15%↑, JAS: 18%↑, OND: 32%↑



Quarter on Quarter Growth:

AMJ: 52%↑, JAS: 51%↑, OND: 60%↑

- SMS stood back to pre-covid levels with a 1.3x rise in adoption and a 1.2x rise in engagement by the end of the year.

Web Push Notification

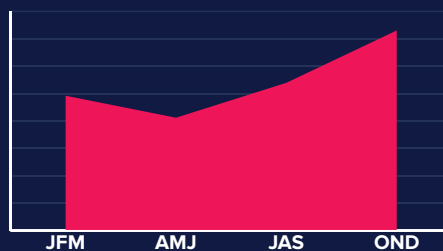
Volume



Quarter on Quarter Growth:

AMJ: 10%↑, JAS: 36%↑, OND: 41%↑

Engagement



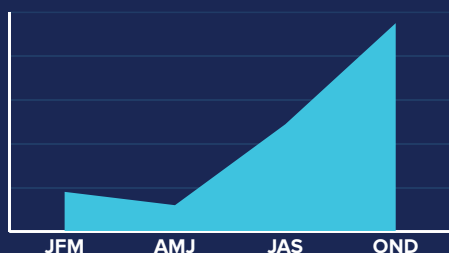
Quarter on Quarter Growth:

AMJ: 16%↑, JAS: 31%↑, OND: 35%↑

- Web-push Notifications raised its adoption by 1.7x and saw a 1.5x increase in engagement by the end of the year.

On-site Notifications

Volume



Quarter on Quarter Growth:

AMJ: 34%↑, JAS: 307%↑, OND: 94%↑

Engagement



Quarter on Quarter Growth:

AMJ: 62%↑, JAS: 330%↑, OND: 26%↑

- Whatsapp stood out with a whopping 5.2x increase in adoption and an 8.8x increase in engagement.

The industry-agnostic channel trends have shown overall growth in digital adoption and user engagement throughout the year. It is a vital depiction of multi-channel marketing's rapid adoption by consumer brands around the globe. The change is here to stay, and the trends will ring true in 2021 and beyond, making it crucial for brands to step up digital engagement.

04

SETTING SAIL FOR 2021 AND BEYOND



Engagement Best Practices



Step up digital engagement

Due to the pandemic, **71%** of customers spend more time online than earlier, which will continue in 2021. Ensure regular digital communication to ensure that your brand is present where your users are. Going silent may end up harming your brand value in the long run.



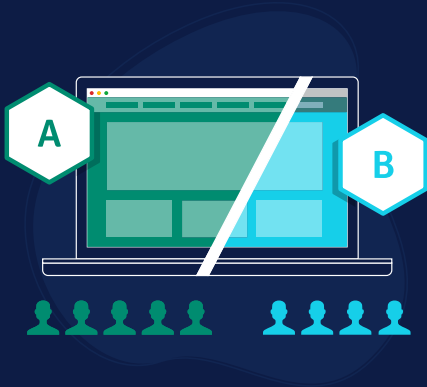
Educate your consumers

Google data points to a **65%** increase in search volume for videos with the keywords 'step by step' & 'for beginners.' Consumers are actively seeking more information. Enable your consumers with educational content and create more actionable value for them.



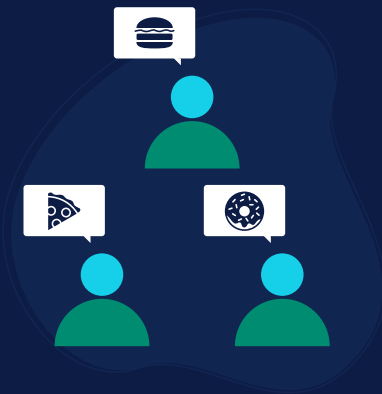
Focus on Retention

Forrester's 2021 predictions suggest a **30%** increase in spends on User Retention & Loyalty. Acquisition costs are up by almost **50%**, making it imperative for brands to focus on retention with intelligent engagement. User retention is a cost-effective growth strategy that creates long-term value for your brand.



Run A/B Testing Campaigns

Boost your campaign conversions by **300%** with the power of A/B testing campaigns. Create multiple campaigns with different copy and visuals and run them simultaneously to gauge impact. Choose the winning variant and watch your conversions improve dramatically.



Create Hyper-Personalized Experiences

65% of 'prosumers' (early adopters and trendsetters) want brands to serve them with personalized recommendations. Deliver a hyper-personalized customer experience across multiple touchpoints via one-to-one, contextual engagement.



Dynamic Omni-Channel Campaigns Are Effective

An omnichannel engagement strategy improves customer retention rate by **91%**. Leverage the power of dynamic lifecycle campaigns with an omnichannel approach for your brand.

Creating delightful customer experiences with intelligent engagement

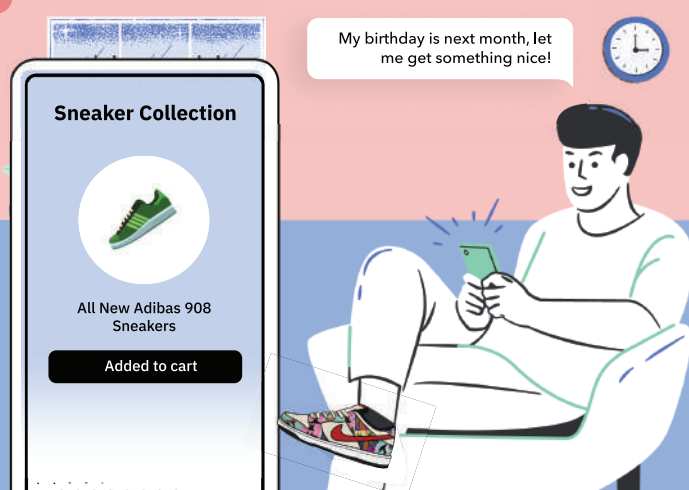
Here is an illustration that captures positive moments that a brand created for its customer by incorporating engagement best practices.

1



Meet Karan - A millennial living in the big city who loves to shop online.

2



Karan adds his favorite brand's latest sneakers to his cart but forgets to check-out.

3



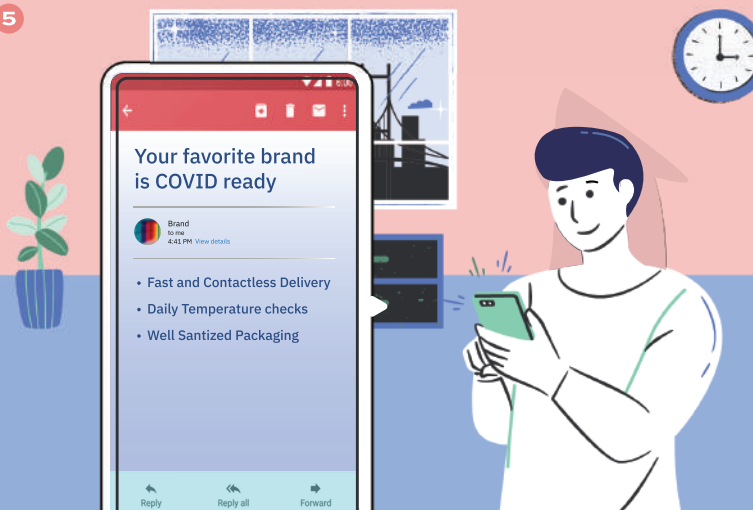
The E-Commerce app sends a push notification to Karan about his abandoned cart.

4



Karan doesn't respond to the notification as he is busy.

5



Karan gets a detailed email from the E-Commerce brand about their COVID-readiness

6

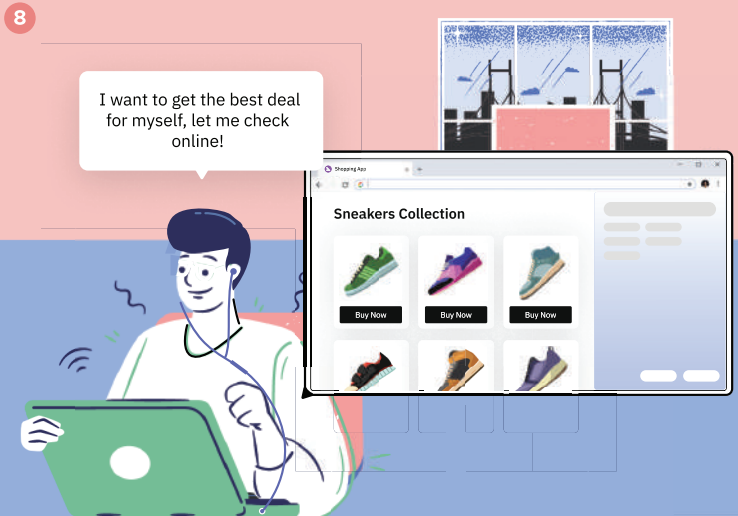


Brand targets Karan: Karan is excited but decides to make a purchase later since he is busy.

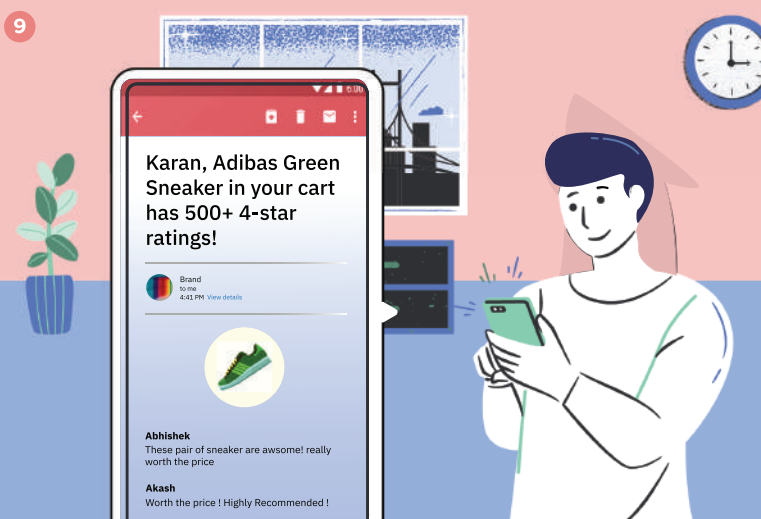
The brand ensured contextual communication with hyper-personalized messaging using behavioral cues to create incremental value for Karan, resulting in a conversion!



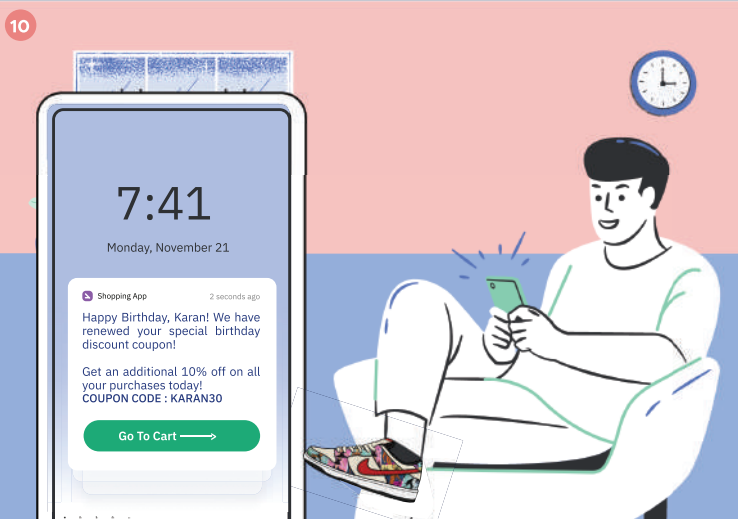
The E-Com brand captures attention & creates urgency with a stock-out notification.



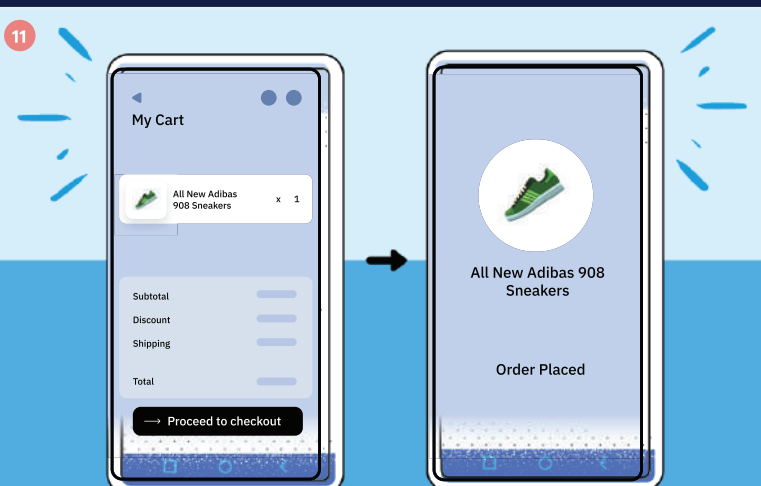
Karan, your chosen sneakers are flying off the shelves, the last 5 remaining! Buy Now!



The shopping app sends top product reviews to Karan to build trust and secure intent.



On Karan's birthday, the app sends a hyper-personalized birthday offer which triggers the purchase.



Karan completes the purchase and checks out from his cart



Karan is overjoyed with the personalized, contextual offers and purchases the shoe.

Channel use-case gallery

If you have made it to this section of the e-book, you definitely must be familiar with the different engagement channels and their performance and trends. It's now time to take a cue on how you can make these channels work for you.

Let's take a look at real examples from leading brands and dissect how they use these channels effectively to engage better with their users.



Email



Push Notifications



SMS



WhatsApp



On-site Notifications



In-app Notifications

Email Marketing

Email marketing is one of the timeless channels to communicate with your target audience and customers effectively.



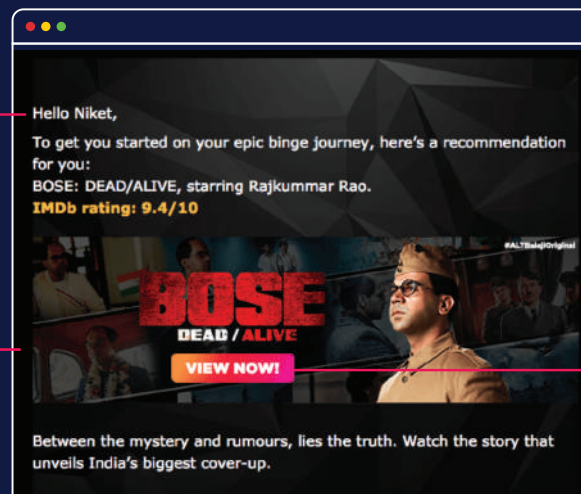
Welcome Email

Start engaging users from the get-go and tell them what is in store by sending a welcome email shortly after they subscribe.

ALTBalaji, one of India's leading OTT platforms, sends out a welcome email to all new subscribers packed with a recommendation based on their preferences.

Greetings personalized by user name

Customized movie recommendation based on user's preference



Clear call-to-action

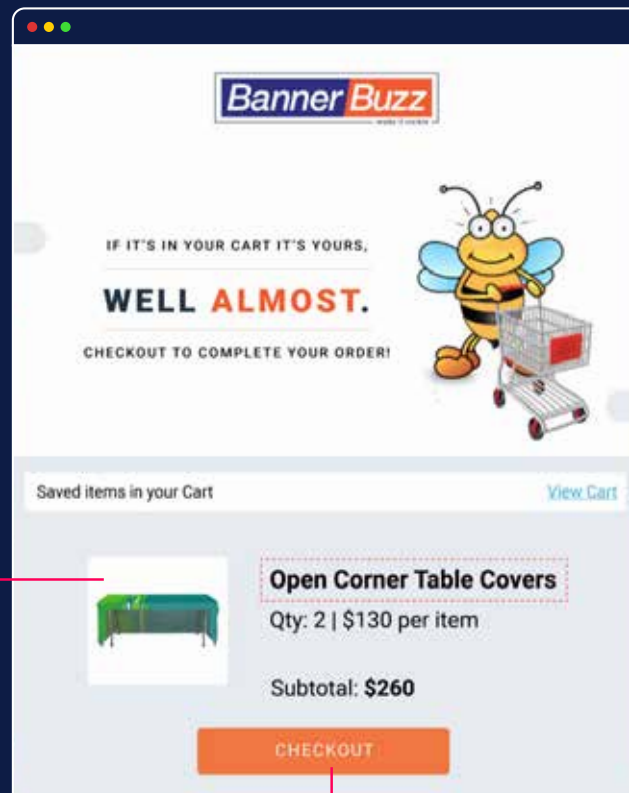
Read more: [How ALTBalaji increased user retention by 30%](#)

2

Abandoned Cart Email

They came, they viewed, and they left? Well, nudge your users to complete the transaction with personalized emails.

BannerBuzz, a custom signage eCommerce platform, reduced cart abandonment by sending out personalized emails to the users who abandoned the cart, nudging them to complete the order.



Personalized order details such as quantity, units, amount data auto-pulled from the user's cart

Clear call-to-action

Read more: [Explore how leading ecommerce companies are leveraging omni-channel marketing to drive engagement and retention](#)

3

Referral Email

Nothing spreads faster than word-of-mouth! Encourage and incentivize your brand loyalists to share their brand love with their family and friends.

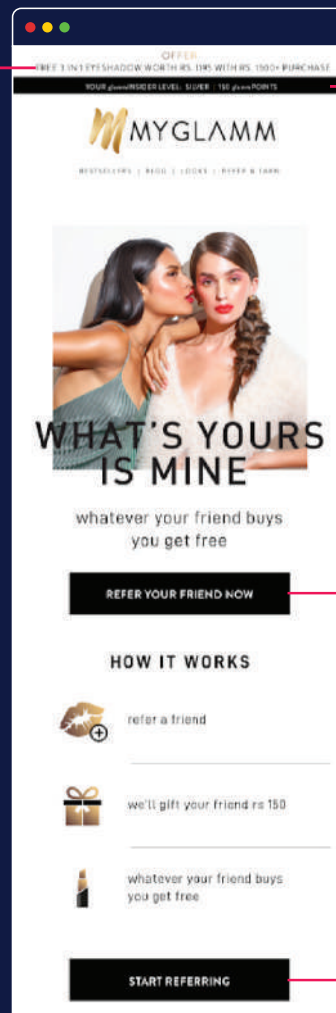
MyGlam, a leading online cosmetics brand, onboards new users from their brand loyalist network through a referral email campaign.

Customized offer based on user's behavioral data

Data on loyalty points is plugged in based on each user's store credit accumulation

Specific referral incentive offer

Two clear call-to-action buttons



Read more: [How MyGlam achieves a 166% uplift in conversions.](#)

Explore more:

Knowledgebase | Targeted Email Marketing | Email Strategies To Maximize Conversions

Push Notifications

Push notifications help deliver timely and relevant information to users even when they are not active on the website or app.

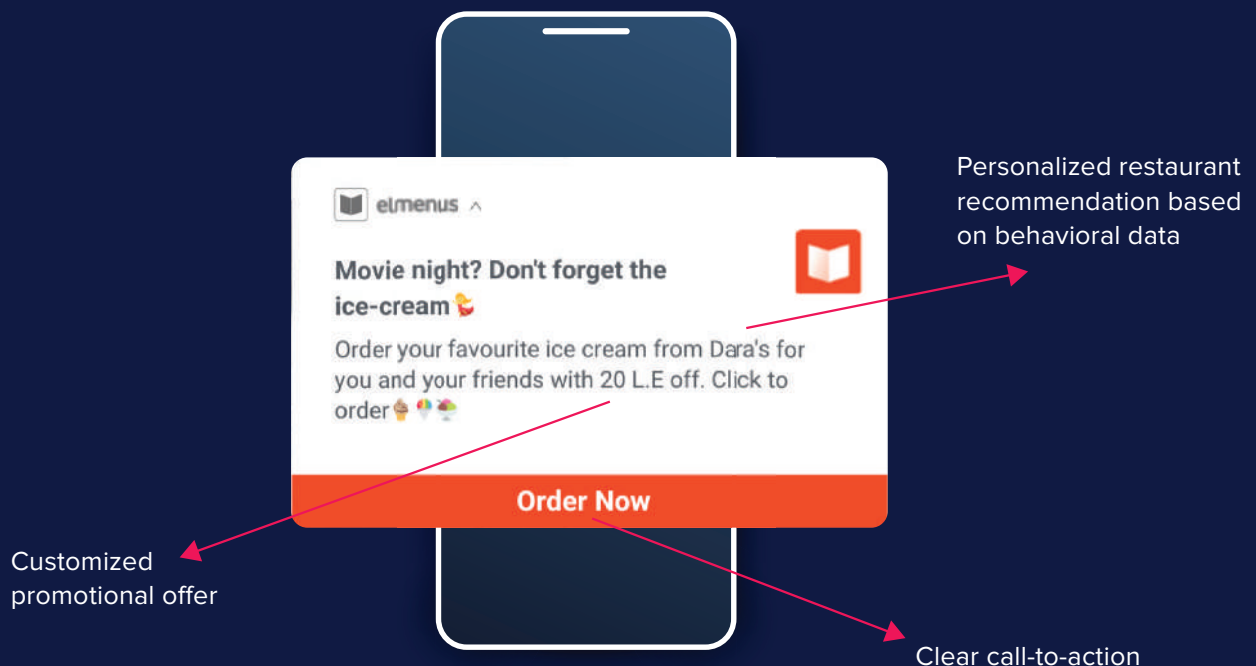
Mobile Push Notification

1

Exclusive Offers

Get your users excited with personalized recommendations based on their preferences. An excellent way for food-tech companies to whet their customers' appetite.

Elmenus, Egypt's booming food discovery platform, treats users with personalized offers sent through push notifications on their favorite food based on behavioral data.



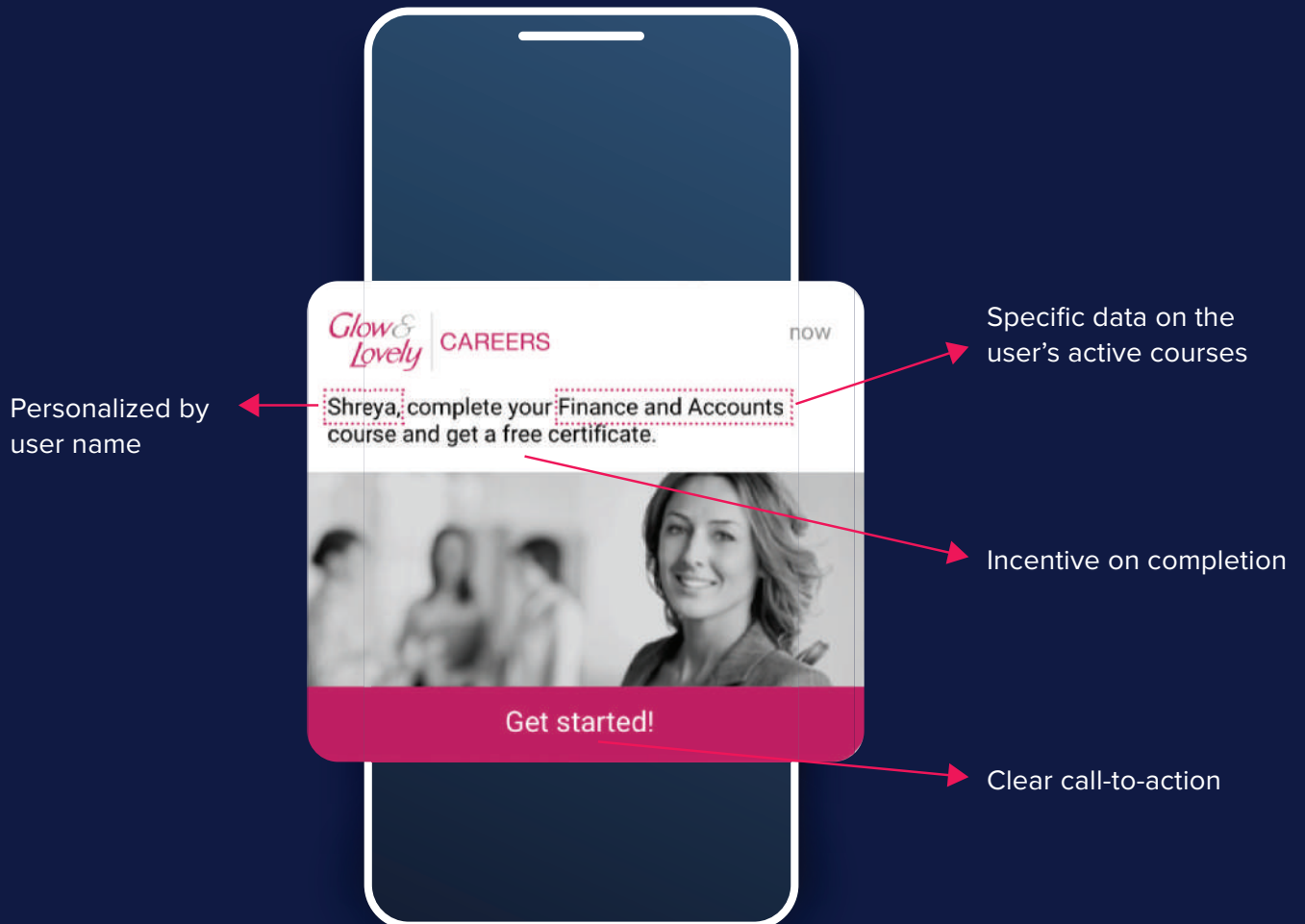
Read more: [How elmenus witnessed a 25% increase in conversions with multi-channel engagement.](#)

2

Reactivation Campaign

User started the journey but is missing in action? Keep users engaged in the journey with timely reminders and appropriate incentives.

Glow and Lovely careers sent timely push notifications with relevant incentives to reactivate dormant users.



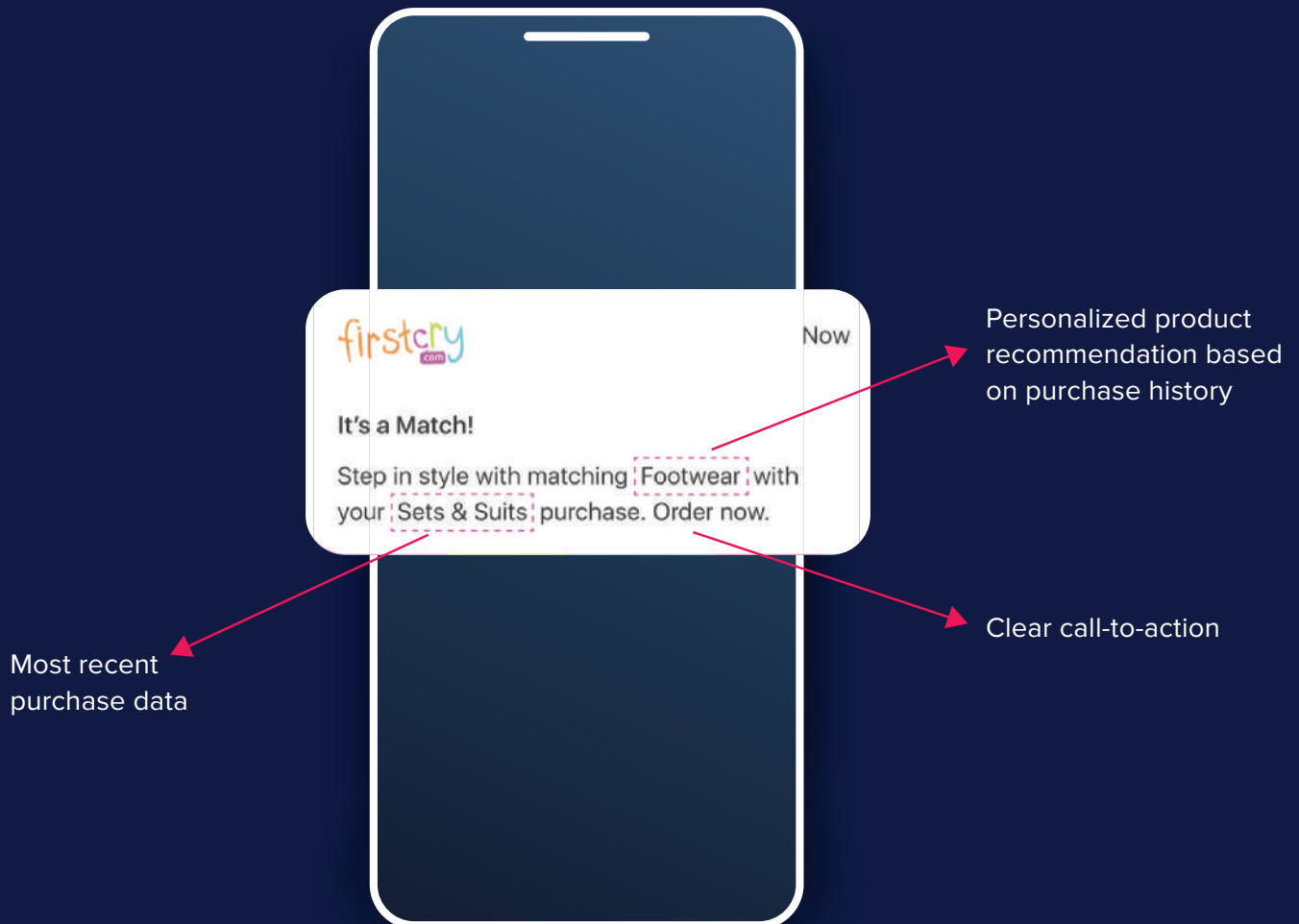
Read more: [How Glow and Lovely Careers achieved an 11.22% course completion rate.](#)

3

Cross-promotional Campaign

Insert hooks to convert a one-time customer into a “repeat” customer. Ecommerce companies can leverage push notifications to run campaigns based on users’ purchase history.

FirstCry, Asia's largest online store for baby & kids products, prompts customers to order products related to their recent purchase through contextual push campaigns.



Read more: [How FirstCry boosts its repeat purchases by over 400%](#)

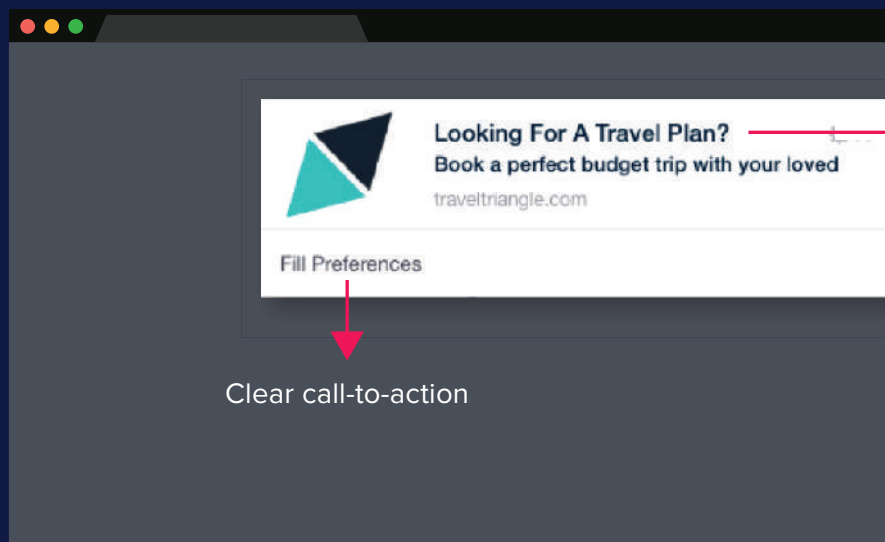
Browser Push Notification

1

Abandoned Search

Launch a simple, timely browser push to nudge users to pick up from where they left in their search journey and engage further with your brand.

TravelTriangle, one of India's leading OTA, triggers relevant and hyper-personalized push messages specifically targeting visitors who drop off their browsing journey.



Personalized product recommendation based on purchase history

Clear call-to-action

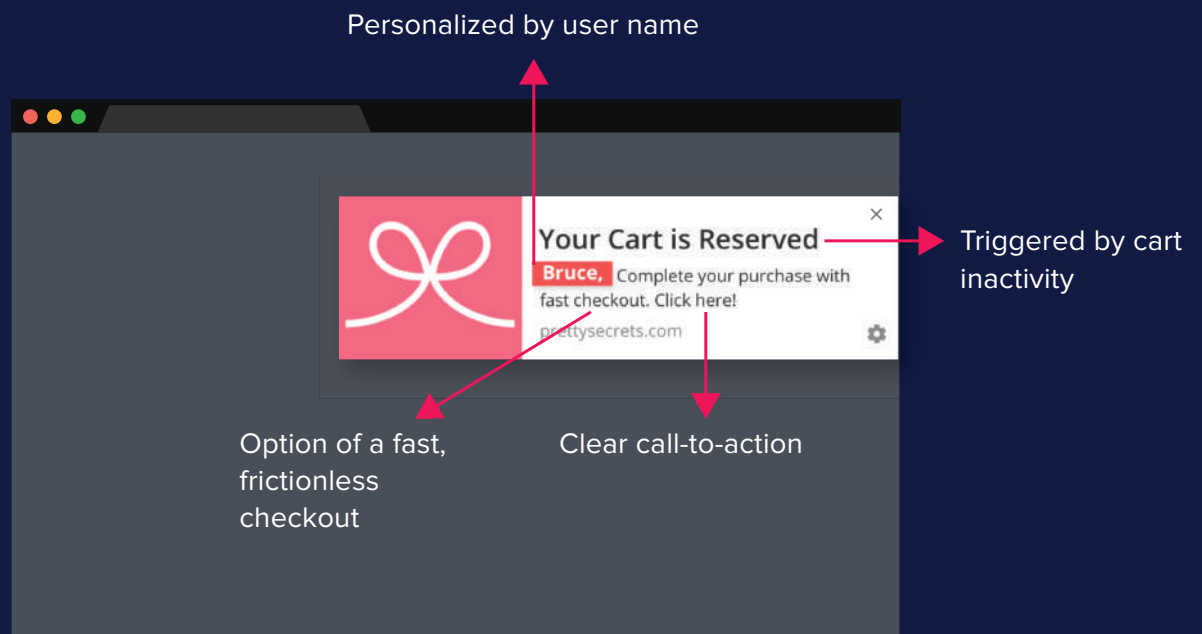
Read more: [How TravelTriangle, India's leading OTA, increases its returning users by 20% through behavior-based targeting.](#)

2

Abandoned Cart

Ramp up checkout rates by popping up a notification to site visitors who dropped off the checkout process.

PrettySecrets, an online lingerie retailer in India, rolls out a browser push message to users who do not complete the transaction within 10 minutes of adding the items to the cart.



Read more: [How PrettySecrets uses Journeys to reduce cart abandonment.](#)

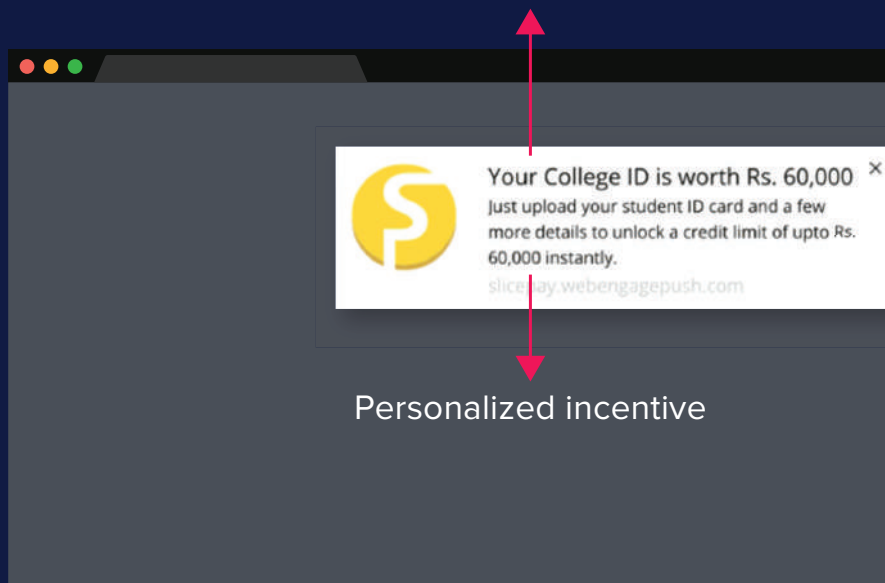
3

Personalized Offers

Get new customers aboard by crafting value-driven offers that they cannot refuse.

SlicePay, a digital payments platform, uses browser push notifications to offer its target user a personalized incentive to engage with the brand.

A brief sketch of the process to reduce activity inertia



Read more: [How SlicePay, a digital payment platform, uses Journeys to drastically reduce its sales conversion time](#)

Explore more:

How Push Notifications Work | Ultimate Guide to Push Notifications

SMS

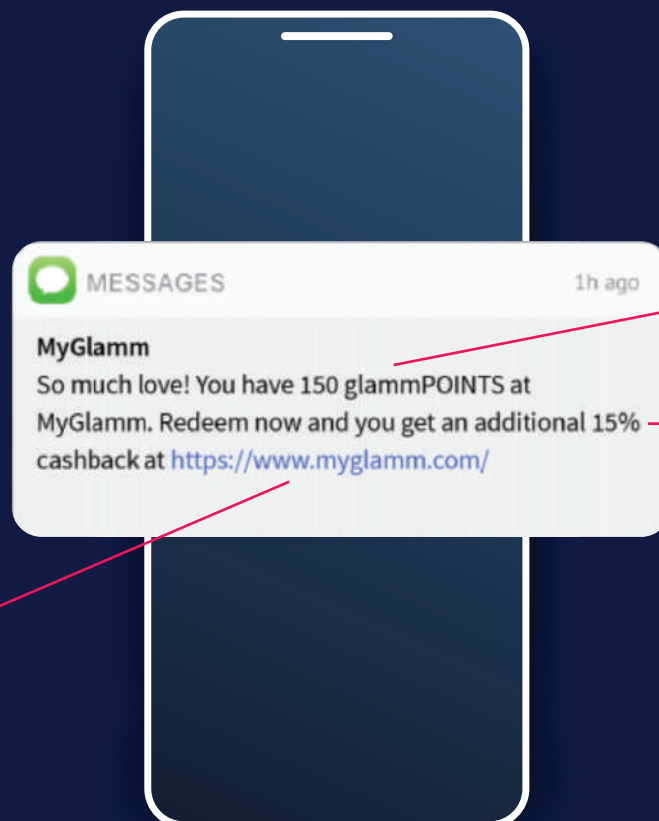
With mobile phones becoming an indispensable part of people's lives, SMS proves to be a pivotal channel to run both promotional AND transactional campaigns.



Loyalty Programmes + Promotional Offers

Customers love your brand? Show them some love in return—craft personalized campaigns based on their store credits coupled with additional loyalty discounts.

MyGlamm, a leading online cosmetics brand, ran an SMS campaign to entice users with tailored cashback to redeem their loyalty points.



Data on accumulated loyalty points is plugged in

Additional loyalty cashback

Easy access to brand's landing page link

Read more: [How MyGlamm achieves a 166% uplift in conversions](#)

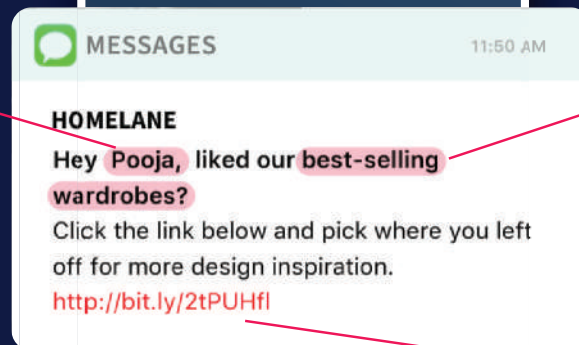
2

Browse Abandonment

Your potential customer was keenly browsing through your collection but dropped off midway? Grab their attention with a personalized and contextual campaign leading them back to where they dropped off.

Homelane, India's tech-enabled home interiors brand, pulls in users who dropped off the search journey with relevant links sent through SMS.

Greetings personalized by user name



Data on user's on-site activity

Customized link leading to most recent page visited by the user

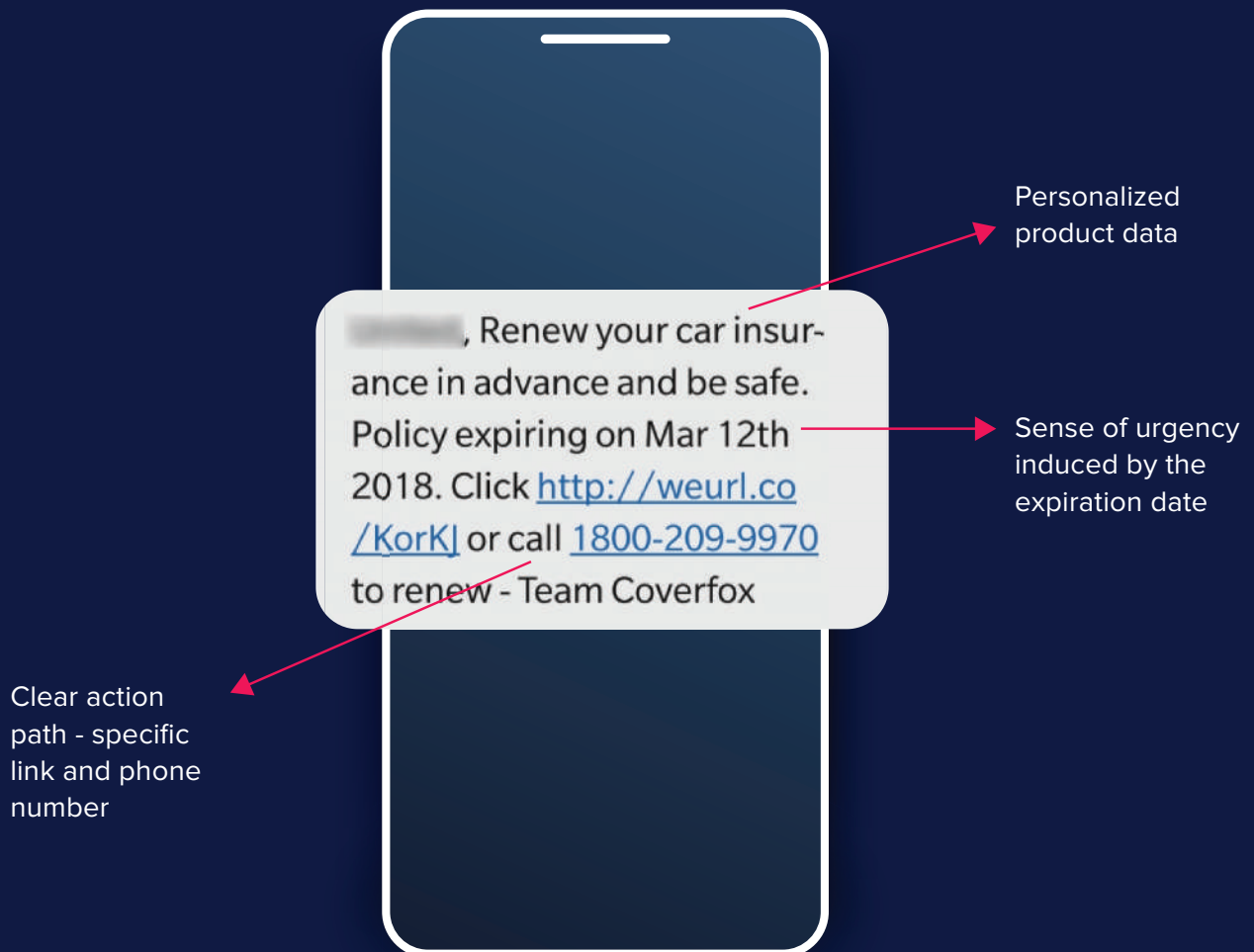
Read more: [How HomeLane boosts its revenue by 148% through behavior-based user engagement](#)

2

Renewal Alerts

Out of sight is out of mind! Don't let that happen to your brand. Grab the chance to retain them and pop up a timely renewal reminder on your users' mobile devices.

Coverfox increases policy renewals by delivering well-timed, personalized SMS campaigns to users regarding their car insurance renewals.



Read more: [How Coverfox increased policy renewals by 30%](#)

Explore more:

Knowledgebase | Master SMS Opt-in Process | Triggered SMS Marketing

WhatsApp

WhatsApp is one of the most loved social messaging apps with an enviable adoption rate. It boasts of having an open rate of 99%. Marketers just can't miss this channel!

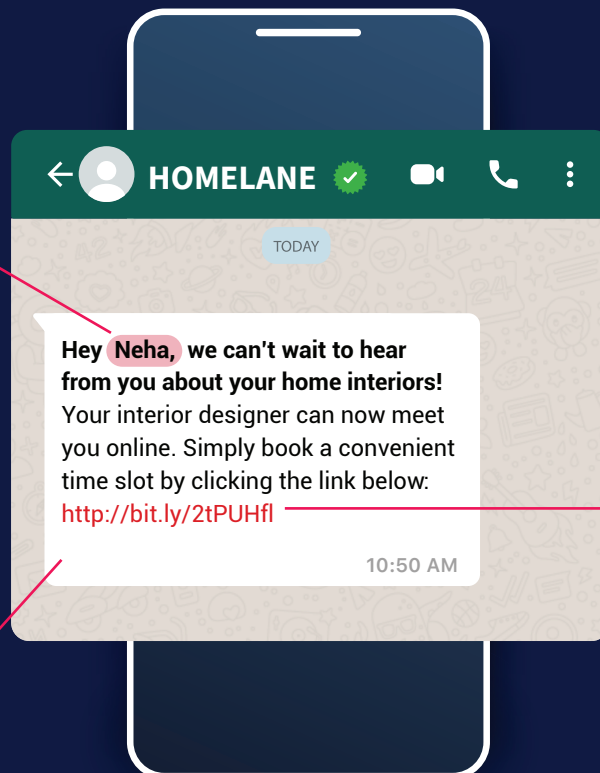


Product/ Service Promotion

Get your target users to act. Spread the word about your product/ services with a specific call to action.

Homelane, India's tech-enabled home interiors brand, runs a promotional WhatsApp campaign to high intent users, nudging them to further engage with the brand.

Greetings personalized by user name



Customized link leading to book the service

Service recommendation based on user's activity

Read more: [How HomeLane boosts its revenue by 148% through behavior-based user engagement.](#)

2

Onboarding Message

Start engaging on a high note. Welcome your customer aboard with an informative message nudging them to move further in their journey.

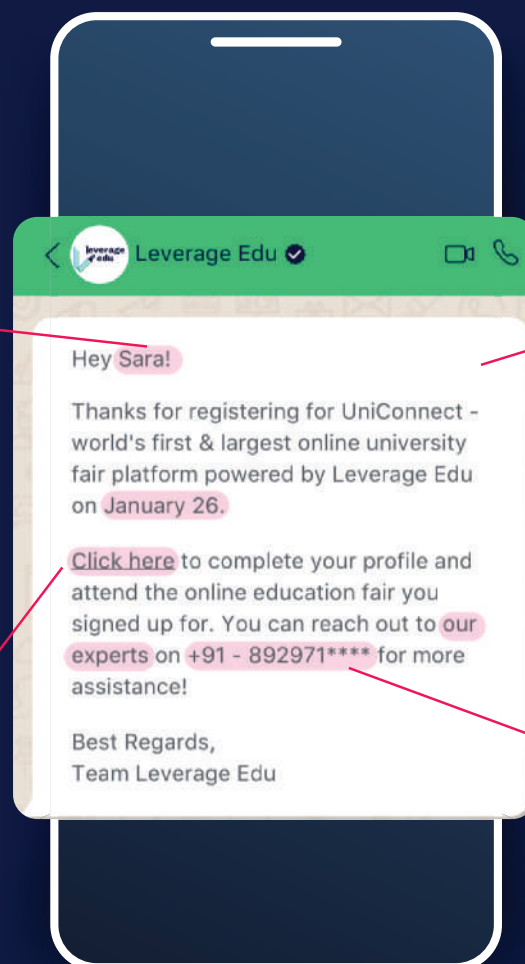
UniConnect by Leverage Edu, the world's first & largest online university fair platform, accelerates profile completion of new registrants with a WhatsApp welcome message.

Greetings personalized by user name

Specific data of the event the user is interested in

The customized landing page link for profile completion

Access to an expert panel and contact details



Read more: [How UniConnect by Leverage Edu witnessed a 250% uplift in student attendance](#)

3

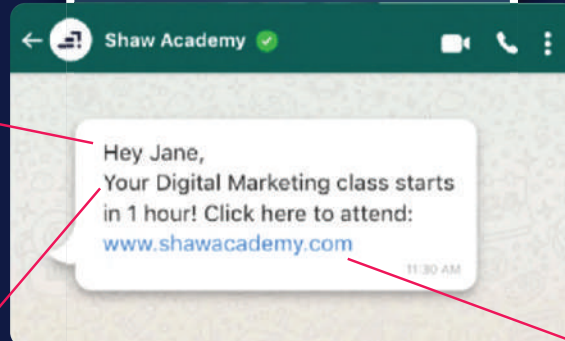
Reminder Message

Engage your users/ subscribers and drive product stickiness with timely reminders.

Shaw Academy, a leading online education platform, achieved a higher course completion rate by driving relevant reminder campaigns on WhatsApp.

Greetings personalized by user name

Specific data of the event for which the the user has signed up



Easy access to the landing page link

Read more: [Shaw Academy boosts its revenue by 25% through multi-channel student engagement](#)

Explore more:

Impact of WhatsApp API

On-site Notifications

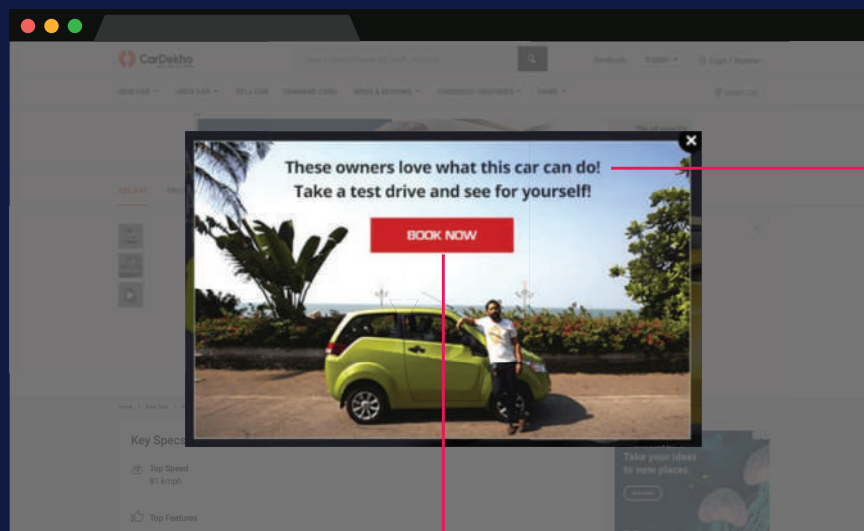
On-site notification is an interactive channel that engages site visitors with highly targeted, personalized, and well-timed web overlay messages to prompt action and build trust.



Product/ Service Trial

Something clear, actionable, and specific you would want to draw your site visitors' attention to? Pop it up on the screen.

Mahindra Reva, India's largest electric car company, ramped up test drive inquiries for its electric car variant, e2o, with targeted web overlays.



Instills credibility by offering a test drive and highlighting the experience of other car owners

Clear call-to-action

Read more: [How Mahindra Reva uses Web Pop-ups to increase requests for a test drive by 15%](#)

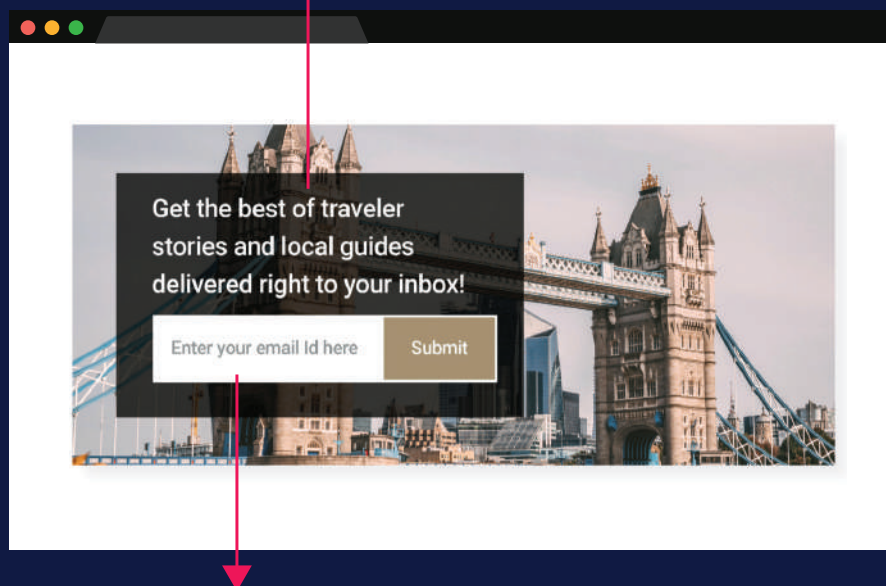
2

Newsletter/ Blog Subscriptions

Looking to create a long-term engagement hook? Nudge your site visitors to sign up for your newsletter using their email addresses.

Headout, an on-demand marketplace for tours and experiences, uses an on-site pop-up to grab the visitor's attention before they exit the blog page, encouraging them to subscribe to the blog.

A brief line on what users can expect in the newsletter



Prominent field to capture the email address

Read more: [How Headout carries out 90% faster campaign implementation.](#)

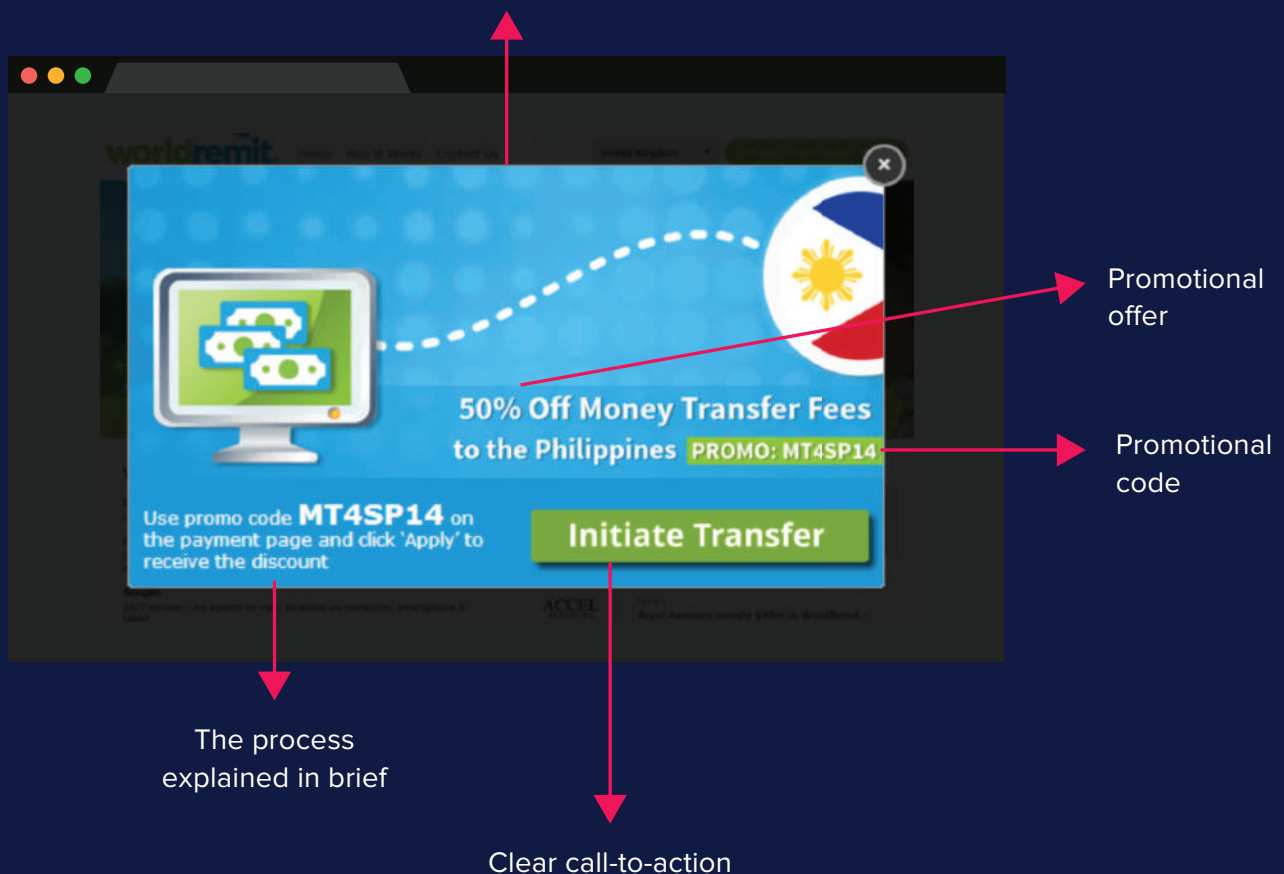
3

Custom Offers and Promotions

Compel your site visitors to act with too-good-to-miss offers displayed via on-site notifications.

WorldRemit, an online money transfer company, uses targeting rules to pop on-site promo notifications to the right segment of users coming to their site via corresponding email marketing campaigns.

It is in sync with a corresponding email campaign. Users who click on the link provided in the email can view this on-site notification on the landing page.



Read more: [How WorldRemit uses On-site Notifications to improve conversions by 25% for traffic through Email campaigns](#)

Explore more:
Knowledgebase

In-App Notifications

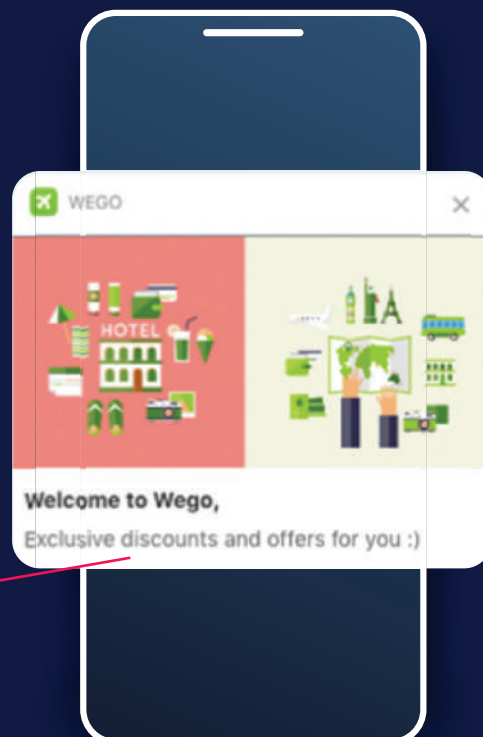
In-app notification is a great way to target users with contextual in-app messages backed by real-time user insights and powerful features that increase engagement and drive revenue.



Welcome Offers

Engage your new subscribers with joining offers and discounts right off the bat.

Wego, MENA's largest online travel marketplace, welcomes new subscribers with exclusive offers and discounts via an in-app notification.



Personalized
Welcome
promotional offer

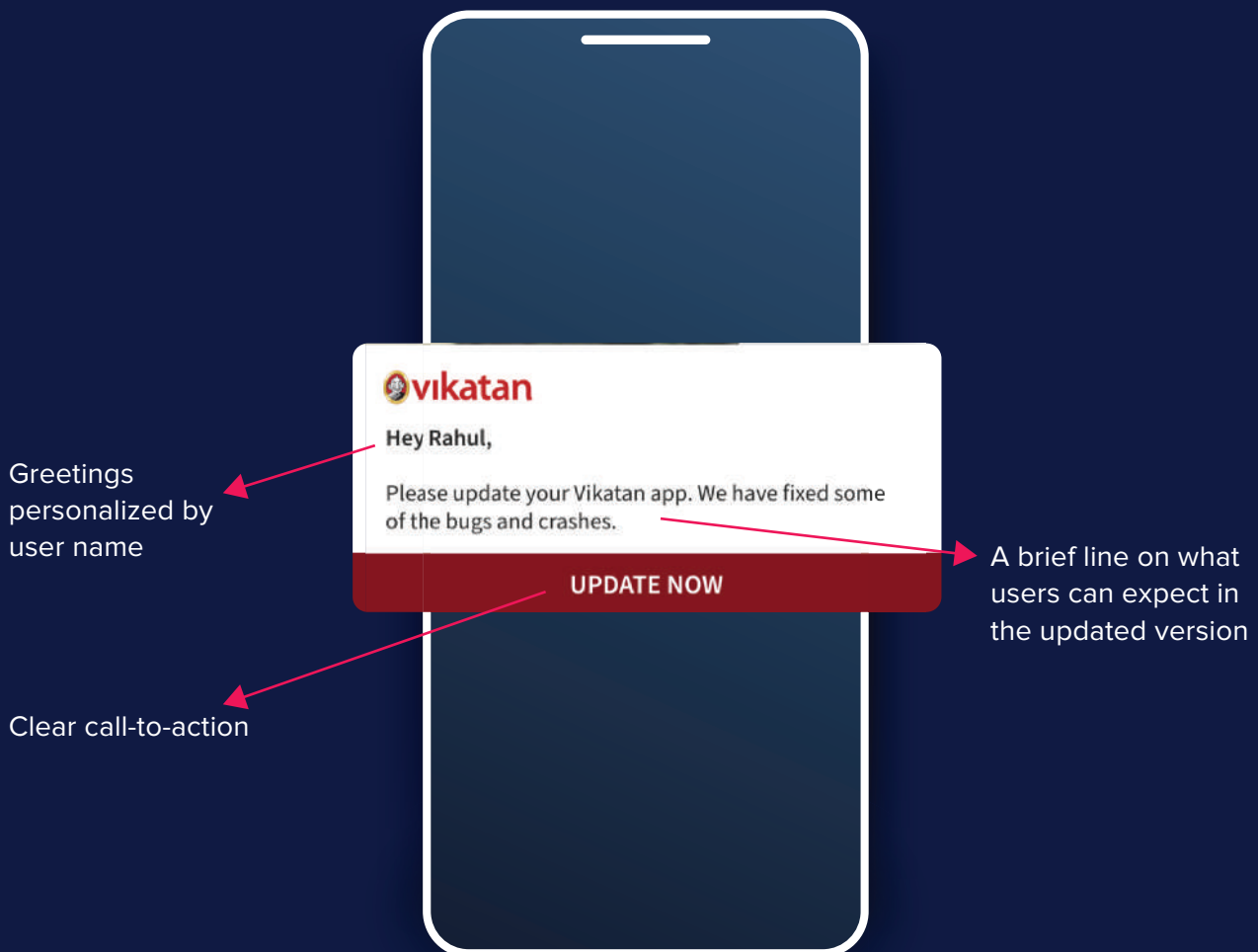
Read more: [How Wego achieves 8X conversion and 27% uplift in-app activation.](#)

2

App/ Technical Updates

Create a delightful and glitch-free app experience by ensuring your users are up-to-date with every update.

Vikatan, India's leading regional media powerhouse, ensures its users have a memorable app experience by notifying them about new updates.



Read more: [How Vikatan boosts its reader engagement using Relays.](#)

3

Feature Updates

Something new is brewing? Give your users a whiff of it while they are active on the app.

SlicePay, a digital payments platform, communicates new feature updates through thoughtfully triggered in-app notifications.

Greetings personalized by user name



Hi Danny!
Apply now for a higher limit from profile page to increase your paytm recharge credit limit.

A one-line explainer of the “what” and “how” of the feature.

An explicit mention of the benefit to the user

Read more: [How SlicePay, a digital payment platform, uses Journeys to drastically reduce its sales conversion time](#)

Explore more:
Knowledgebase

Summary

The digital adoption rate is at an all-time high for both consumers and businesses. Consumers are expecting a humanized and personal experience from their favorite brands. Companies are focusing their energies on delivering an empathetic customer experience across touchpoints.

In 2021 and beyond, marketers have to prioritize utilizing customer data intelligently to engage the new age “digital-first” consumer effectively.

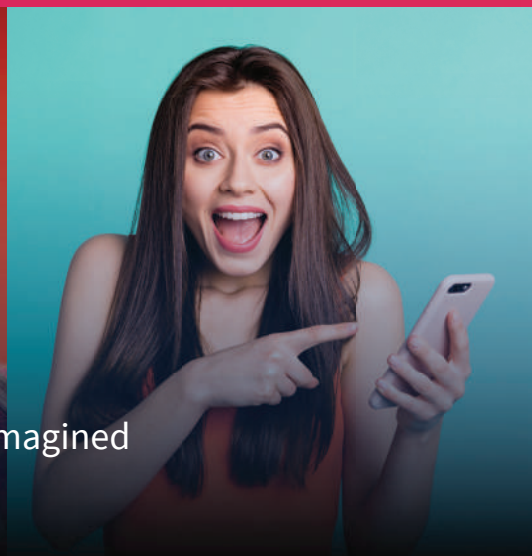
We hope that the insights from the report help marketing teams get macro and micro insights to empower strategic decisions.

References

Unctad.org	Thinkwithgoogle
Mckinsey	Accenture
BBC	Forrester
National Geographic	Profitwell
Financial Express	Business2Community
EY	Thinkwithgoogle
Mckinsey	Loyalty360
Forbes	



POWERING EXCEPTIONAL USER ENGAGEMENT AT SCALE



Webengage

Multi-channel Marketing Automation Reimagined

WebEngage

Retention Operating System

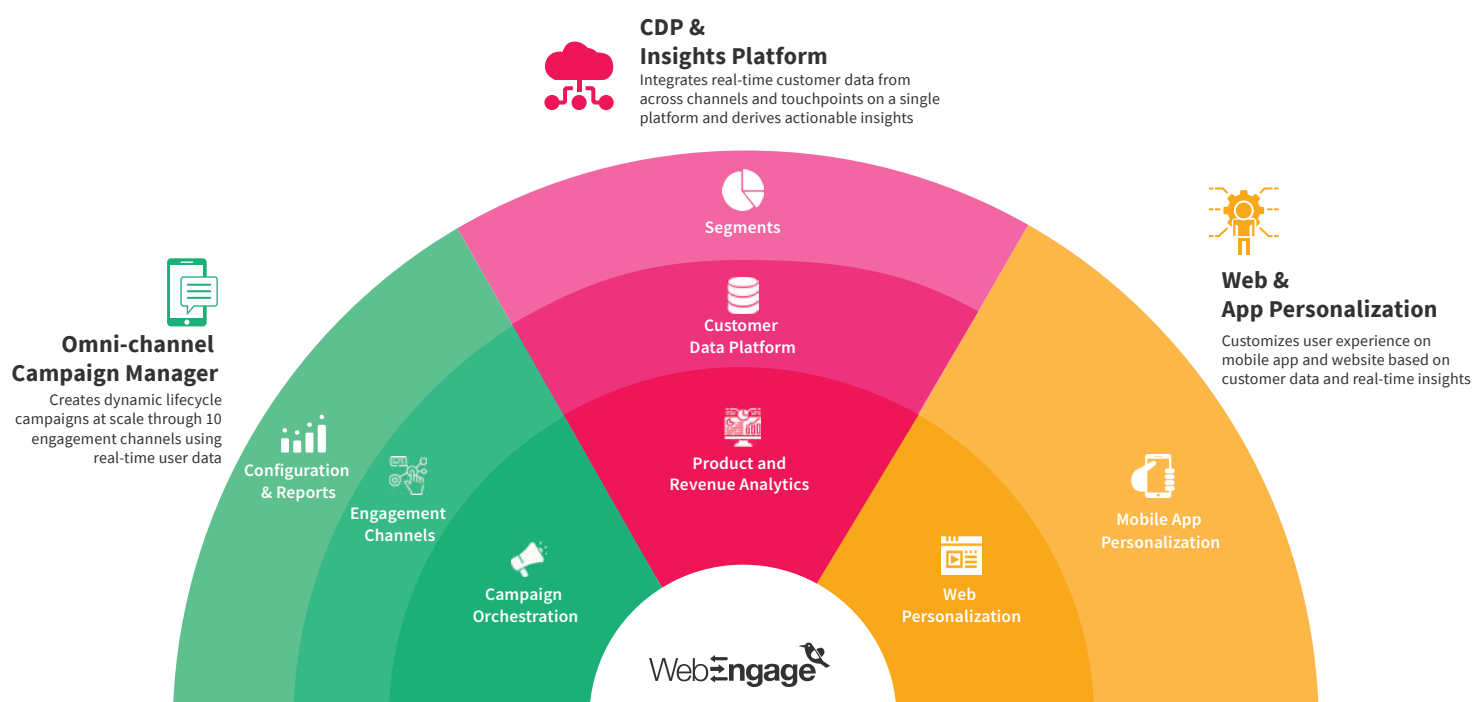
WebEngage is a one-stop, multi-product operating system for retention marketing.

The WebEngage Retention Operating System comprises a suite of integrated tools designed to execute data-backed engagement strategies that power user retention at scale.

It is built for modern consumer businesses to engage with evolved consumers across the globe.



World's First Single-code Base, Fully Integrated Retention Stack



Supercharging Customer Retention, Globally

Snapp!

C2FO

intuit

wego

headout

firstcry
A FirstCry-Mohindra Venture

make my trip

Unilever

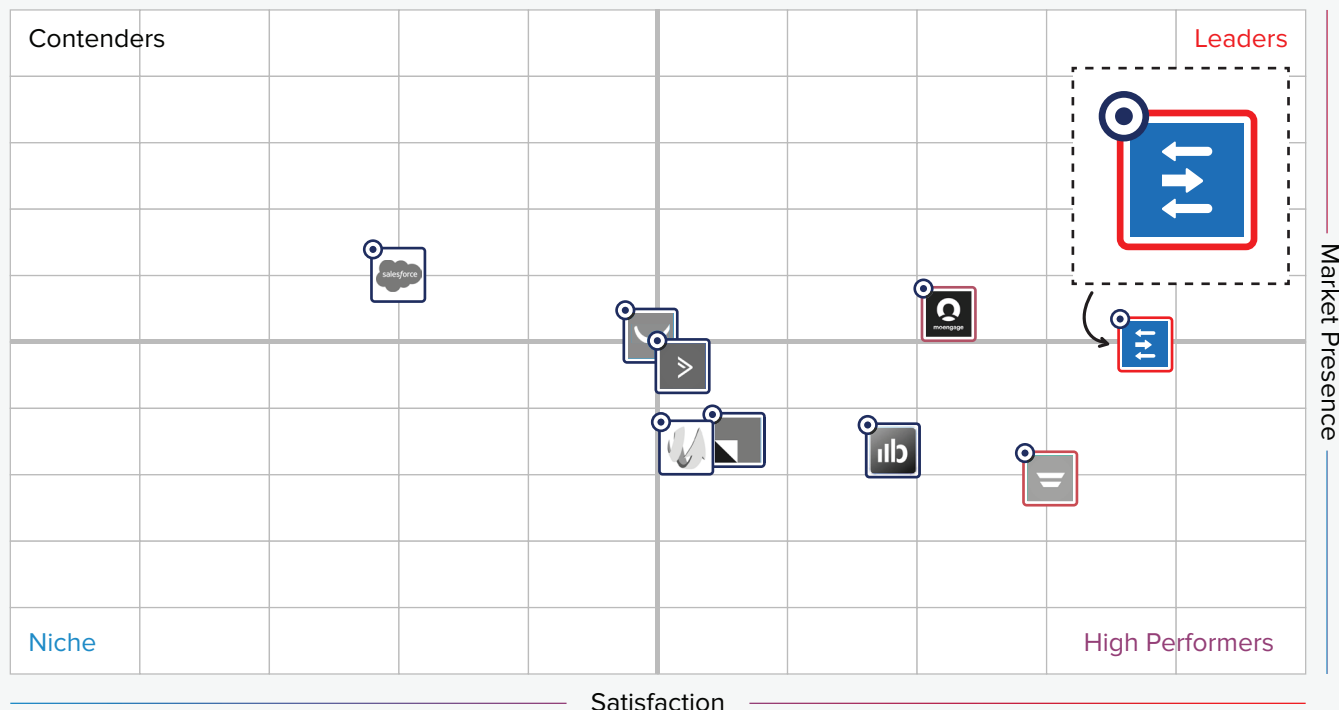
unacademy

Talk to our experts now

[Click Here](#)

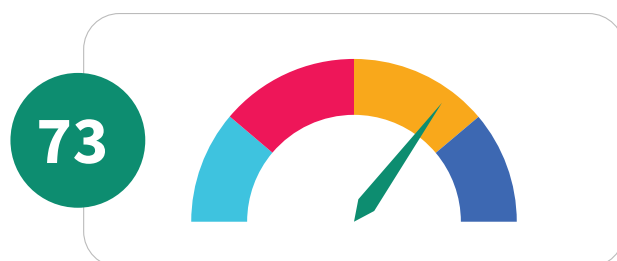
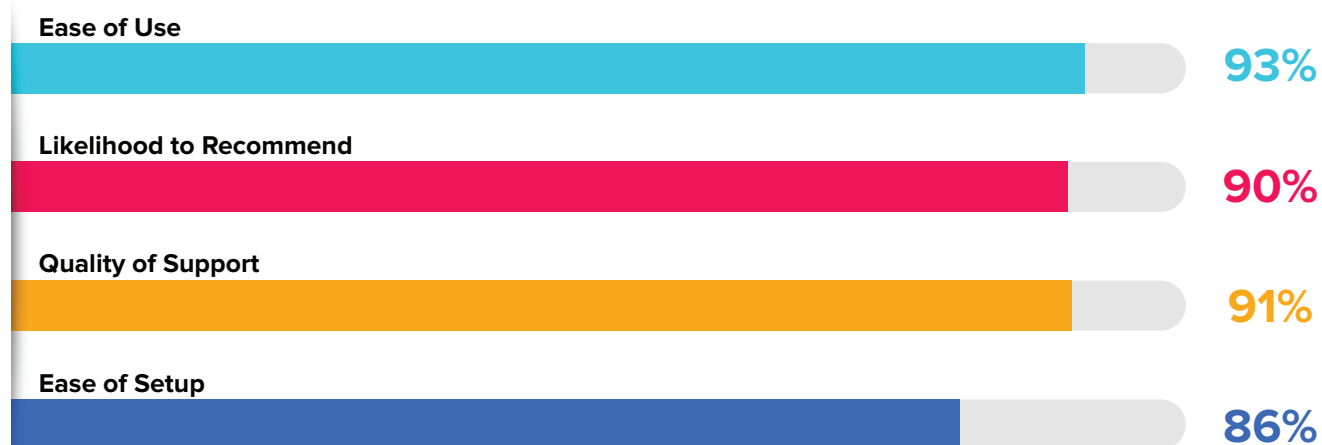
Marketers around the world love WebEngage!

Mid-Market Asia Grid for Marketing Automation Software



Join the tribe of satisfied customers

WebEngage Satisfaction Ratings for Marketing Automation | Spring 2021



Net Promoter Score (NPS)

Source: G2 Reviews

★★★★★ Jun 19, 2020

"Mastering the art of Customer Retention"

What do you like best?

I think so far the best thing has been the ability to come in front of the right audience at the right time with super relevant content and that too using visual workflows in no time.

Another aspect is the phenomenal support my CSM (Taffy Gill) provides, he always makes sure that we are not stuck anywhere and very smoothly helps us proceed our way to more advanced features that Webengage has to offer.

★★★★★ Mar 08, 2021

"User Friendly Marketing Automation Tool"

What do you like best?

WebEngage is an awesome marketing automation tool. What I have liked it is the drag and drop journey creation feature which helps non technical persons to manage email campaigns.

Personalization and Drop Cart mailers makes it a complete marketing automation tool.

Along with the overall system, the WebEngage as a team is ready to help 24*7.

Great work WebEngage team, hope to see new features addition on regular basis

PR and News



Sounds interesting?

Supercharge your customer engagement and retention with us!

[Schedule Demo](#)



Hungry for more insights? Follow us here

