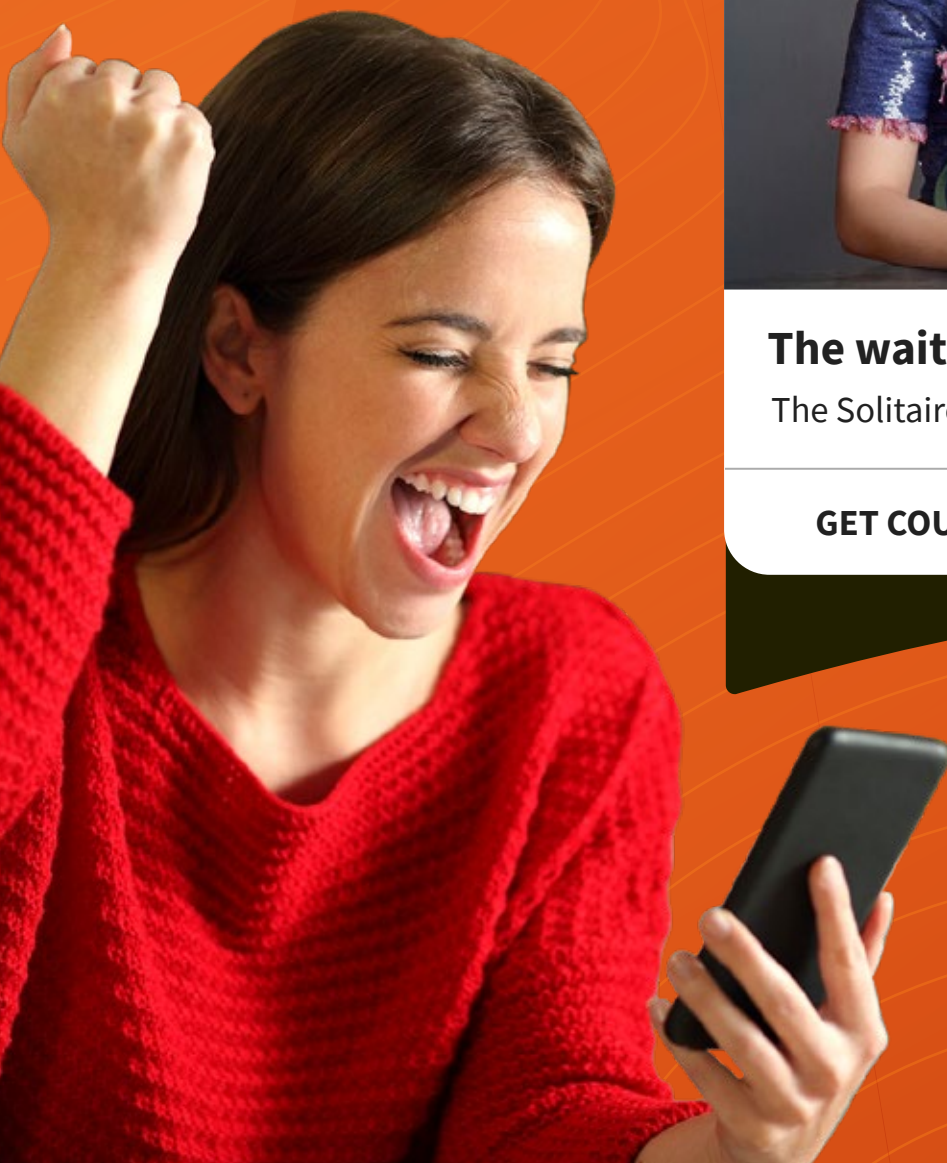# GUIDE TO UNDERSTANDING

INVENTORY-LED ENGAGEMENT

The wait is over!

The Solitaire bag is back in stock!

GET COUPON | SHOP NOW

WebEngage

The award for the most consistent and straightforward Google image search results for any marketing term, has to go to, **User Engagement** - that same magnet attracting a bunch of people!!

But, to tell you, figuring out the best engagement strategies, executing them step-by-step and being able to map the results, is anything but straightforward.

Big-name brands like Coca Cola (Share a Coke) and Unilever (Kan Khajura Tesan) have successfully utilized user engagement as their moat to build massive followings, both online and offline. It's a the reason why they focus on perceptions, ideas and experiences and not products!

But is it possible for every brand, no matter big or small, to establish User Engagement as their moat? If it is, then how, and what could be the benefits of having Engagement drive your conversions and hence, revenues?
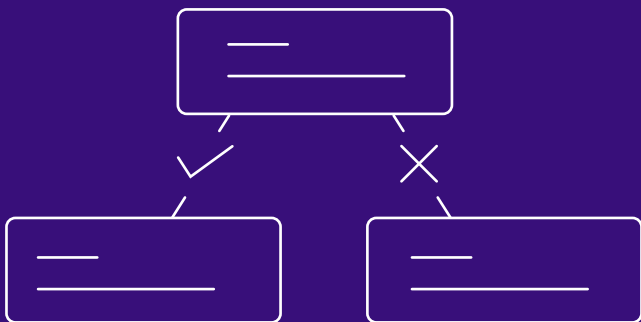
Let's dive in!

User Engagement Today

58% of all marketing campaigns are sent on an **ad-hoc** basis
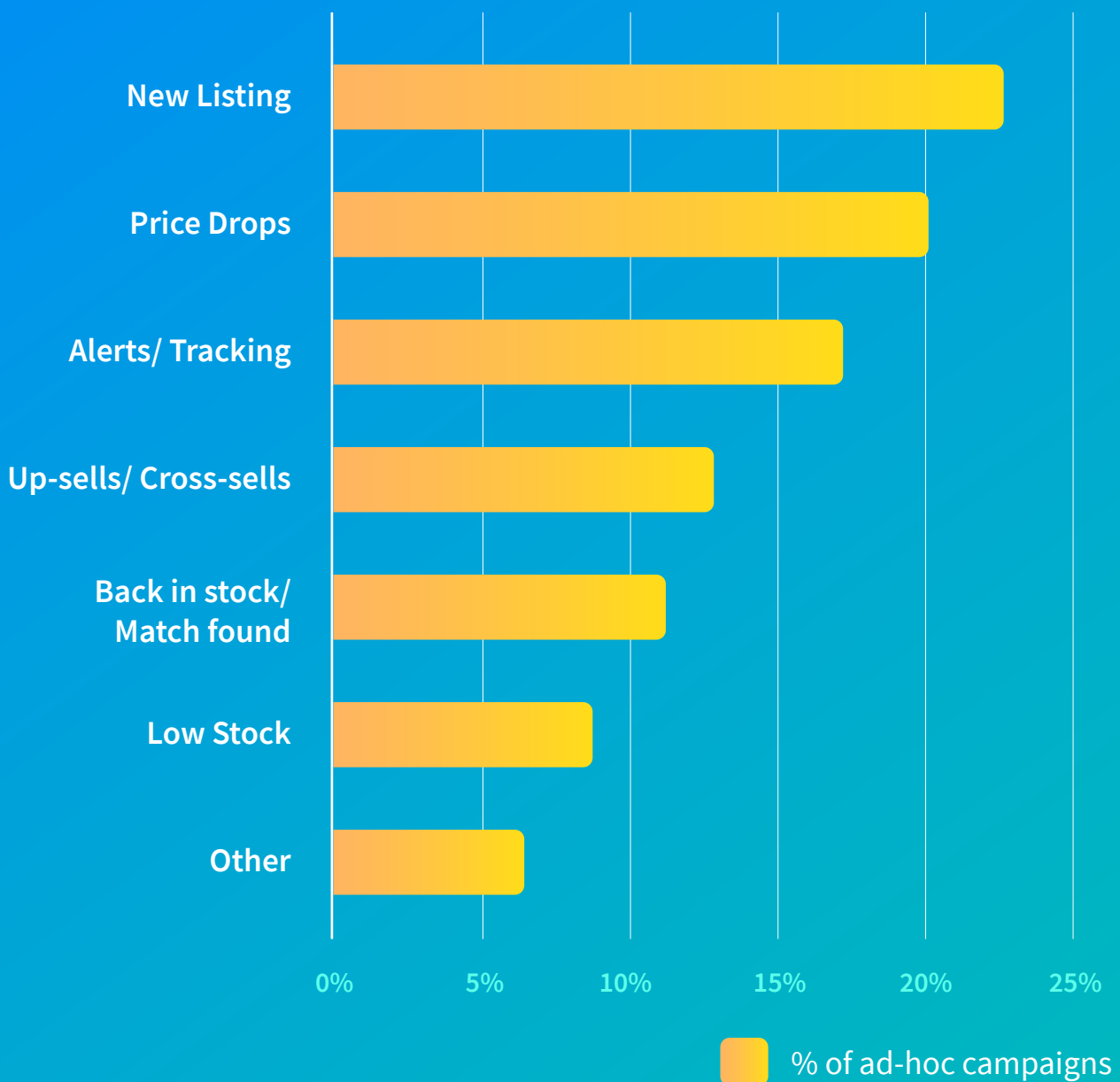
as compare to

26% that are sent using **automated user journeys***

*This is despite the fact that automated journeys get better engagement, improve campaign effectiveness and team efficiency.

Ad-hoc campaigns

Marketers, Product Managers and Sales Professionals send bulk ad-hoc campaigns to their audience.
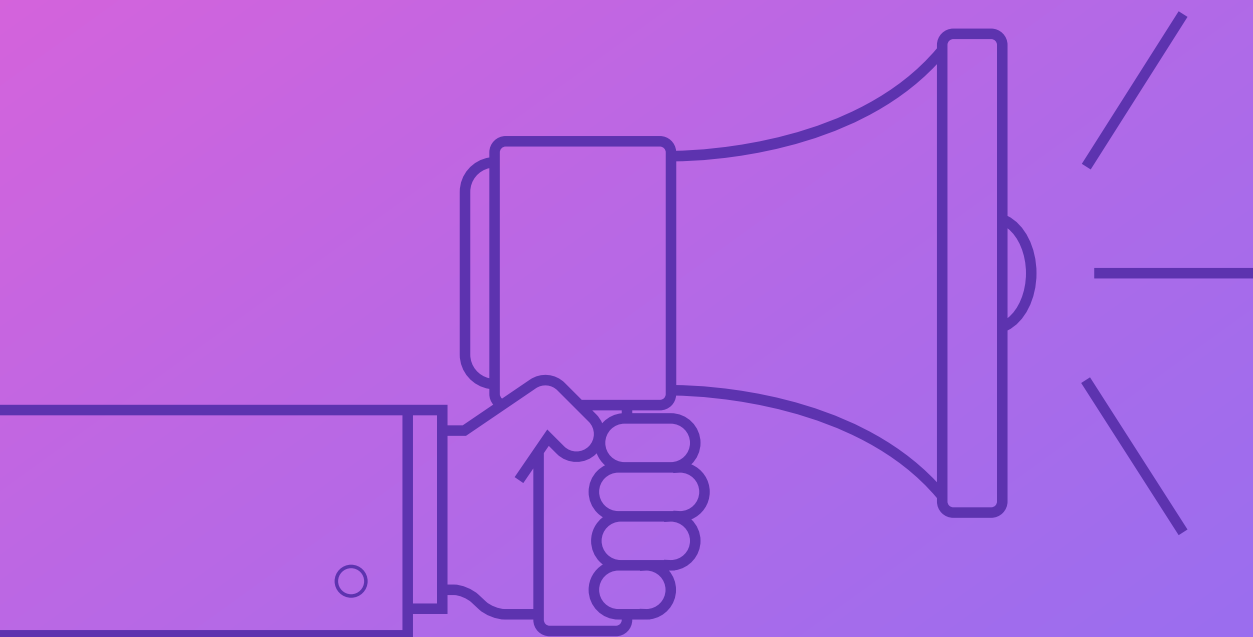

% of ad-hoc campaigns

Why do teams send ad-hoc campaigns?

1 Ad-hoc campaigns are initiated upon changes in the inventory/catalogue (unlike triggered communications), to broadcast the changes to the customers

2 And because marketing automation platforms don't solve for these cases, teams resort to sending bulk ad-hoc campaigns to its customers. Eg: new release, price drop, back in stock, etc.

What does an ad-hoc campaign look like?

instadeal

The Business

↓

Adds new Products/Categories everyday

↓

Then *instadeal* sends communication to its users

Email	Push	SMS	Web Push	In app	On-Site	Ad Retargeting

Now, every time a new product or category is added, a marketer at *instadeal* will be faced with some common questions.

How should a marketer at *instadeal* engage with the users?

Send a campaign each time a new category or product is added?
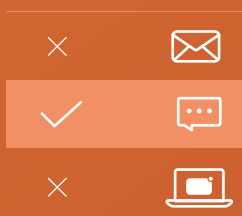
Send multiple such campaigns a day?

Send to the entire user base?

Send to only a segment of users? Which segment of users?

How to procure this segment?

Send via one channel? Which channel?

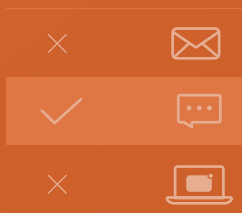# What's wrong with the current process?

Multiple teams involved
Marketing, business intelligence, and back-end engineering

Tedious and ad-hoc process
Can take hours with manual effort, resulting in missed deadlines

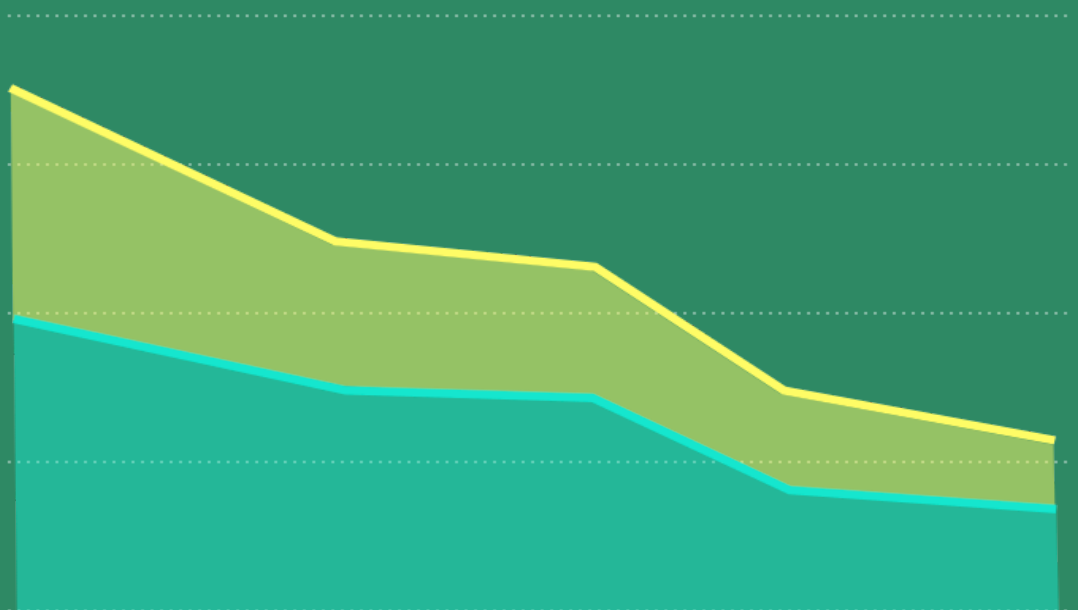## Repetitive and frequent
Can irate customers

The current process leads to:

1. Lack of personalization
2. Low user engagement
3. Missed user engagement opportunities
4. Low process efficiency
5. Low ROI efficiency

Your KPIs as you grow in volume

● Process Efficiency   ● User Engagement

Small scale campaigns → Large scale campaigns

?

Need for automating the frequent and repetitive ad-hoc campaigns

The Solution?

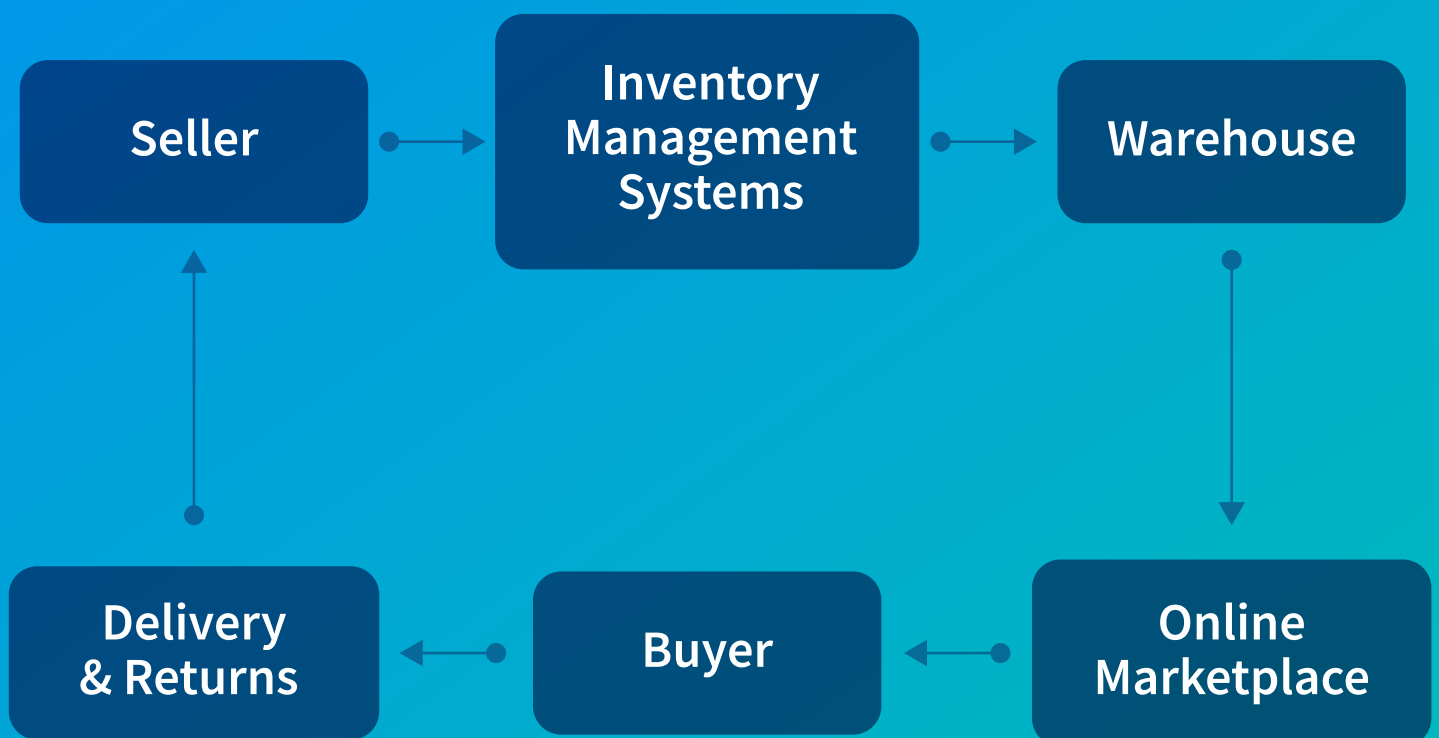# Inventory-led Engagement

The wait is over!

The Solitaire bag is back in stock!

| GET COUPON | SHOP NOW |

What is Inventory-led Engagement?

Inventory-led Engagement is a solution that lets you automate communication with buyers and sellers based on changes in the inventory.

Seller → Inventory Management Systems → Warehouse

Delivery & Returns ← Buyer ← Online Marketplace

Online Marketplace ← Warehouse

Delivery & Returns → Seller

How is it different?

For Inventory-led Engagement, a communication is triggered when a change in inventory takes place, eg: price drop, new arrival, etc. This is different from user-initiated actions, like purchase made, page-viewed, etc.
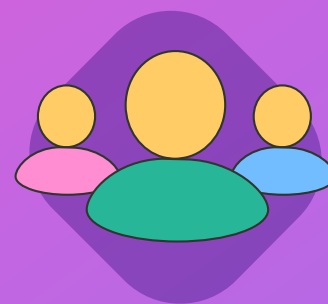
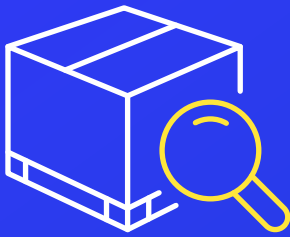| Inventory-led changes	User-led changes
Price drop	Purchased
New listing found	Added to wishlist
New app update	Completed sign-up
New content launch	Page viewed

Why Inventory-Led Engagement matters?

It's an ongoing practice of brands reaching out to users to foster lasting relationships, loyalty, and hence, business growth.
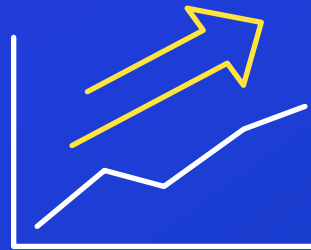
Keep tabs on your stocks
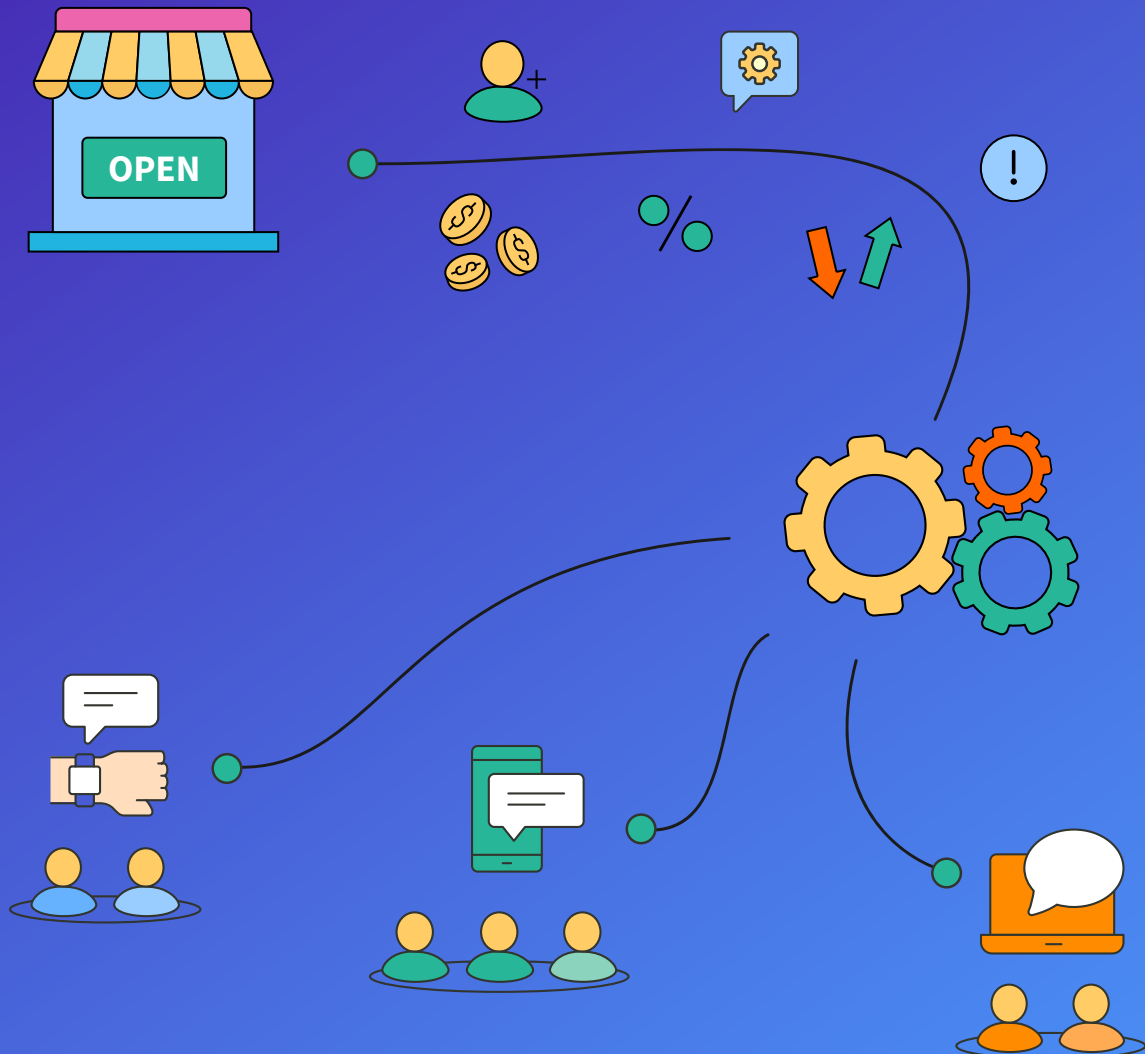
Broadcast inventory changes to buyers and sellers

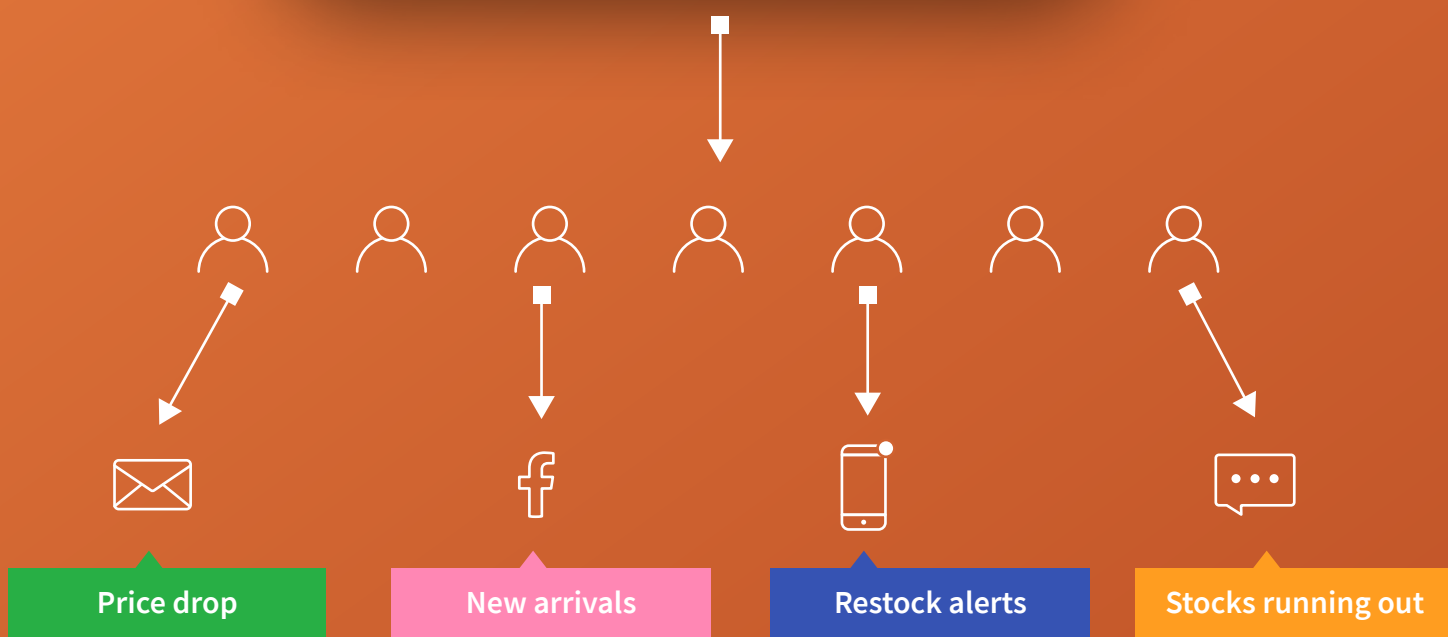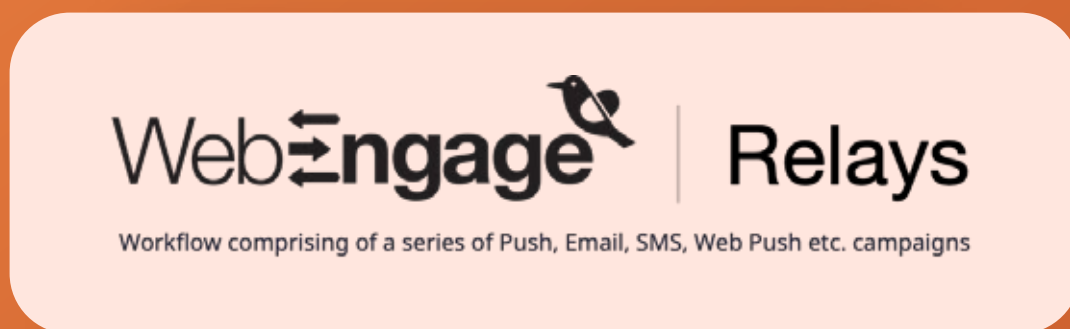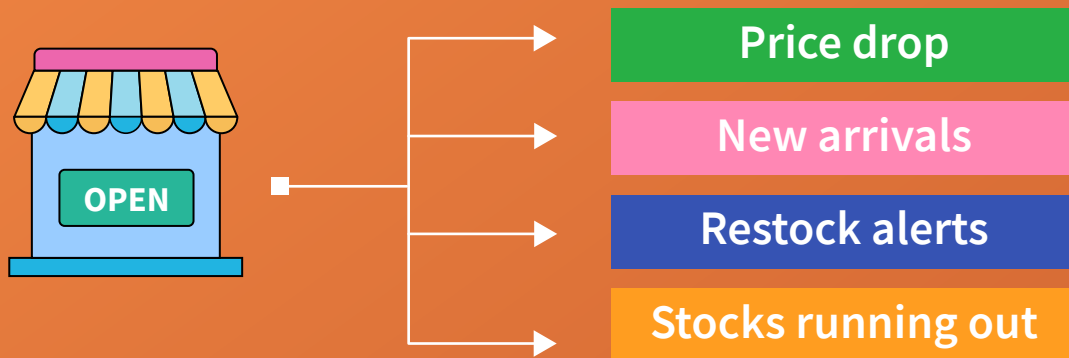**Rotate inventory faster**

Move speedily towards profitability

WebEngage for Inventory-Led Engagement

WebEngage enables Inventory-led Engagement with **Relays** - a one of its kind workflow engine to automate communication with buyers and sellers based on changes in inventory and business, at every step of the way.

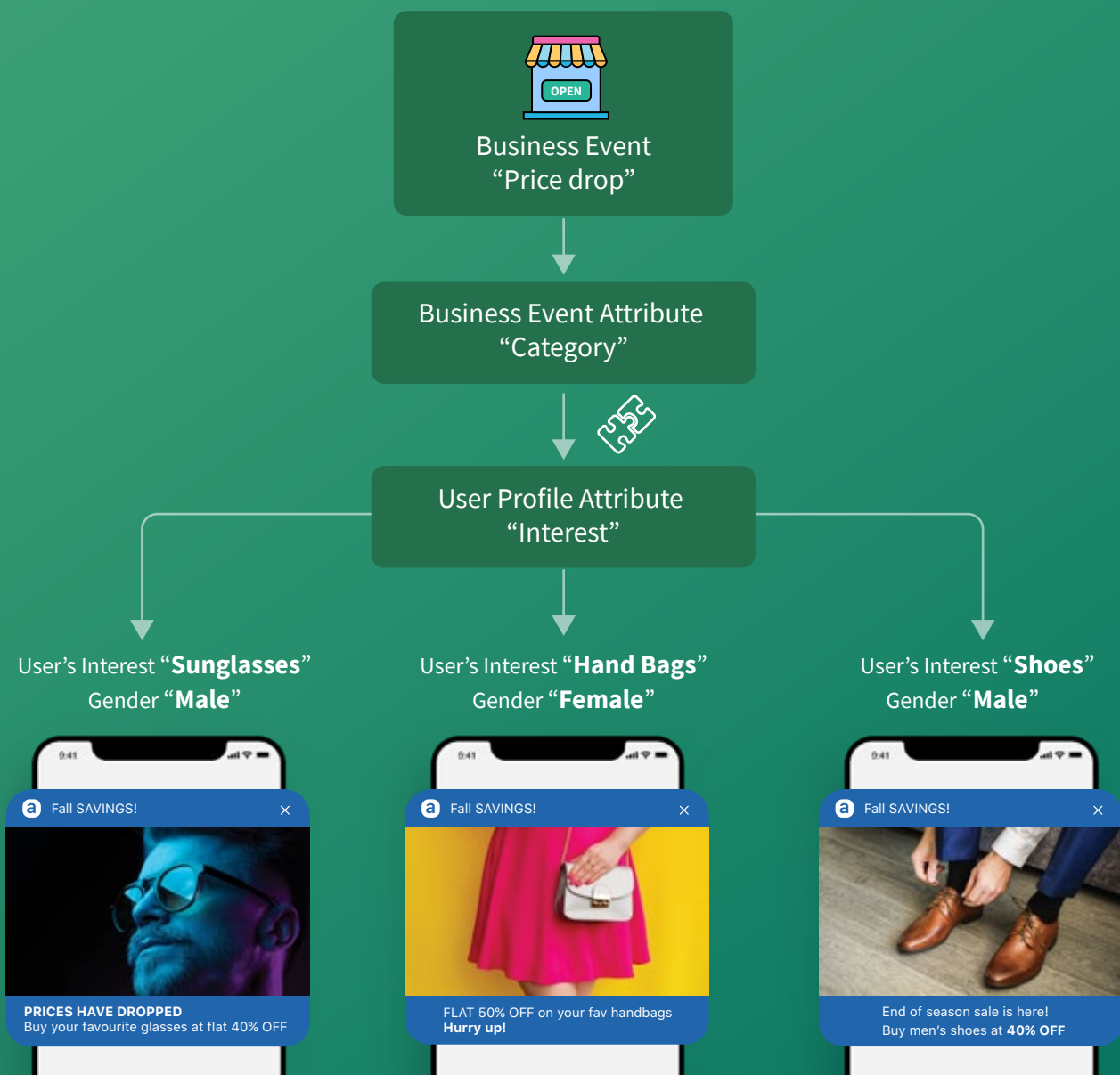# How does it work?

OPEN

Price drop

New arrivals

Restock alerts

Stocks running out

WebEngage | Relays

Workflow comprising of a series of Push, Email, SMS, Web Push etc. campaigns

Price drop

New arrivals
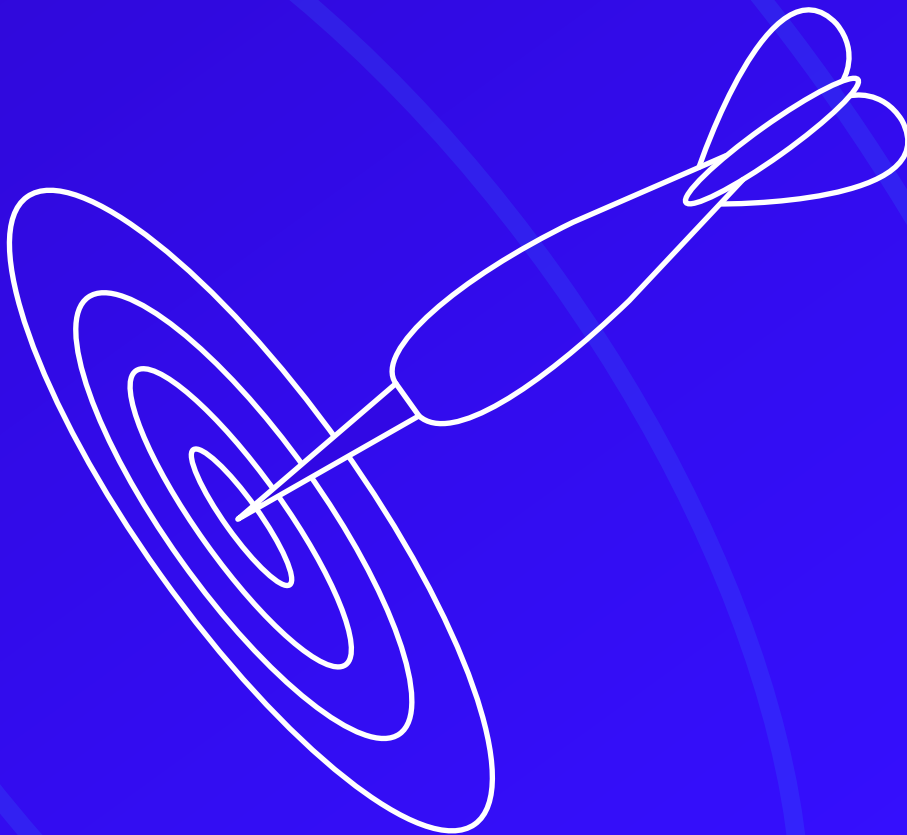
Restock alerts

Stocks running out

Personalize each message

Every time a change happens in the inventory (new release, price drop, new stocks, low-stock), an event is triggered. This event is called a **Business Event**.

Business event has attributes, like category, name, date, etc. that help you decide which user should receive what communication.

Business Event
"Price drop"

Business Event Attribute
"Category"

User Profile Attribute
"Interest"

User's Interest "**Sunglasses**"
Gender "**Male**"

User's Interest "**Hand Bags**"
Gender "**Female**"

User's Interest "**Shoes**"
Gender "**Male**"

Fall SAVINGS!
PRICES HAVE DROPPED
Buy your favourite glasses at flat 40% OFF

Fall SAVINGS!
FLAT 50% OFF on your fav handbags
Hurry up!

Fall SAVINGS!
End of season sale is here!
Buy men's shoes at 40% OFF

What problems can Inventory-led Engagement solve?

Trigger real-time alerts for your new arrivals

Notify interested shoppers with interactive and personalized notifications the moment new arrivals hit your inventory, in real-time.

SHOPPERLANE   now

Season's new arrivals

Season's new arrivals are finally here. Hurry! Check them out now.

Automate price drop alerts in one click

Incentivize your users to complete their purchases through curated price-drop notifications.

Apart from acting as a usual engagement mechanism, this could also help with clearing your inventory and reducing your cart abandonment rates, ultimately helping you reach your weekly/monthly conversion targets.
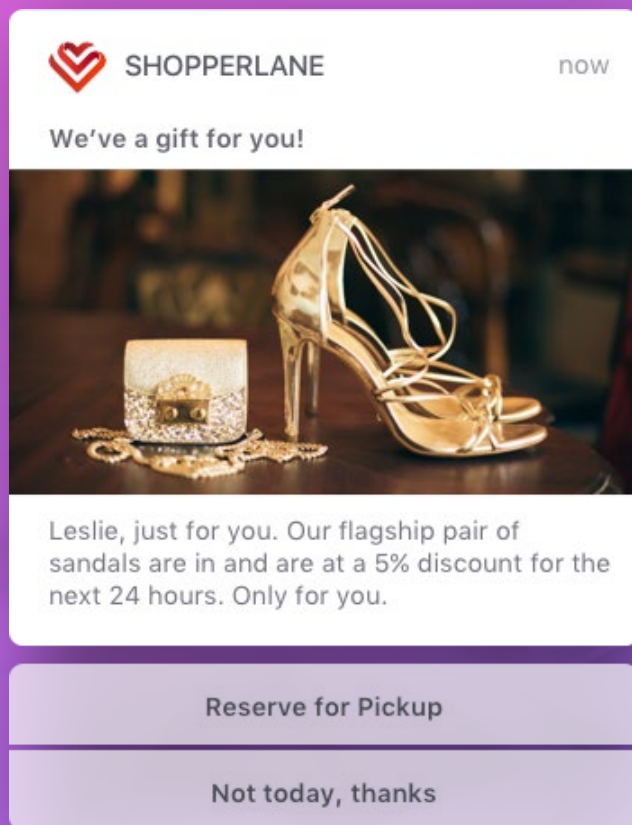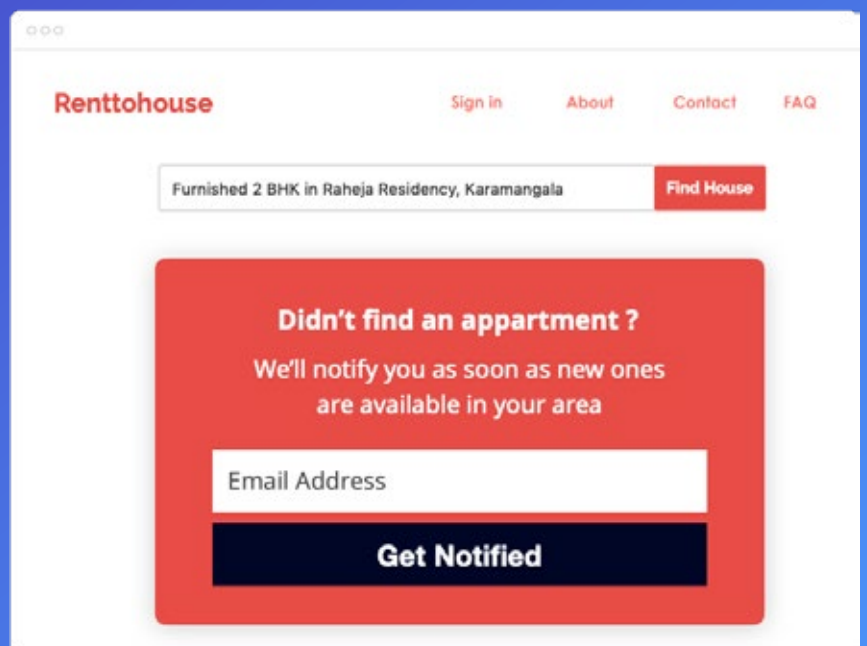
Respond to unfulfilled user demands

Users browse through your catalog and might not find products matching their needs
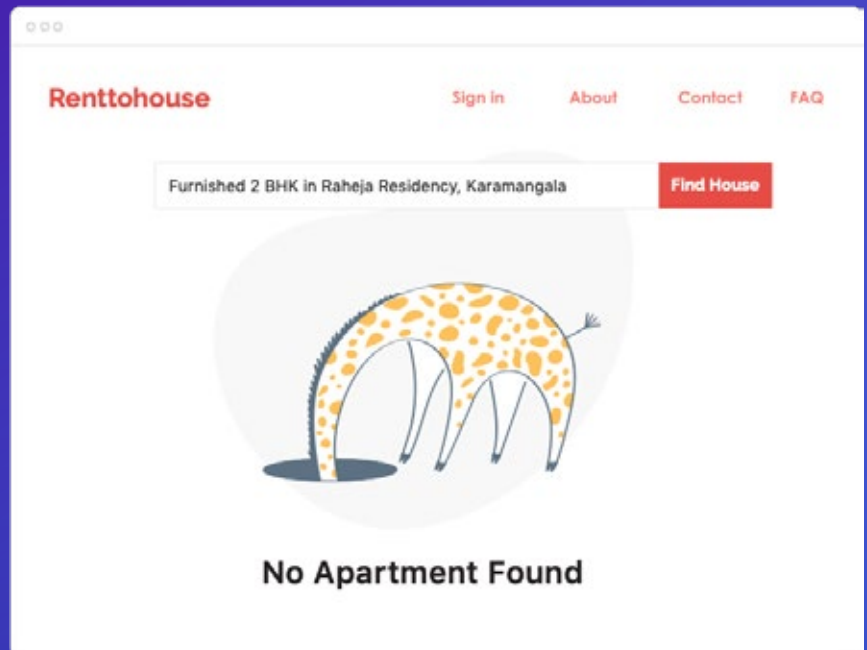
Before they bounce off, ask them if they would like to be notified when the product is available again

Respond to unfulfilled user demands (contd..)

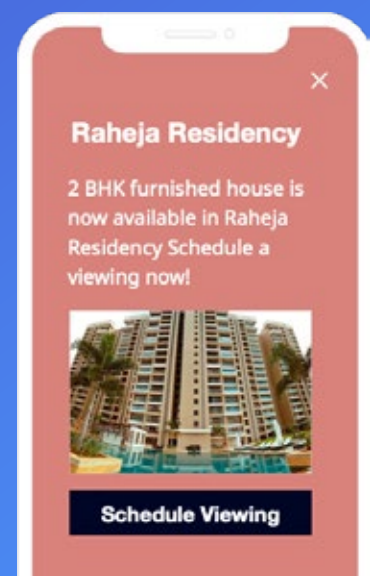Meanwhile, new inventory is added to your database everyday

Add Inventory (apartments)

Complex	Raheja Residency
Area	Karamangala
Rooms	2 BHK
Type	Furnished
Photos	

Add Apartment

As soon as a new inventory matches user's requirements, a notification is triggered to them, real-time, without manual intervention.
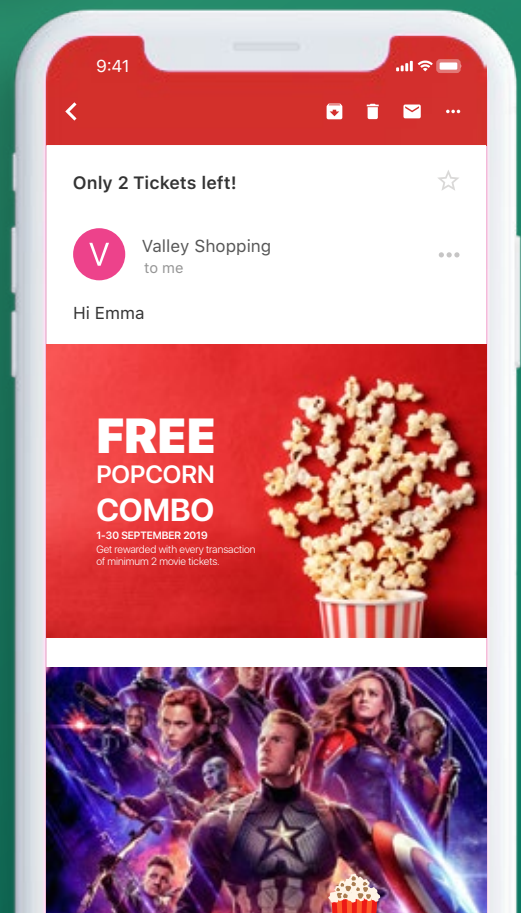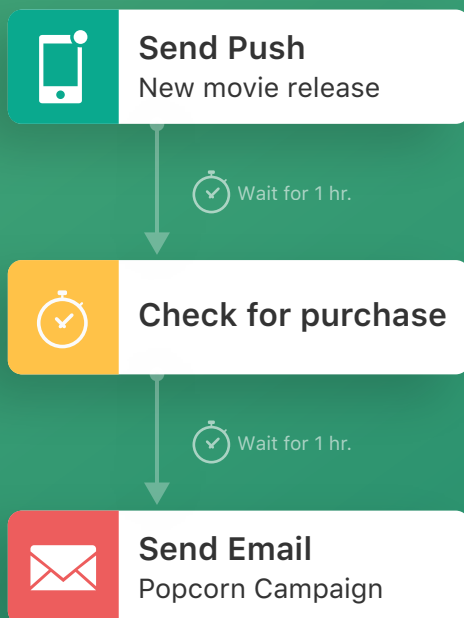
WebEngage | Relays

Imagine this scenario for millions of products, for hundreds of millions of customers

Raheja Residency

2 BHK furnished house is now available in Raheja Residency Schedule a viewing now!

Schedule Viewing

Up-sell and cross-sell products/services

Automate lifecycle campaigns for third party offers, combo offers and product recommendations.

Send Push
New movie release

Wait for 1 hr.

Check for purchase

Wait for 1 hr.

Send Email
Popcorn Campaign

9:41

Only 2 Tickets left!

Valley Shopping
to me

Hi Emma

FREE POPCORN COMBO
1-30 SEPTEMBER 2019
Get rewarded with every transaction of minimum 2 movie tickets.

Automate back in stock alerts to prevent lost sales

Stop losing your customers to zero inventory by enabling back-in-stock alerts for your products. Having your users receive alerts every time you add your stocks back will help maximize sales and inspire engagement.
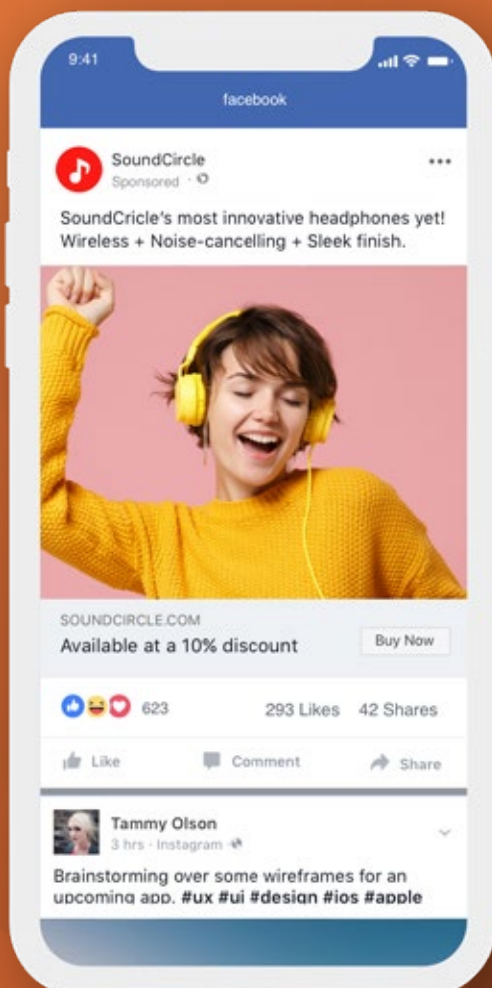
Automate order confirmation to fulfillment centers

Get your product status updates back to your inventory and fulfillment centers in real-time, from the moment a product is purchased to it being finally delivered to your users.
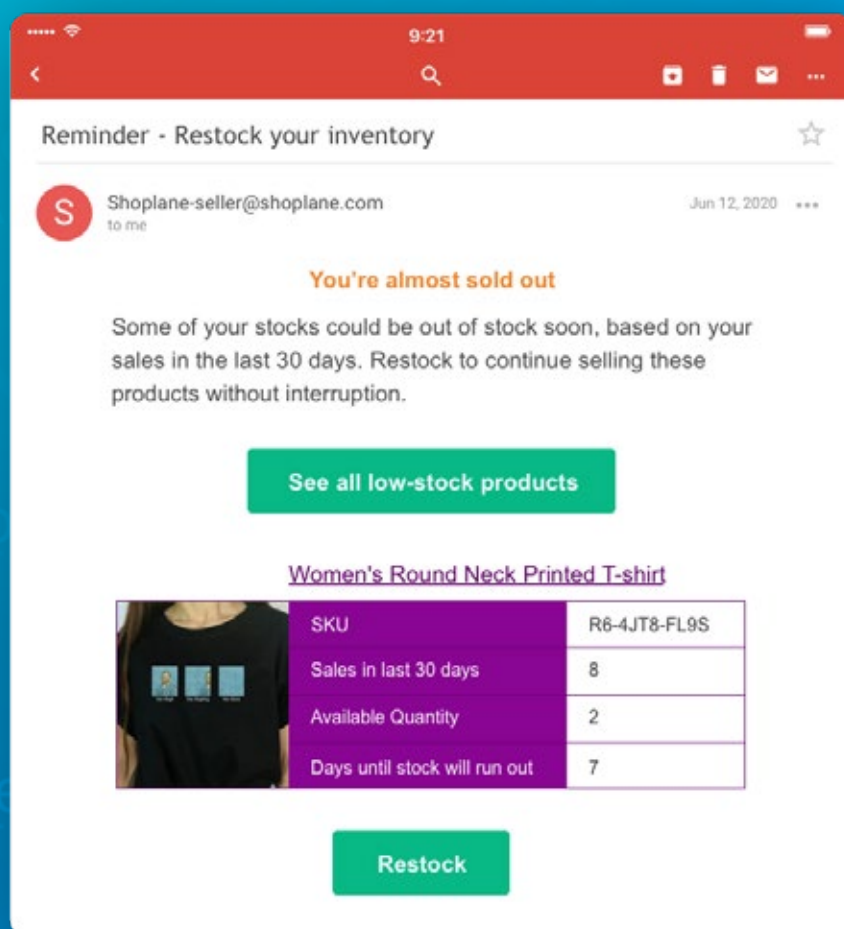

MESSAGES   1m ago

Froogal Stores

Order Confirmed: ID 32459916. Your order will be delivered to you by 23 May. Please check your email for more details. Thank you for shopping with Froogal.

Send instant alerts for listings that go out-of-stock

You can have real-time updates of inventory levels, whenever the product count goes below a pre-defined threshold.
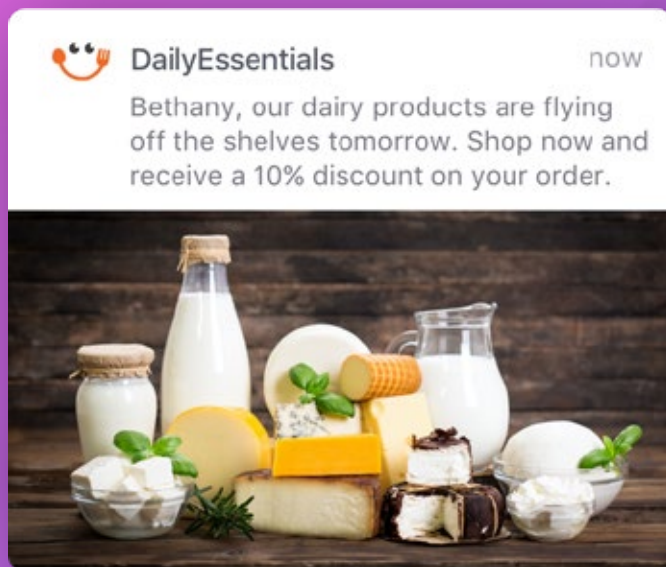
Trigger stock alert for ageing inventory to ease out expiry management

Manage the supply of perishable goods and make space for your new arrivals by sending clearance alerts to users as soon as your stocks breach your pre-defined low-stock benchmarks. Clear stock faster by reaching out to the users on their preferred channel.

DailyEssentials   now

Bethany, our dairy products are flying off the shelves tomorrow. Shop now and receive a 10% discount on your order.

Stay ahead of back-orders and notify sellers of low-stock

Take the guesswork out of figuring your dwindling stocks by automating the identification process. Send automated low inventory alerts to your sellers and shield yourself from under-serving your customers.

Item no. CU156 is low in stock, as of 6:10pm, 15th June

Check stock

Add stock

Know when to raise or lower prices

Get automatically notified of dwindling or surplus products, based on their demand patterns. Low-stock for particular products can indicate a good time to raise prices (for making extra revenues) while surplus inventory could mean a great time to run promotional discounts (spurring re-orders).

Your SKU Count < 5

Froogal Stores
Please restock the following soon!

subscribed — TIEN TZUO

HACKING GROWTH

FACT FUL NESS

View   View   View

What's more?

Set business-driven metrics for every activity

Measure ROI, marketing influenced purchases. You can further split campaigns by purpose, category-names, and see exactly which category had better conversion than others.

Customize user experience by recommending these products to users who purchase frequently from this category.

TAG	DELIVERED ⓘ	CONVERSIONS ⓘ	REVENUE ⓘ
Overall	1,006,403	405,086	$139,395
Cart Recovery Campaign	27%	19%	24%
D-15 Inactive Users Campaign	17%	12%	13%
Catalog Recommendation	14%	17%	14%
Weekend Offer	12%	16%	17%
Others	30%	36%	32%

What's next?

Set Your Own Thresholds:

Trigger the relay only when a threshold is crossed, eg: trigger relay at 10% price drop (right now you trigger regardless of 1% drop or 10% drop)

Manage your catalog from one place:

Our inbuilt catalog feature figures out when there is a price drop, new item added etc. so the business events are triggered automatically.

Inventory-led Engagement for all Industries

E-Commerce/Retail	Finance	Ed-Tech
Price drop	Portfolio updates	New course launches
New arrivals	News and insights	Performance updates
Back in stock	Alerts/Tracking	Community updates
Stocks running out	Pricing movements	Enrolments and doubt classes

Gaming	Marketplace	Media
New game suggestions	Hyperlocal matching	New releases
Selective offers	Targeted promotions	Tailored recommendations
In-game elements promotions	Stock update alerts	Live streaming updates
Contests and upgrades	Upsells/ Cross-sells	Cross promotions

About WebEngage

WebEngage is a leading B2C marketing automation hub for enterprises and SMBs. Since 2010, we have been helping businesses craft contextual communication and drive revenue at every stage of their user-lifecycle.

Marketers and product managers can streamline engagement campaigns across all channels of communication - like Mobile and Web Push Notifications, Email, In-app Messages, SMS, Facebook, and WhatsApp - measure the outcomes of the campaigns and manage user retention based on these data-driven insights.

Our drag-and-drop journey designer feature and unmatched customer support have made us the most loved user engagement and retention platform today.

Our Customers

We have more than 3000+ businesses, across E-commerce, Retail, OTA, EdTech, Gaming, Banking, Classifieds, trusting us to execute their marketing initiatives.

Some of the marquee names include Myntra, Go-MMT, Wonderchef, Snapp Cabs, EazyDiner, Bajaj Finserv, G2A, and Unacademy, among others.

Where are we today?

Our mission is to enable businesses to create personalized experiences at a massive scale.

300+
Enterprise customers
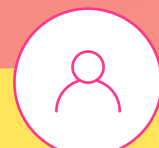
60 billion+
Events tracked monthly

10 billion+
Messages monthly

## 250 million+
Users engaged monthly

Marketing Automation for E-commerce Businesses

We hope that you've gotten a hang of Inventory-led Engagement and how it can keep your E-commerce business soaring high!

If you already have a system in place that does it for you, do share your experiences with us. We would love to hear about it!

If you would like to learn more about Inventory-led Engagement and Relays, feel free to reach out to us to help you set up an account or give you a demo of how it works.

In the meanwhile, read the next handbooks to find out more about marketing automation and E-commerce user engagement.
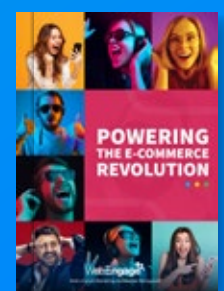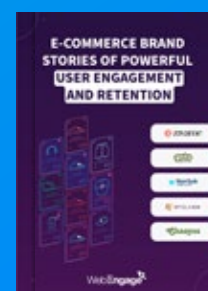
Create engaging customer experiences that matter

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

Schedule my free demo

WebEngage

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

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

TALK TO US TODAY

📞 **+1 (408) 890-2392, +91 (022) 6110 2400** | ✉ **support@webengage.com**

🐦 **@Webengage** | f **/Webengage**