Omnichannel user engagement helps Bengal's most trusted online matrimonial platform with a **20% growth in revenue** within six months

Key Features Used

- Omnichannel Campaign Manager to boost user engagement on the app/website

- Journey Designer to reactivate dormant users

- Customer Data Platform (CDP) to get a unified view of users on the app & website

HQ
West Bengal, India

Industry
Online Matrimony Services for Bengalis

Founded
2015

"

WebEngage plays a vital role in improving our growth metrics. It enables us to deliver contextual communications across channels and accelerate user engagement throughout the user journey. What stood out to me was the dedication and the prompt growth initiatives taken by the Customer Success team to drive successful campaigns.

Arindam Baral | in

Head- Product & Technology, ABP Weddings

About
ABP Weddings

ABP Weddings is an online matrimony website with decades of matchmaking expertise for the Bengali community. It is a substitute for traditional 'Patrapatri' or matrimonial classifieds, reinvented in the digital age with more choice and convenience. The brand helps people across the community to find their right partners through a curated database of verified matrimony profiles.

The website enables prospects to customize searches, shortlist profiles, and share them across the family with ease. ABP Weddings aims to eliminate the concerns related to fake profiles leaving the prospects with a reliable and trustworthy matrimonial site.

Here's how the platform works:

Login to the portal via app/website

Register for free using offline or online channels

Create an account, add a mandatory photo ID

Upload relevant documents to validate profile

Choose from a range of bride/groom profiles

Select and save the profiles you are interested in

Make payment once you initiate chat with a prospect

WebEngage

Objectives

- **Improve user engagement and retention**

  One of the key metrics ABP Weddings focused on was to build connected user experiences for each user on their preferred channels. The brand wanted to leverage omnichannel engagement campaigns to improve reach and retain existing users to boost service adoption.

- **Accelerate first-time conversions**

  Another goal ahead of the brand was to accelerate contextually driven engagements to convert free users to paid customers, based on the actions performed.

Challenges

- Reducing profile verification drop-offs

- Reactivating dormant users

Why
WebEngage

Prior to WebEngage, ABP Weddings relied on a tool that had limited targeting capabilities. The brand faced challenges with real-time targeting and user tracking, as the tool could only provide data based on the user's history.

For example: If a user viewed a prospect profile, the tool would not be able to capture the event at that exact time. It populates the data, days after the event was performed, which restricts timely contextual engagement. This inaccurate data leads to improper targeting giving inaccurate results.

The brand was in search of a retention operating system that would not only help them with real-time targeting but also facilitate a host of activities like analyzing customer data using CDP, running omnichannel engagement, and reactivating users all under one platform. This is what encouraged ABP Weddings to chose WebEngage.

WebEngage

WebEngage in action

The team at WebEngage came up with a holistic solution to help ABP Weddings increase their user engagement and retain maximum customers.
Read on to find out the solution.

#1 Omnichannel user engagement campaigns via the WebEngage Journey Designer

The team at WebEngage started off by identifying the bottlenecks in the brand's user lifecycle with underline funnel analysis. The brand uses this feature to analyze the number of users who engaged with the platform. Based on the actions performed by users, the brand sends automated omnichannel campaigns to users who dropped off from the portal, or who installed the app but did not register.

The campaign enables the brand to handhold users back to the platform seamlessly without bombarding or overwhelming them.

This is how the funnel analysis for ABP looks like on the WebEngage dashboard:
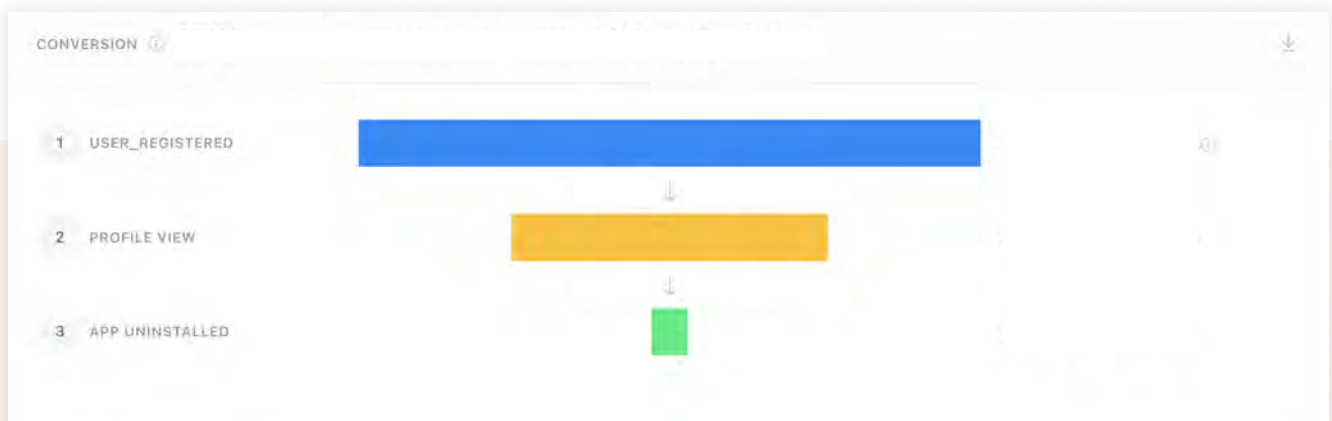
The funnel analysis further helps the brand to identify drop-off points of the users and reactivate their interest by creating multiple journeys to trigger the desired user action.

For example Journey A - for people who have/haven't uploaded a photo ID
And Journey B - for people who have/haven't verified their profiles.

This approach results in more interested profiles and better conversion for the brand.

Now, sending multiple campaigns to a user via different channels in a single day tends to irate the users.

In such cases, WebEngage helps brands to put a cap on the number of campaigns by using its throttle feature. This feature controls the number of messages sent in a single day, maximizing user outreach without bombarding the users.

#2 Reactivating dormant users with login reminders

The team at WebEngage suggested ABP Weddings to send different login reminders to the user segments who have registered on the website or app but are not actively using it.

The brand leverages WebEngage's Recency-Frequency Event & Monetary (RFM) analysis, to understand the trend of inactive users. Based on the analysis, the brand utilizes WebEngage's Journey Designer to send login reminders to users who haven't interacted in a long time.

Login reminder campaigns prove to be an effective way of engaging and reactivating promising prospects.
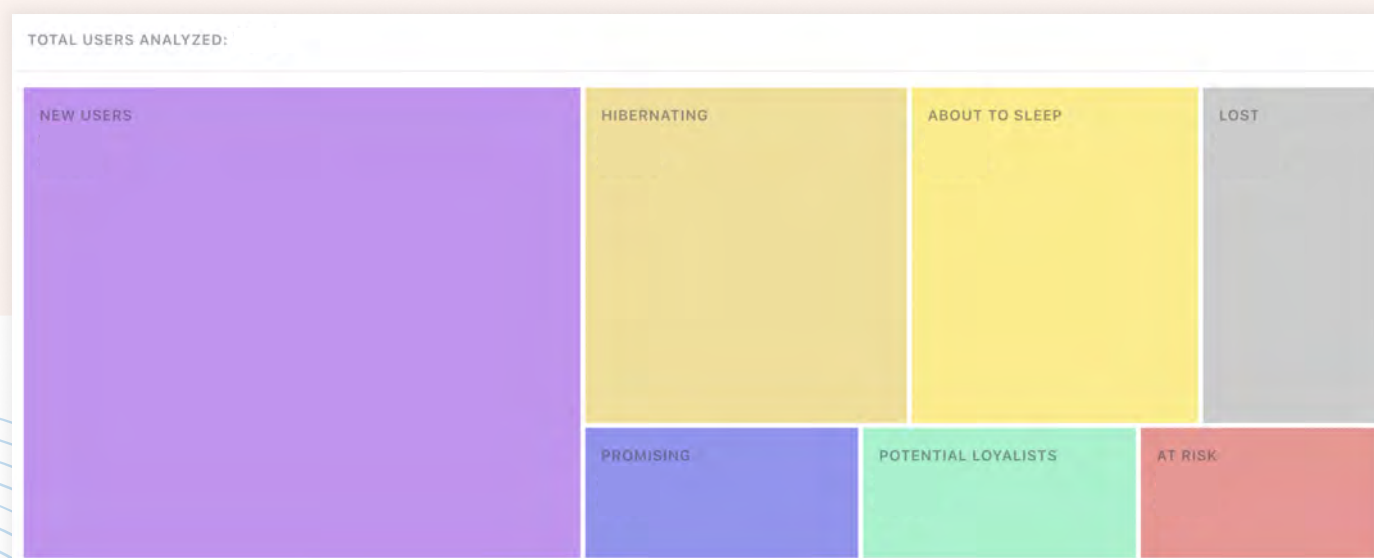
The WebEngage Impact

Collaborating with WebEngage brought qualitative growth in ABP Weddings conversions and revenue. With WebEngage, the brand continues to boost user engagement through the right communication delivered at the right time and witnesses amazing results.

20% ▲
Boost in revenue within 6 months

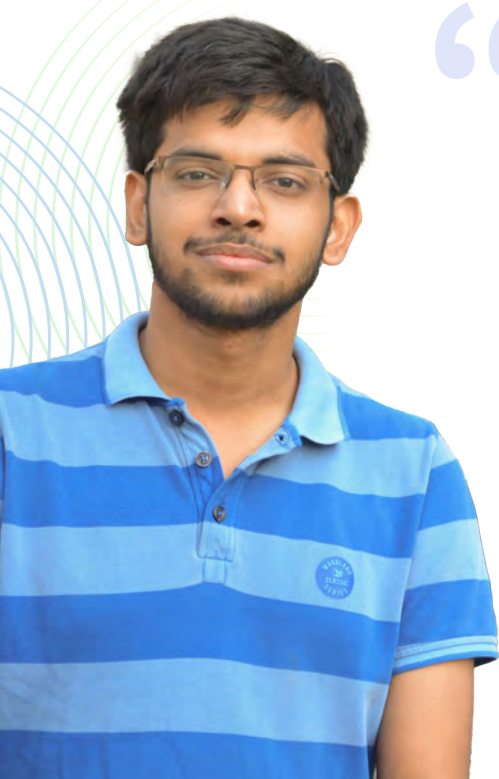## 1.5X ▲
Increase in profile validation and photo uploads

1.2X ▲
Rise in interested profiles by the prospects

1.3X ▲
Boost in reactivation of dormant users

> " WebEngage is undoubtedly our go-to retention marketing tool. The platform helps us improve our targeting, reach, and growth metrics. WebEngage's Journey Designer has been pivotal in automating user engagement across channels.
>
> What is most incredible about the WebEngage platform is that everything is extremely effortless and enabled within a click of a button.

Arnab Animesh Das | in

Product Manager, ABP Weddings

WebEngage

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Schedule my free demo

WebEngage

WebEngage is a new age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience.

The platform helps brands drive more revenue from existing customers and anonymous users across 10+ 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, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, and many more.

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