

## ALMO, men's essential D2C brand, sees a 35% rise in orders placed in six months.

HQ  
**Gurgaon, India**

Founders  
**Abhishek Shah & Muskaan Jain**

Industry  
**Direct-to-consumer**

Founded  
**2020**

“

We would recommend the WebEngage Startup Program to startups who want to see sustainable growth. It is a great platform for people who want to connect actively with their customers in an ingenious and segmented way. The targeted marketing helped us achieve a rise in overall conversion and revenue. The onboarding process is smooth, and the Customer Success team is super helpful

**Chhavi Bhardwaj Kargaonkar**  
Co-founder, Almo



WebEngage

## Startup Program



ALMO<sup>TM</sup>  
MAN

## About ALMO

ALMO, launched in June 2020, caters to the urban Indian men with essentials aimed to provide comfort, function, and sustainability all at the same time.

Almo aims to evolve into a one-stop destination for premium men's essential needs. The D2C brand offers products and essentials that meet international trends, styles, and quality.

### Objective

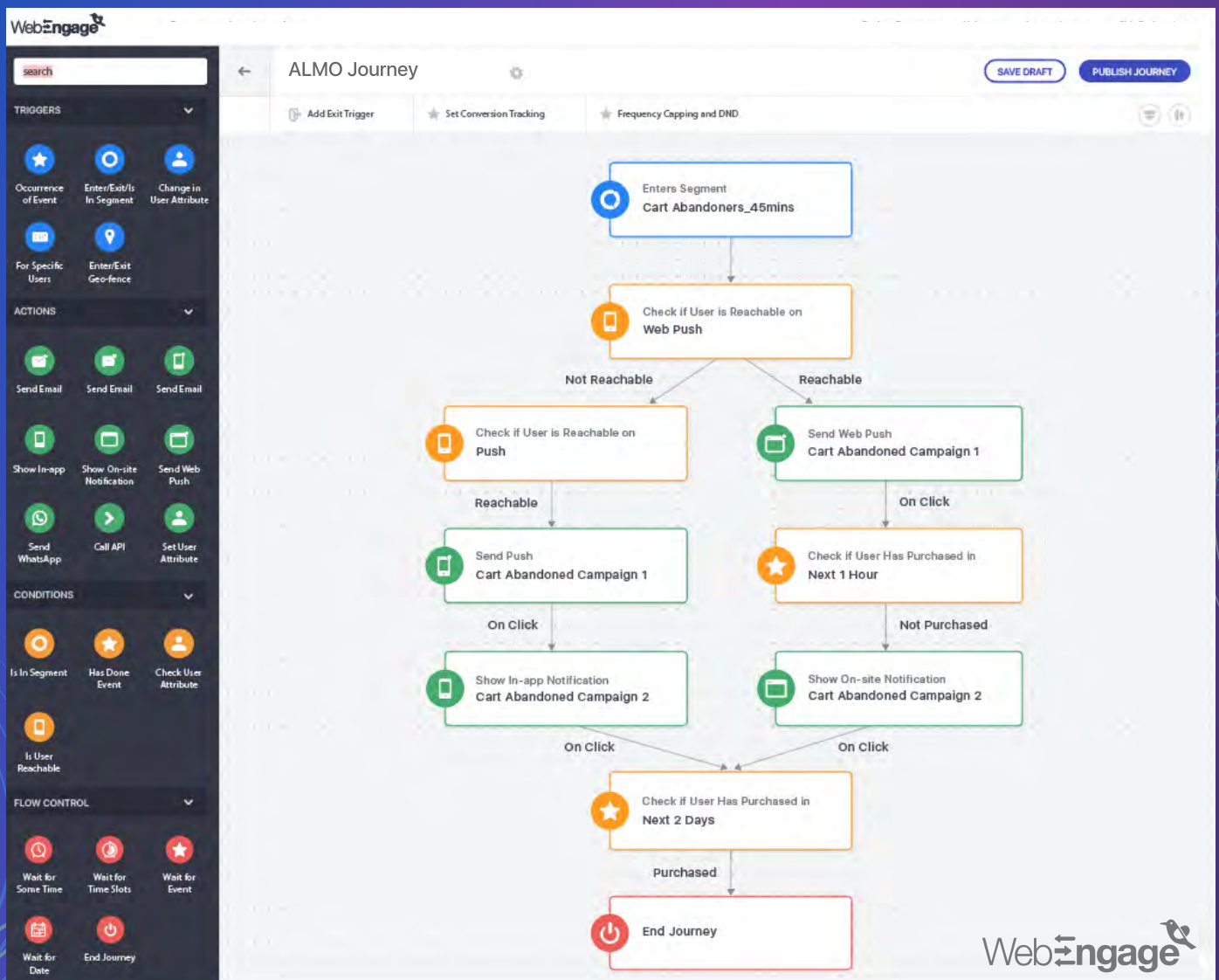
- Encourage cart abandoners to complete their purchase
- Increase brand loyalty and Average Order Value (AOV)

Why ALMO Chose

# WebEngage Startup Program

To engage with the users in the right way and at the right time, ALMO was **looking for a full-stack marketing automation platform** that would help them **accelerate their user engagement and retention efforts**. And this is where WebEngage came into the picture!

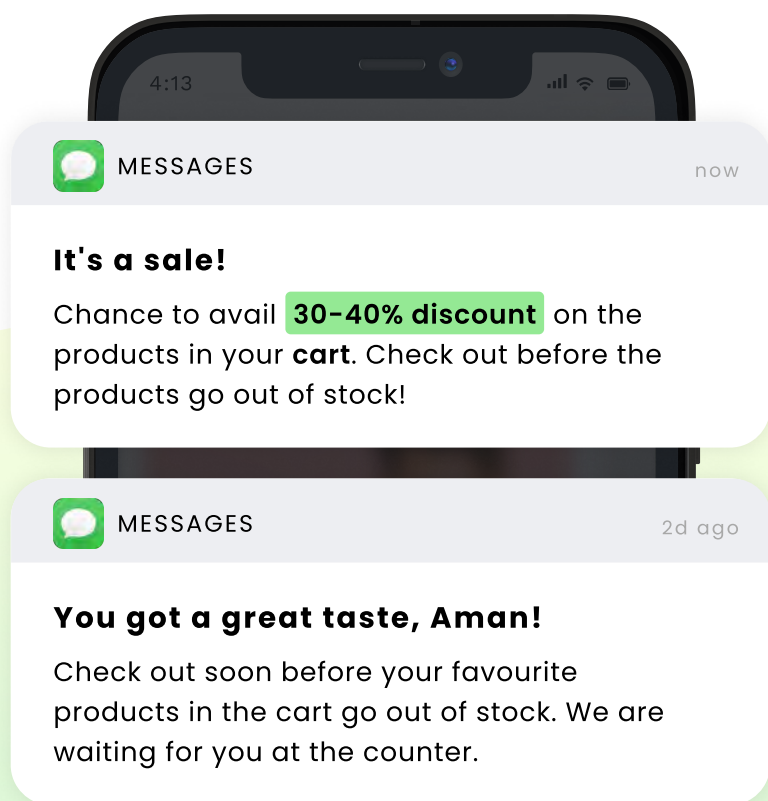
ALMO had specific goals to fuel up business growth. Therefore, the Customer Success Manager (CSM) at WebEngage and the Product and Marketing Managers at ALMO solved some of the critical and primary challenges use cases that the company had been facing.



# WebEngage's Solution

ALMO leveraged funnel analysis to dig into users' behavior on the app and website to observe the behavior of high-intent users over different time frames. The Funnel Analysis helped the team at ALMO to ascertain the best time to send out cart abandonment campaigns and take corrective measures. To retain the existing users, ALMO surprised every user with a custom discount code to avail of a special discount on relevant occasions.

Along with discount offers, ALMO also sent hyper-personalized reminders to cart abandoners or relevant product recommendations based on user activities. ALMO retained customers and increased their revenue with contextual re-engagement by tracking their user funnels and using the right channels.



## Result

**35%**

Rise in order  
placement

With the help of personalized and contextual communication automated via WebEngage Journeys, ALMO enhanced its customer engagement and achieved a 35% rise in order placement.

WebEngage Startup Program helped ALMO to increase the number of purchases and successfully retain their existing customers, driving overall revenue by 300%. ALMO offered a memorable and personalized shopping experience to each customer.



# Loved the Case Study?

Grow your business and build a brand with the WebEngage Startup Program.

**Apply Now**



WebEngage is a customer data platform and Retention Operating System that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs. The platform helps brands drive more revenue from their existing customers and anonymous users through highly contextual, hyper-personalized engagement campaigns across 10+ communication channels.

Product and marketing practitioners, across the world, design intuitive user lifecycle journeys on the WebEngage platform to convert existing users through data-backed, timely omnichannel engagement campaigns. The platform offers in-depth product and marketing analytics for brands to track growth metrics and campaign performance effectively.

WebEngage powers user engagement for thousands of brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

## TALK TO US TODAY

---

☎ +1 (408) 890-2392, +91 (022) 6110 2400

🐦 f @ in