Aakash Digital, India's online competitive test preparation platform, witnesses **31% increase in LIVE class attendance**

WebEngage | Aakash

COMPANY PROFILE

⊕ Aakash

Aakash EduTech Private Limited (AEPL), a subsidiary of AESL, is an online learning platform that caters to the K12 segment. AEPL also offers comprehensive online test preparation services for learners preparing for Medical and Engineering entrance exams. AEPL comprises two distinct learning divisions namely, Aakash Digital and Meritnation.

Aakash Digital provides an effective online learning environment (website & mobile app) where the learners can opt for LIVE or pre-recorded classes, practice tests and more from highly experienced teachers and from the comfort of their homes!

GOALS

- Nurture ideal prospects
- Boost mobile app engagement
- Drive online course registrations
- Build learner loyalty
- Achieve long-term, sustainable growth

CHALLENGE

Carrying out contextual engagement at scale

SOLUTION

Aakash Digital adopts a hyper-personalized and action-based communication approach by adopting the right retention operating system to achieve its goals.

With the help of WebEngage's Retention Operating System, we've been able to effectively drive mobile app engagement via hyper-personalized communication. This has helped increase our paid course registrations by 2.6X. The Customer Success and Support teams at WebEngage have helped us immensely in solving our problems.

-Sushant Kumar
CMO, Aakash EduTech Private Ltd.
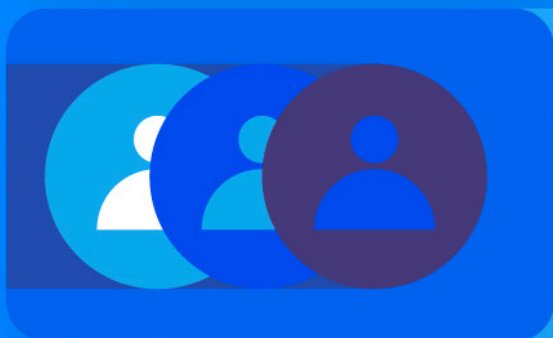
THE WebEngage EFFECT ON Aakash

50% increase in overall learner calls received via the lead nurturing journey

2.3X deduction in acquisition cost via multi-channel learner engagement

18% boost in learners who returned to the app to access recorded classes

31% increase in LIVE class attendance after app sign up

THE LEARNERS' LIFECYCLE ON AAKASH DIGITAL APP

Aakash Digital

1. The learner installs the Aakash Digital mobile app
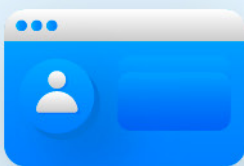
EMAIL
PASSWORD

2. Signs up on the app

MOBILE

3. Enters mobile number

4. Enrolls in a free trial class

5. Attends the free trial class

6. Completes the free trial class

REGISTER

7. Registers for a paid online course

The Objective

Aakash Digital receives massive traffic on their mobile app regularly. But, several prospective learners don't instantly realize the actual potential of the courses and require some hand-holding after signing up on the app.

Aakash Digital aims to effectively nurture these prospective learners by helping them identify relevant online courses that match their career choices. So, the brand focuses on delivering exceptional learner experiences with targeted and personalized marketing which helps them:

- Nurture the ideal prospects
- Boost mobile app engagement
- Drive online course registrations
- Build learner loyalty
- Achieve long-term, sustainable growth

The Challenge

Lack of a unified learner view and contextual engagement at scale

The team at Aakash Digital was using a number of individual tools and platforms to streamline the learners' information. This led to cumbersome data management across all platforms. And also hampered the team's intent of engaging with the learners in a highly targeted and personalized manner.

Also, with Aakash Digital's learner base continually expanding, tracking and analyzing learners' behavior and actions manually was challenging. This resulted in the team's massive bandwidth usage, poor learner experience, high drop-offs, and low app engagement.

WebEngage

So, they were looking for a platform that provides easy integration with external tools, gain 360-degree learner view and deliver data-backed, automated engagement campaigns.

The team at Aakash Digital realized the need of using a smart and efficient Retention Operating System. After using a few retention marketing tools, the team at Aakash Digital found WebEngage to be the right fit that helps them overcome all the challenges and achieve their objectives.

Here's how Aakash Digital tackles their challenges via different user engagement journeys.

The Solutions

Increasing free LIVE class attendance with contextual learner engagement campaigns

Aakash Digital's primary goal is to attract interested prospects and convert them into leads. To generate more leads and drive product usage, they adopted a Freemium model in which they offer free demo LIVE classes to learners who sign up on the app. If the free trial helps the learners and provides great value, they're more likely to purchase the online course.

Now, the team at Aakash Digital wanted to make sure that learners complete the free trial class and don't abandon midway. To solve this, the Customer Success Manager (CSM) at WebEngage suggested an action-based communication approach using the WebEngage Journey Designer.

Firstly, the learner data from across the channels and platforms was collected and stored on a single platform i.e. WebEngage dashboard.

The data from the learner's first visit to the Aakash Digital app to the latest interactions was gathered under a single learner profile. Once the data was in place, the learner engagement journey was designed to encourage learners to enroll in free LIVE demo classes.

Here's a snapshot of the LIVE demo class journey created by Aakash Digital on the WebEngage dashboard:

App Sign Up Journey
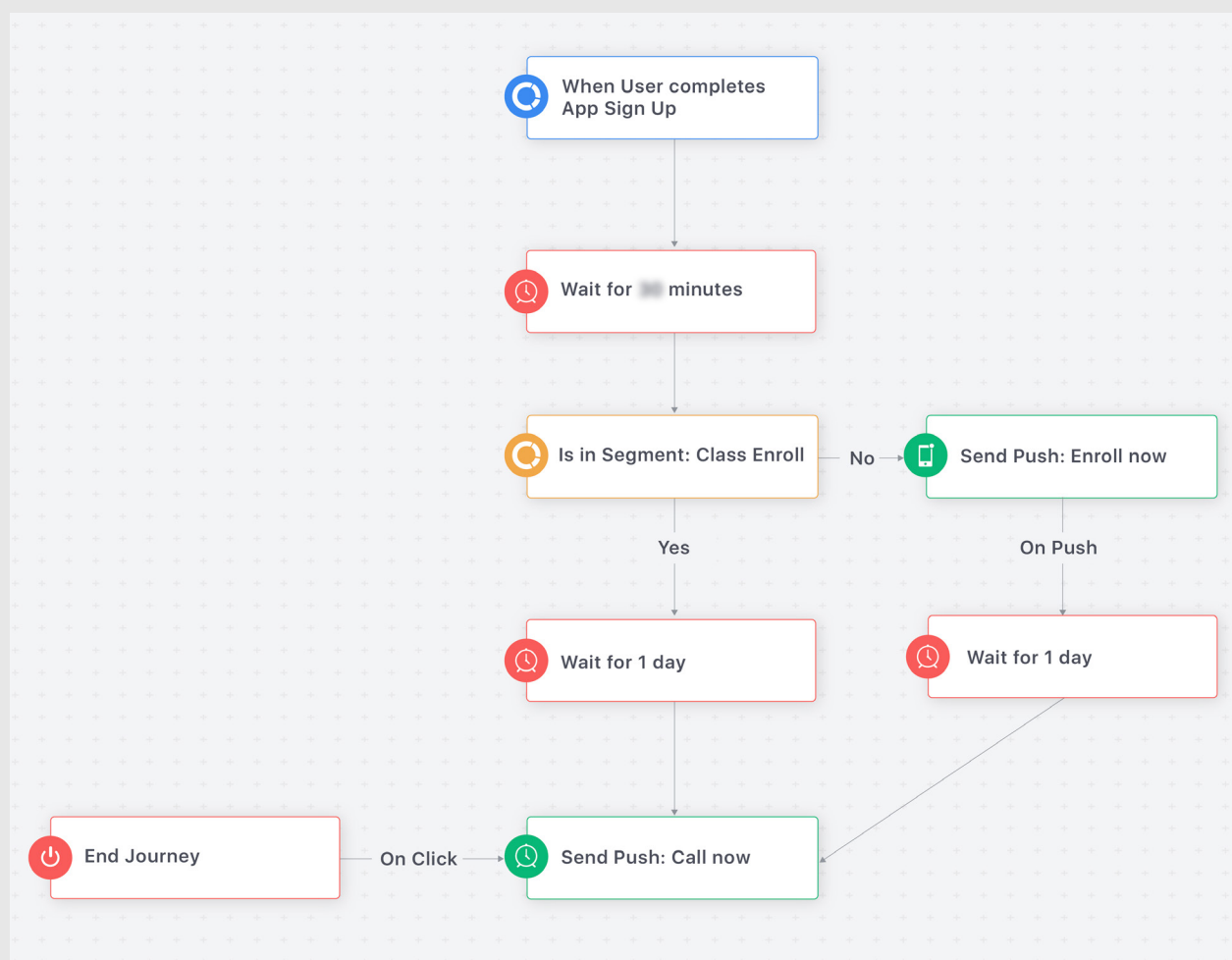
*For visual representation purpose only

And here's how the journey functions:

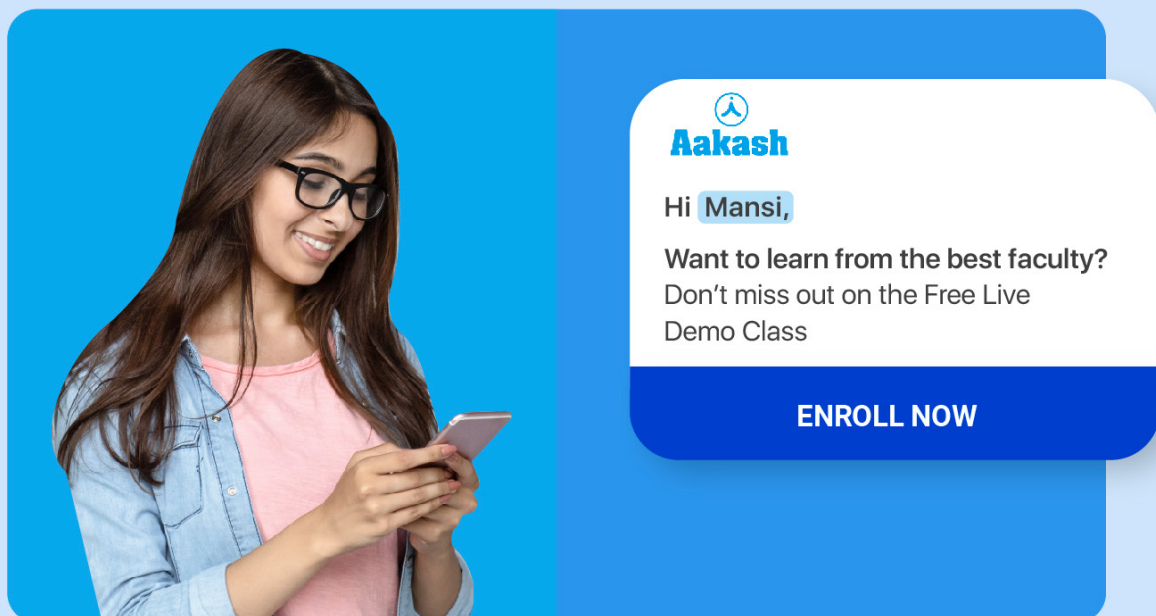The journey triggers as soon as the **learner signs up** on the app.

Segment **Sign Up Journey** contains **all** users

who have

performed the event, **Sign-up** count greater than **0**, where

app_id equals to **study.aakash.digital**

event_time between **last 7 days, now**

For visual representation purpose only

The system then waits for some time to check if the learner has enrolled in a free LIVE demo class. If no, then a push notification is sent to the learner reminding him/her to enroll.

MOBILE PUSH

Aakash

Hi Mansi,

Want to learn from the best faculty?
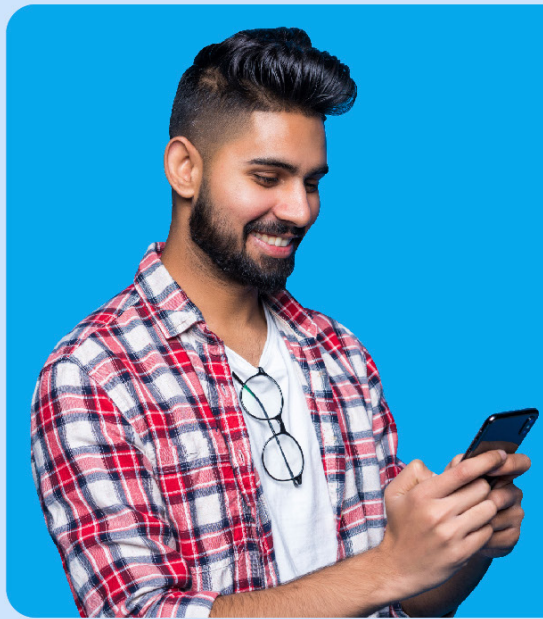Don't miss out on the Free Live Demo Class

ENROLL NOW

For visual representation purpose only

In case the learner has enrolled in the free LIVE demo class, the system then waits for 24 hours, and a different push notification is sent to the learners' phone; encouraging him/her to register for a paid online course.
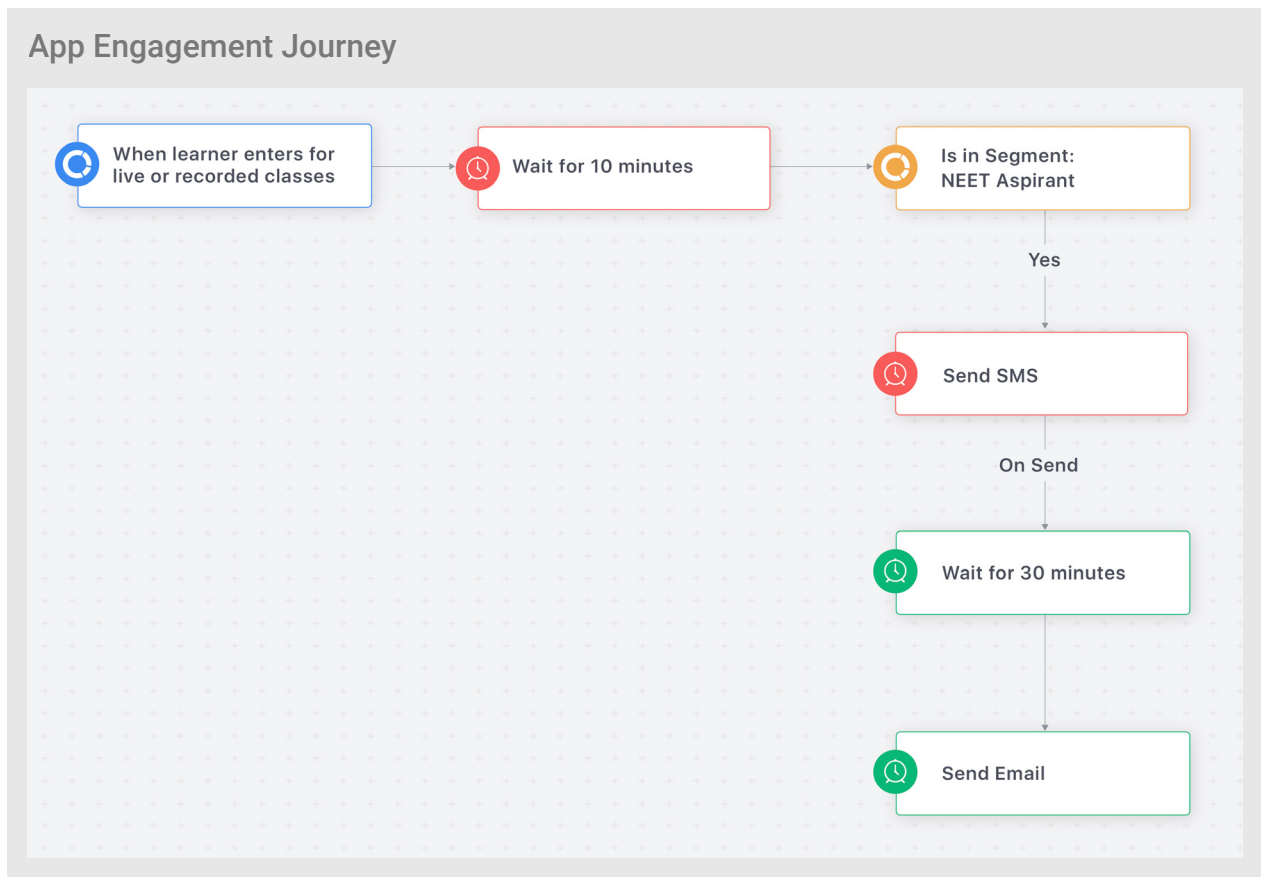
For visual representation purpose only

The team at Aakash Digital has been able to granularly segment its learner base and send relevant and timely communication at scale. They also witnessed a **31% increase in class attendance after app sign up.**

Maximizing paid course registrations through personalized recommendations

Once the learner installs the Aakash Digital mobile app, the learner enjoys a 7-day free app trial period. During the trial period the learner can access all the study material available on the app. After the trial period is over, the learner is expected to upgrade to paid subscription to access the required study material continually.

To encourage learners to upgrade to paid subscription, the team at Aakash Digital has created an app engagement journey for the learners. In this journey, the learners are thoroughly nurtured with contextual and hyper-personalized communication across multiple channels like SMS and Email.

Here's a glimpse of the journey:

App Engagement Journey

When learner enters for live or recorded classes → Wait for 10 minutes → Is in Segment: NEET Aspirant

Yes

Send SMS

On Send

Wait for 30 minutes

Send Email

For visual representation purpose only

The journey begins when the learner enrolls for the **LIVE or pre-recorded classes.** Here's how the segment logic for learners enrolling for LIVE classes looks like:

Segment **Learner Nurture** contains **all users**
who have
performed the event, **enrolled for LIVE class** count greater than **0,** where
LearnerStage equals to **Engaged**
event_time between **last 30 days,now**
LearnerCareerType equals to **LIVE Classes**

For visual representation purpose only

The target segment has [learner attributes](#) based on his/her choice of course, for example: NEET, IIT-JEE, Olympiads, etc., which are mapped via 'condition' blocks in the journey. The conditions help the team at Aakash Digital to send the right communication to the right set of learners.

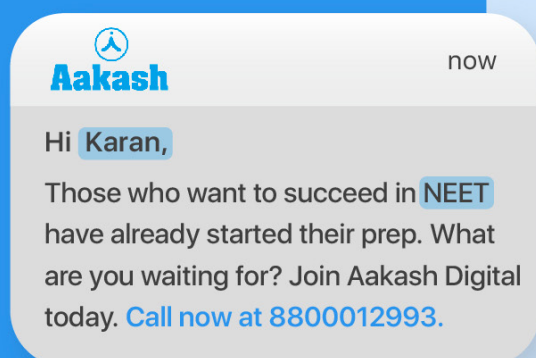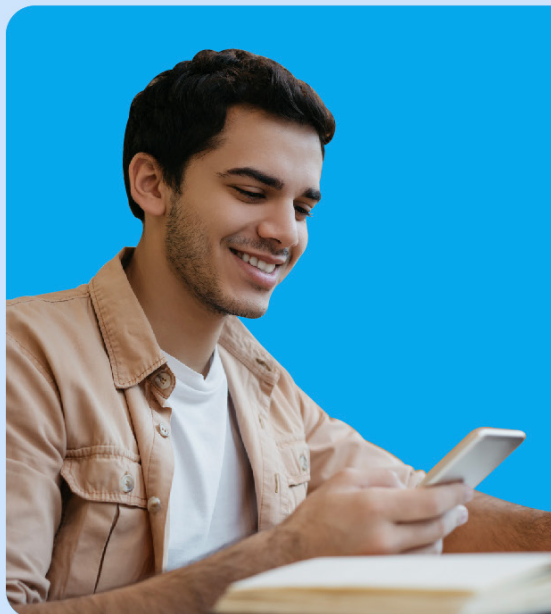**Condition: Is in Segment**

Check if user is in | NEET Aspirant ⌄

For visual representation purpose only

So, if the learner who enters the journey fulfills the specified conditions, as in this use case a NEET aspirant, then he/she proceeds further in the journey, else the journey ends for the learner.

Next, the system waits for some time and then sends an SMS and Email to the learners based on their course preferences.

Here's a sample SMS sent to the learners preparing for NEET

SMS

Aakash   now

Hi Karan,

Those who want to succeed in NEET have already started their prep. What are you waiting for? Join Aakash Digital today. **Call now at 8800012993.**

For visual representation purpose only

An interesting bit is that the SMSes sent via this journey are [throttled](#) at a limit of 1000 messages/minute. Throttling allows Aakash Digital to limit the number of messages that can be sent per minute and reduce the server resource consumption to maintain a consistent performance of the platform.

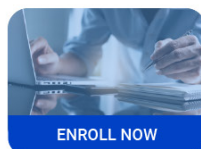*Here's a snapshot of the Email sent to the learners preparing for JEE*

EMAIL

Aakash

Dear Arushi,

Aakash Digital's online JEE batches are starting soon. So, without wasting more time, join the course now and take the first step towards your dream of becoming a doctor.

Check and enroll to start learning today!
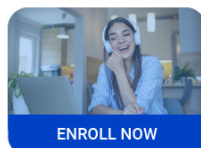
Recommended Courses

Covers Physics, Chemistry & Maths for XI and XII (JEE Exam)
+ 300 hrs online LIVE classes
+ 150+ online practice tests

ENROLL NOW

Live Online 1 Year Course for Class 12 - JEE (Main & Advanced)
+ 650 hrs online LIVE classes
+ 400+ online practice tests

ENROLL NOW

📞 **Call 88000012993 to enroll**

For visual representation purpose only

Results

Personalized recommendations helps the team at Aakash to **increase inbound course queries via calls by 20%** and achieve an **18% boost in learners returning to the app** to access recorded classes.

> **With the help of data-backed, targeted and hyper-personalized learner communication, the team at Aakash Digital has been able to engage with the learners in the most effective manner thus driving higher course registrations.**

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WebEngage

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 dashboard 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 the 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

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