



# Airblack increases its trial to subscription rate by 13% with personalized email communication via WebEngage

HQ  
**Gurgaon, Haryana**

Founders  
**Vaibhav and Videt**

Industry  
**EdTech**

Founded  
**2019**

Airblack is an online makeup and beauty learning platform. Since its inception in 2019, Airblack has enabled its customers to become micro-entrepreneurs, salon owners, and freelancers. Within a year, 25,000+ learners from 500+ cities have attended various courses at a much faster pace and at a fraction of the traditional education costs.

Airblack follows a DIT (do-it-together) courses model, where the customers get to practice with curated beauty experts and learn from them. It also provides live workshops, online portfolio space to its customers, personalized assignments followed by feedback, and much more.



The WebEngage Startup Program helps us, right from scoping out the use cases to implementation and trying out different strategies to build **meaningful communications** with customers. It has been a great experience of learning together and impacting our customers' lives. The best part of this journey is the sheer amount of help and support we have received from the WebEngage team from the beginning.

**Vaibhav Raj Gupta** |   
Co-Founder, Airblack



## Startup Program

June, 2022

# Adopting the right retention platform that meets Airblack's expectations

Airblack's mission is to enable more micro-entrepreneurs in India. To achieve this, it becomes crucial to engage and retain its customers using behavioral data and journeys. That's when Airblack started looking for a retention platform that could meet its expectations and applied to the **WebEngage Startup Program**.

## The Objectives

1. To leverage users' behavioral data to build meaningful communications.
2. To drive conversions from free trials.

## The Solution

### 1. Leveraging user data to build personalized communication

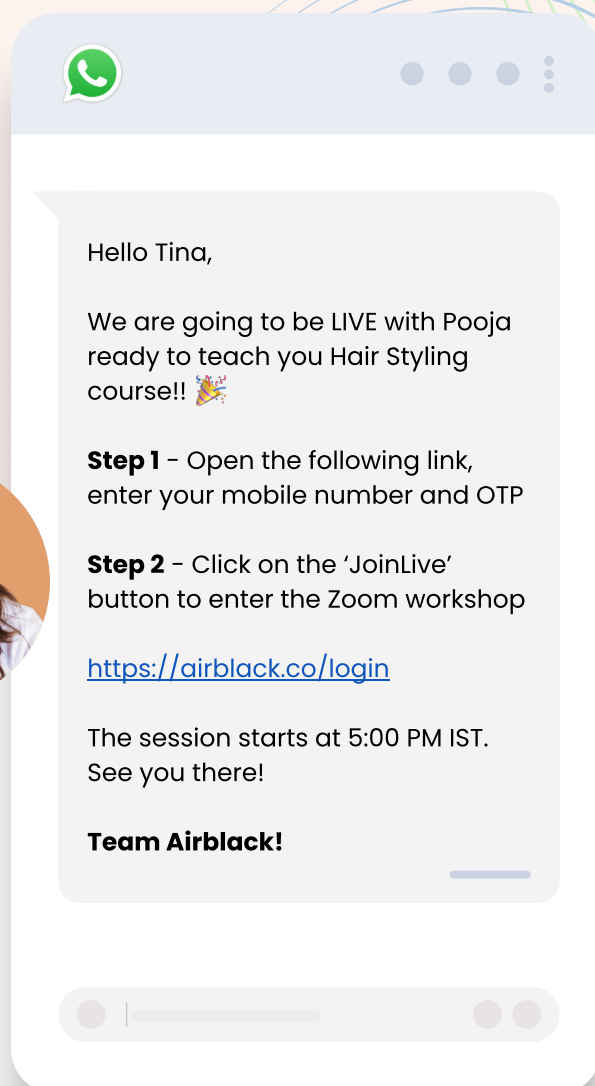
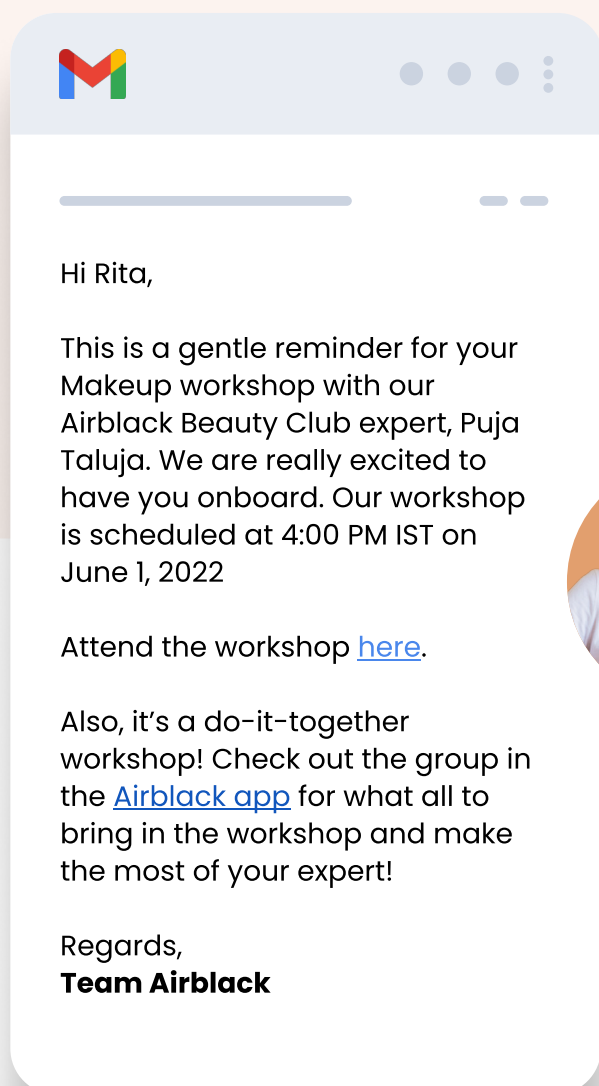
Airblack wanted to build a **unified profile** of its customers to send the right communications at the right time. By using **WebEngage's Customer Data Platform (CDP)**, Airblack gets a unified view of its customers based on various touchpoints and events like attending free trials, booking free trials, landing on the home page, viewing a video, and so on. The user data and events are then used to trigger campaigns across different stages of the users' journey.



## 2. Sending contextual campaigns to boost subscriptions

Airblack provides its customers with professional beauty and hairstyling courses. To **convert trial users to subscribers**, Airblack crafted the right communication flow with the help of WebEngage advisors as follows.

- Users can opt to attend trial courses and get certificates for attending. Using **Emails and WhatsApp**, Airblack ensures maximum attendance for these trial courses.
- Upon completing the free trials, users are nurtured and educated about the courses and encouraged to sign-up for the paid memberships.



# The Impact?

Airblack engaged their users strategically right after the successful free trials, which helped them send the users down the conversion funnel. By utilizing customers' behavioral data to send them personalized emails and WhatsApp campaigns, Airblack increased its free trial to subscription rate by 13%.

13%▲

Increment in  
Subscription Rate



“When you start your journey into marketing automation, there are hundreds of things to solve. The WebEngage team is very consultative and helps us focus on the right things that matter across stages. Today, in our marketing funnels and journeys, we can not imagine our life without WebEngage.

**Videt Jaiwal** | 

**Co-Founder, Airblack**

WebEngage  
**Startup  
Program**

## Loved the story?

Supercharge your startup's growth  
with the WebEngage Startup Program

**Apply Now**