

Saudi Arabia's Travel Giant Almatar Improves Customer Retention By **20% In** **1 Year With WebEngage**

Industry
Travel & Tourism

Founded in
2019

HQ
Riyadh, Saudi Arabia

About almatar

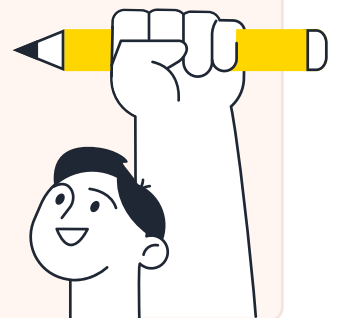


Founded in 2017, [the almatar app](#) is your unrivaled platform for a delightful travel experience. We are a progressive Saudi newborn to the Online Travel Agency (OTA) industry, fueled by the team's passion and their beloved customers' immense support. Hence, they are remarkably expanding in the market.

Through the almatar app, one can make hotel and flight reservations in seconds. Their integrated services are available bilingually for a seamless 24/7 booking experience.

Mission & vision of the company

To empower travelers by providing comprehensive and affordable travel solutions.



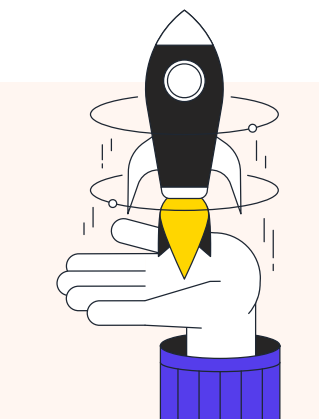
USPs:

- ✓ Comprehensive travel services, including flights, hotels, and holiday packages
- ✓ User-friendly platform and mobile app
- ✓ Excellent customer support and service
- ✓ Competitive pricing with exclusive discounts and offers

About the economy of the industry

The travel industry is rapidly evolving, with a growing demand for digital solutions that simplify booking and enhance the overall travel experience. The industry is seeing a resurgence post-pandemic, with increased focus on safety, flexibility, and personalized travel options.

About Acquisit



Acquisit is an award-winning independent growth marketing agency specializing in helping businesses achieve meaningful, sustainable online growth. Founded in 2019, the agency offers a full spectrum of digital marketing services to make brands more discoverable, connect them with the right audiences, drive conversions, and continually optimize—from performance marketing to CRO, content strategy to CRM, and all things data science.

With offices in the UAE and Saudi Arabia, Acquisit brings double-digit growth and a deep understanding of the MENA region to clients of all sizes and industries, ranging from global industry leaders to innovative, early-stage startups spanning 40+ countries. Named the 2023 Performance Marketing Agency of the Year by Campaign Magazine, Acquisit is home to 60+ employees and headquartered in Dubai. Learn more at <https://acquisit.io/>.

“WebEngage has transformed our customer engagement strategy. All we needed was a robust platform and innovative solution, that could have enabled us to connect with our customers more effectively and achieve our marketing objectives. And WebEngage has shone right through here.”



Don Lee

Head of Marketing
& Growth, almatar



Laurent Rabot

CRM & Data Visualization
Manager, Acquisit

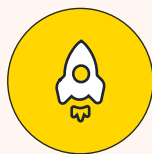


Mariana Shchudlak

CRM & Data Visualization
Strategist, Acquisit



Key Features Used



Journey
Designer



Push
Notifications



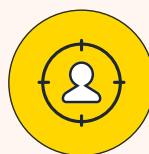
SMS



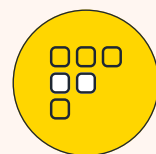
WhatsApp



Email



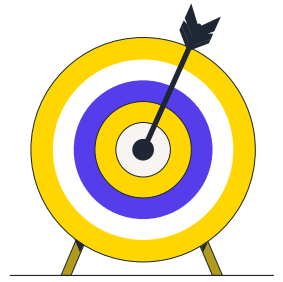
User
Segmentation



Cohort
Analysis

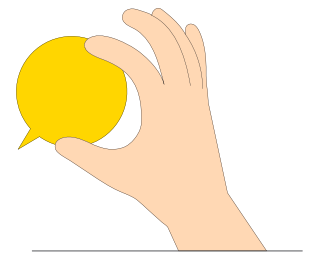
Company's Objectives

- ✓ Enhance customer engagement and retention
- ✓ Personalize customer communication
- ✓ Increase conversion rates
- ✓ Improve the overall user experience



Company's Challenges In Driving The Objective

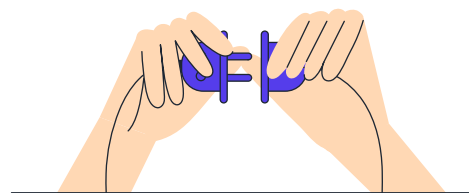
- ? Fragmented customer data
- ? Ineffective customer segmentation
- ? Low engagement rates on communication channels



Why Did almatar Pick WebEngage?

- ✓ The almatar team chose WebEngage because of its comprehensive suite of features and its ability to integrate seamlessly with their existing systems.
- ✓ After evaluating several tools, WebEngage stood out for its user-friendly interface and powerful analytics capabilities.
- ✓ The travel services team was particularly impressed with the Journey Designer, which enabled them to create personalized customer journeys effortlessly.

WebEngage In Action



WebEngage helped almatar unify its customer data, allowing them to create highly targeted and personalized campaigns.

- ✓ They mapped out customer journeys with the Journey Designer and significantly improved engagement and conversion rates.
- ✓ Our platform's robust analytics provided insights that guided their strategy and decision-making processes.

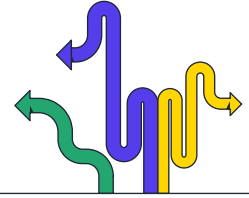
USE CASE #1

- Their top-performing campaigns have been cart abandonment journeys for flight and hotel bookings, utilizing a combination of email, WhatsApp, SMS, and push notification channels together with API blocks to generate coupon codes.
- These campaigns achieved a Click-Through Conversion Rate (CTCR) of 0.5% and 0.3%, respectively, generating 45 million Saudi Riyal (SAR) in CT revenue over the past 12 months.

? CURRENT SITUATION

Almatar Continues To Leverage WebEngage's Capabilities To Enhance Their Marketing Efforts. The Platform Has Become Integral To Almatar's Strategy, Driving Growth And Improving Customer Satisfaction.

Journey Designer



1. Push notification



13M
Sent

3.9%
CTR

2. Email



57.6K
Sent

1.9%
CTR

3. WhatsApp



451k
Sent

13.3%
CTR

USE CASE #2

Abandoned Cart Journey: Users who searched for flights but didn't complete the booking.

Channels Used



Email



Push Notifications



SMS



WhatsApp

Personalization: Tailored content based on the user's main city destination.

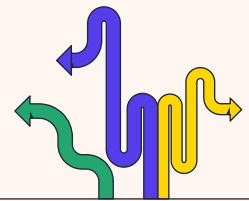
Contact Points: Users are contacted at various stages throughout the booking process via different channels.

RESULT:

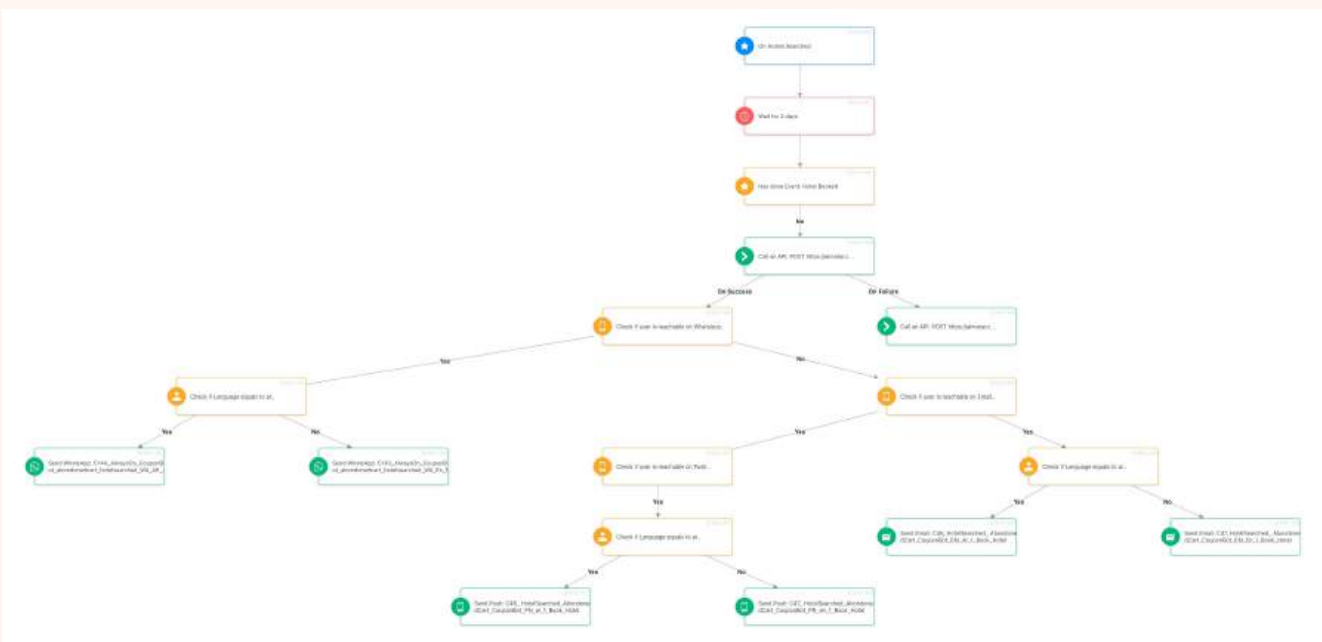
- 3.6 Million Messages Sent In 2023
- Generated 19.4k Flight Bookings
- Maintained A Fairly High CTR Of 0.55% Across All Channels

Journey Designer

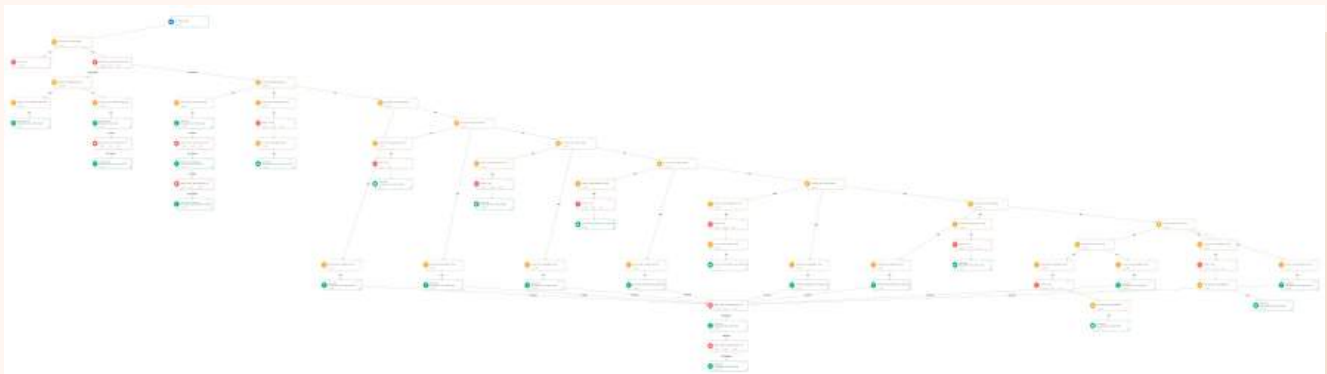
Here are some journeys that the OTA team ran to leverage the best of WebEngage for their business:



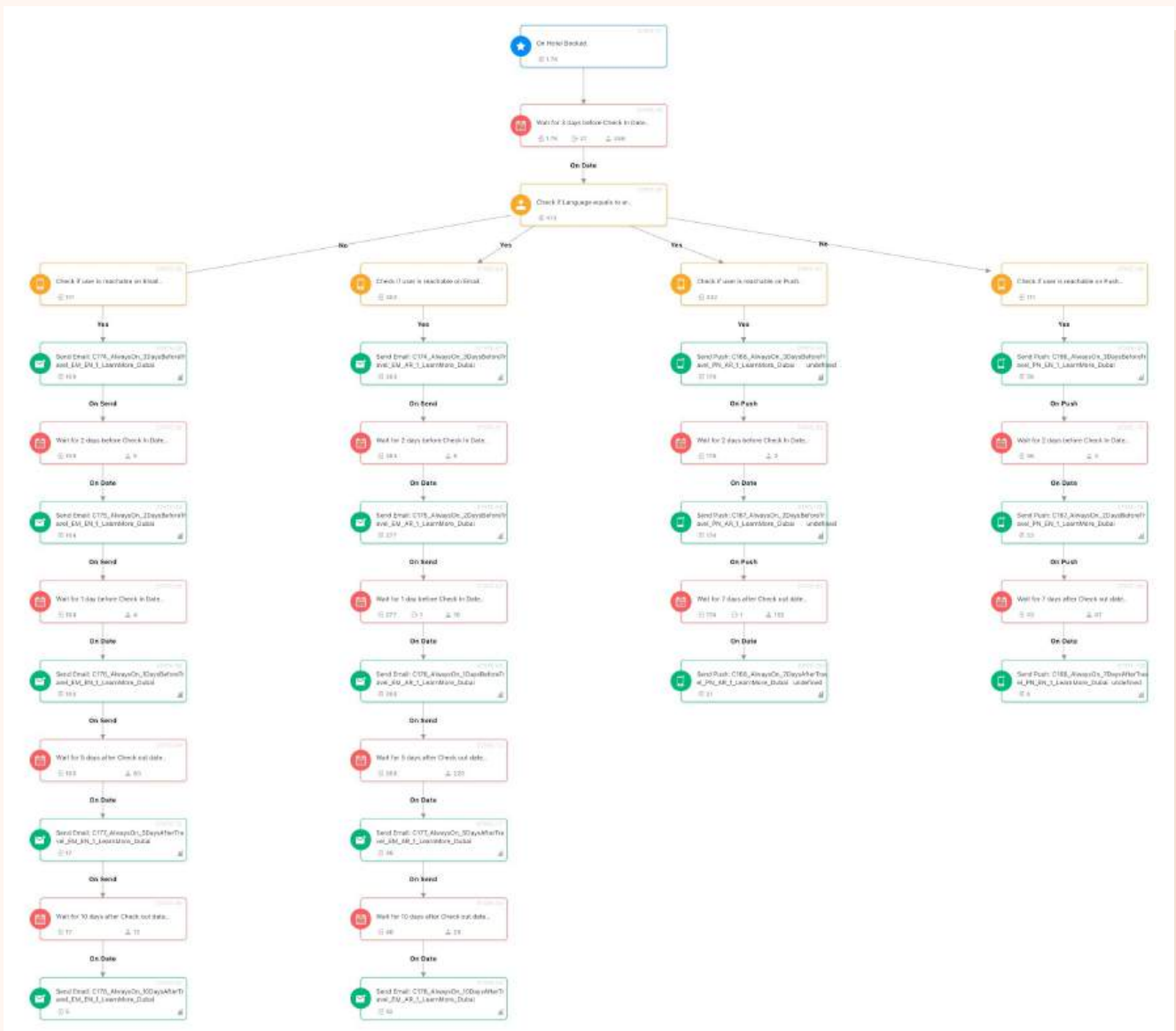
Hotel abandoned cart journey with API block for dynamic coupon insertion.



Flight abandoned cart journey for domestic flights.



Customer experience journey sends blog articles with personalized content and recommendations before and after the trip.



Overall Impact | A 1-Year Timeline Success

25%

Increased Email
Open Rates

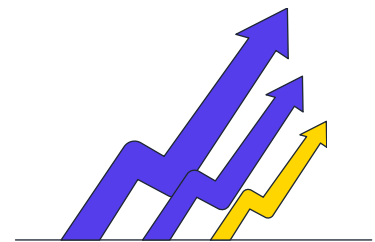
20%

Improved Customer
Retention

30%

Boosted Customer
Engagement

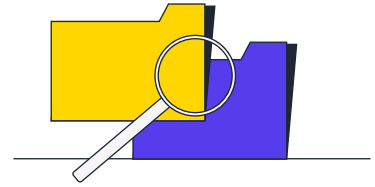
The Way Forward



? What does the way forward look like for almatar?

- **Product Level:** Continue refining the CRM campaign by leveraging personalized, data-driven communication tailored to Jawwak members and customer segments. Focus on sending timely notifications for exclusive travel deals, wallet points reminders, and membership benefits, ensuring messages align with user preferences and past behaviors.
- By highlighting the unique advantages of almatar, such as flexible payment options, the 'Lowest Price Guarantee' مطابق, and 'Golden Guarantee,' the team wants to enhance open rates and user engagement across all tiers.
 - Focus on improving CTR and user experience rather than increasing message volume.
 - Introduce catalogs and more personalized recommendations.
 - Target users based on their lifetime value to maximize engagement and conversions.
- **Company Level:** Prioritize delivering a seamless and personalized user experience by integrating key almatar USPs—like the MixFly product and almatar-exclusive pricing—into every touchpoint.
 - For *Jawwak* members emphasize the earning and redemption of points with each transaction, positioning these rewards as an integral part of their travel planning.
 - This approach will not only increase engagement but also drive loyalty, fueling the company's growth and further establishing almatar as a leading travel platform.

Use Cases



Not convinced? Here are a few use cases you can implement using the WebEngage dashboard for your travel business.



Convert Your Visitors Into Buyers With Effective Lead-Capturing Mechanisms

Using intuitive on-site surveys to capture your visitors based on their interests or targeting them via Facebook or Google ads using the WebEngage dashboard increases your chances of converting more of your web visitors.



Abandon Journey (Preventing Drop-Offs)

The more people see your site, the more potential customers you will have. The number of people who stay on your website beyond just visiting and dropping off increases the value of those customers. The number of visitors to your website becomes the number of opportunities your business has to give an impression, generate qualified leads, share your brand, and build relationships, thereby leading to selling your product/service or service, gaining new clients, and helping grow your business.



Nudge Users Towards Repeat Purchases.

It is common knowledge that repeat purchasers spend more on your business or website, are easier to sell to, promote your business, and help you build customer retention rates. Who wouldn't want that?



Send Reminders For Upcoming Bookings (Experiences, Hotels, Flights, Etc.)

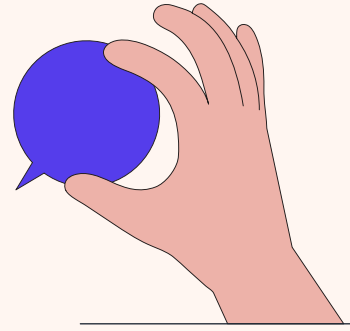
There are always a bunch of experiences to sell to the user. Remind your users that your services exist among a sea of other services that many may provide and that you stand out from the crowd, emerging as a winner in world-class travel.



Drive More Conversions Through AI-Based Recommendations.

Show your users customized and relevant content through a catalog of recommended products. This will further increase cart value, boost revenue, demonstrate brand consistency, and give a holistic, personalized experience.

Closing Testimonial



“WebEngage has played a pivotal role in our success. Their platform has enabled us to connect with our customers on a deeper level, driving engagement and loyalty.”



Faisal Alrajhi | 

Cofounder & CEO, almatar

About WebEngage



WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. With a robust customer data platform, you can get a unified view of your customers, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

WebEngage goes beyond a marketing automation platform and powers user engagement for thousands of enterprise brands worldwide. It works across several industries, including E-Commerce, Edtech, Fintech, Foodtech, Media and publications, Gaming, BFSI, Healthcare, and Online Retail. The key clientele includes marquee brands like Adani, Bajaj Auto, IKEA, MakeMyTrip, Yes Securities, L&T SuFin, Eureka Forbes, Akasa Air, etc.

With a mission to humanize the world's websites and apps, we now power over one billion messages sent every day to our customers across 50+ countries and 20+ industries.

Schedule my free demo

CREDITS



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