

Luxury Accessory Brand AMYRA Sees An Impressive 8% Surge In Repeat Revenue With WebEngage In 8 Months

Industry

D2C

Founders

Jatin Mandawat, Priyanka Chowdhry

Founded in

2018

HQ

Chennai

About Company

AMYRA emerges as a luxury accessory brand, born from an inherent passion for Indian textiles and a sincere aspiration to transform them into functional and elegant fashion accessories. With a mission deeply rooted in preserving India's cultural heritage and historical legacy, AMYRA presents a thoughtfully curated collection of finely crafted accessories suitable for various occasions. Among its offerings, one can explore a diverse range of luxury potli bags and designer clutches skillfully constructed from materials sourced from across the nation.

This brand harmoniously balances traditional Indian artistry with modern design sensibilities, encapsulating a narrative that speaks to the heart of craftsmanship and cultural revival.



WebEngage's seamless integration and automation capabilities have saved us time and significantly enhanced our customer relationships. The ability to personalize communication based on customer behavior has resulted in remarkable growth in repeat purchases and engagement. The 2x increase in revenue since implementation speaks volumes about the impact of WebEngage on our bottom line. It's been a game-changer for us.

Jatin Mandawat

Co-Founder & Partner



Key Features Used



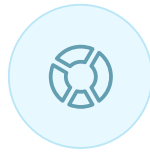
Journey Designer



Catalog



RFM



Segments



SMS

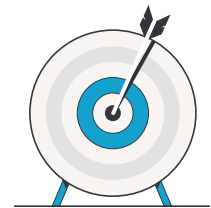


Email



CDP

Company's Objectives



Improving Repeat Purchases



The company's primary focus is to bolster the rate of repeat purchases among its customer base. By fostering a deeper connection and sustained engagement, the aim is to encourage customers to choose the brand consistently for their needs.

Building a Customer Retention Infrastructure



To facilitate higher rates of repeat purchases, the company is dedicated to constructing a robust customer retention infrastructure. This initiative encompasses a multifaceted approach, including strategically designed customer journeys, well-timed one-time emails, SMS interactions, and leveraging the potential of WhatsApp engagement.

Increasing Customer Lifetime Value (CLTV)



Central to the company's objectives is the drive to elevate the lifetime value of its customers. By cultivating enduring relationships and providing value-driven experiences, the goal is to extend the duration and depth of each customer's engagement with the brand, thereby augmenting their overall lifetime value.

Company's Challenges In Driving The Objective

Overcoming Siloed Systems



Previously, Amyra utilized separate platforms for distinct communication channels, such as email, SMS, and WhatsApp; AMYRA recognized the need for a more integrated approach. The objective was to establish a coordinated and synchronized effort, allowing the brand to engage customers seamlessly across multiple channels.

Lack of a Functional Marketing Automation Tool

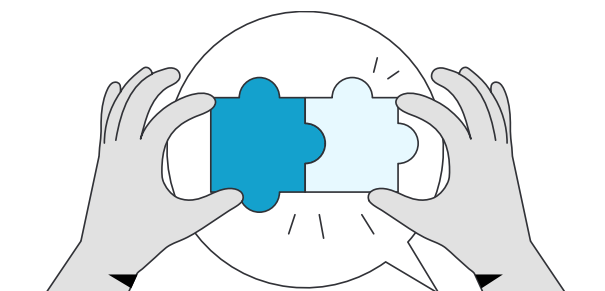


With a desire to streamline repetitive customer interactions, AMYRA sought to implement marketing automation tools. This initiative aimed to create customer journeys that efficiently automated routine touchpoints, thereby freeing up resources and ensuring consistent, timely engagement.

Lack of A Unified Solution



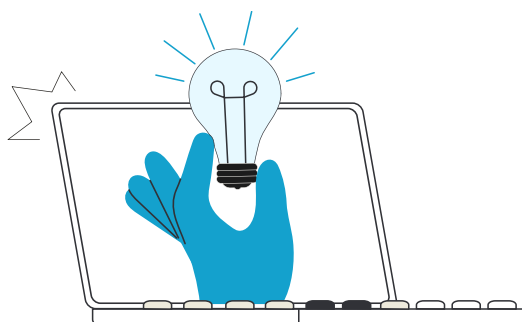
The absence of a comprehensive Customer Data Platform (CDP) prompted AMYRA to seek a single platform capable of encompassing diverse functionalities. By addressing this deficiency, the brand aimed to consolidate its operations, data, and communications into a centralized hub, facilitating a more holistic and effective customer engagement strategy.



Why Did Amyra Pick WebEngage?

AMYRA's selection of WebEngage as its preferred platform was a well-considered decision driven by several critical factors.

- ✓ Firstly, WebEngage impeccably fulfilled the brand's comprehensive requisites, boasting an extensive array of features, including the journey designer, SMS, email, WhatsApp integration, segmentation, and cohort analysis. Notably, the seamless integration with Shopify emerged as a pivotal criterion, aligning perfectly with AMYRA's e-commerce framework.
- ✓ In line with a strategic approach, AMYRA prioritized an optimal solution to forestall any potential disruptions during the initial setup and subsequent operations. This approach was rooted in a determination to secure the most effective option available in the market, ensuring a streamlined experience and averting issues such as email delivery complications.
- ✓ Amyra acknowledged WebEngage's value proposition since the latter's performance resonated with AMYRA's expectations, delivering a notably smooth implementation process. A significant catalyst in the decision-making process was the availability of a dedicated POC within the WebEngage ecosystem. This provision augmented AMYRA's confidence in navigating the platform, offering personalized support and guidance, thus cementing WebEngage's role as the platform of choice for AMYRA's engagement strategy.



WebEngage In Action

Having thoroughly understood Amyra's pain points and objectives, the WebEngage team got to work on breaking down every point to provide effective solutions to each.

01

Automating Customer Touch Points and Personalization via Journeys

Challenge: Overcoming Siloed Systems

Objective: Improving Repeat Purchases

Solution: Journeys and Personalization

- ✓ The AMYRA team automated customer touchpoints through Journeys, saving valuable man-hours for their lean team.
- ✓ Initially, the team constructed fundamental user journeys, ensuring continuous customer engagement from the point of order placement onward. Subsequently, they developed fortnightly marketing schedules, expertly managed through WebEngage.
- ✓ This condensed their efforts into a compact timeframe, streamlining planned marketing activities. Notably, AMYRA employs an RFM analysis to pinpoint a highly specific subset of existing customers, further intensifying efforts to stimulate repeat purchases.
- ✓ This automation personalized communications tailored to customers' purchase history.



Result

Pushed repeat purchases through tailored engagement.

02

Empowering Marketing Automation

Challenge: Lack of a Functional Marketing Automation Tool

Objective: Building a Customer Retention Infrastructure

Solution: Advanced Targeting

- ✓ After a few weeks of experimentation, the AMYRA team pinpointed the crucial elements that grabbed the attention of potential customers. Employing diverse messaging formats and email designs, they recognized the significance of engaging subject lines that piqued curiosity. This strategy effectively conveyed information about their latest collections, special offers, and more.
- ✓ Furthermore, the team utilized advanced targeting techniques. By analyzing data and user behaviors, they crafted tailored messages and recommendations. This strategic approach ensured that customers received content closely aligned with their preferences and previous interactions, thereby increasing the relevance and impact of their communications.



Result

Strengthened Customer engagement and optimized brand-user relationships.

03

Extended duration and depth of customer engagement.

Challenge: Seeking A Unified Solution

Objective: Increasing Customer Lifetime Value (CLTV)

Solution: Personalized Messaging and User Experience Enhancement

- ✓ In all their campaigns, personalized messaging played an important role in increasing customer engagement. Through this approach, they increased engagement and response rates and ultimately solidified their relationship with their customers.
- ✓ The AMYRA team effectively addressed various customer pain points, enabling them to finish their purchase by utilizing personalized catalogs and suggestions based on users' browsing history and experience.
- ✓ Since they could customize their messaging to fit the users' particular requirements and tastes, this strategy helped establish a closer relationship between the brand and its users, which drove participation and improved the overall user experience.



Result

Enhanced customer value and experience through cross-selling and repeat purchase strategies.

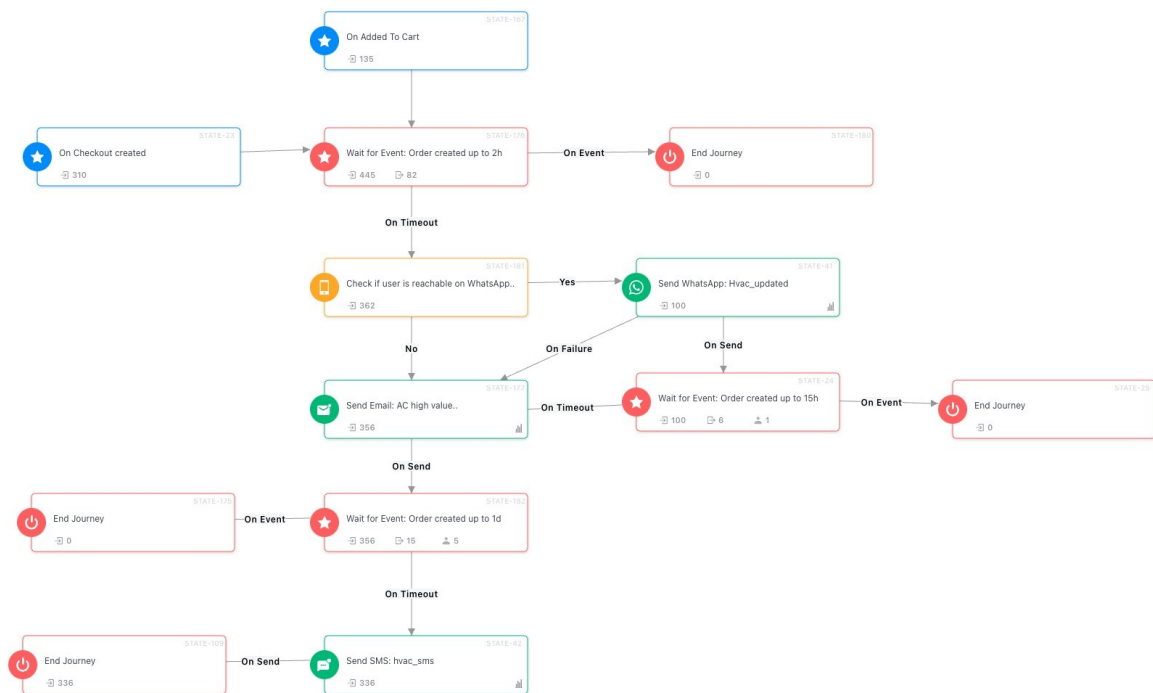
Conclusion

Current Situation with Amyra and WebEngage

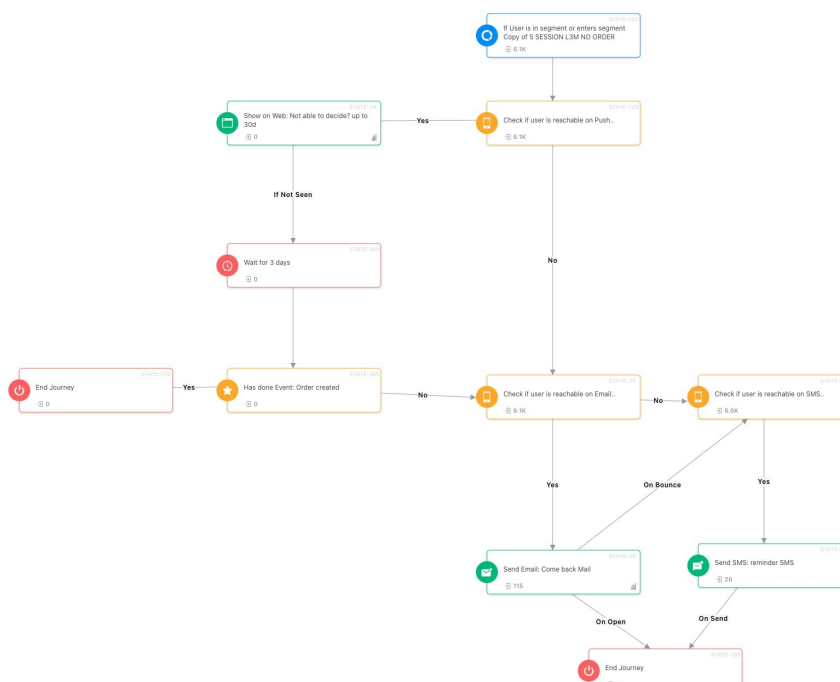
AMYRA is progressively gaining a more comprehensive understanding of effective methods to communicate the essence of its brand to customers via WebEngage's unified platform. Additionally, the team devised strategies to facilitate cross-selling and stimulate repeat purchases. These initiatives have reinforced customer relationships, elevating their overall experience and optimizing engagement with the brand.

Journey Designer

1. An Example Of How AMYRA Targets It's High-Value Users In Cart Abandonment Journeys:

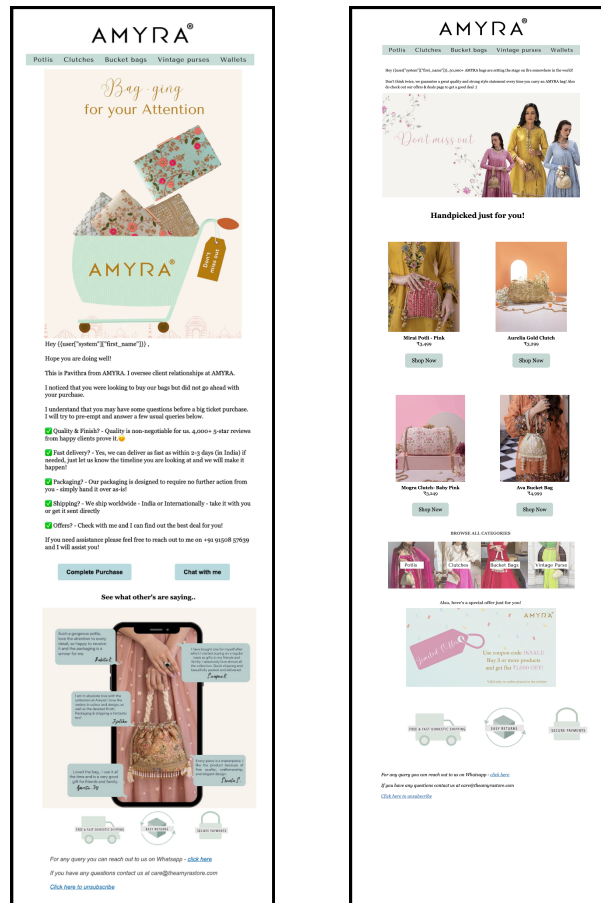


2. AMYRA Leverages The RFM Feature To Target & Reactivate Dormant Users In The Last Three Months

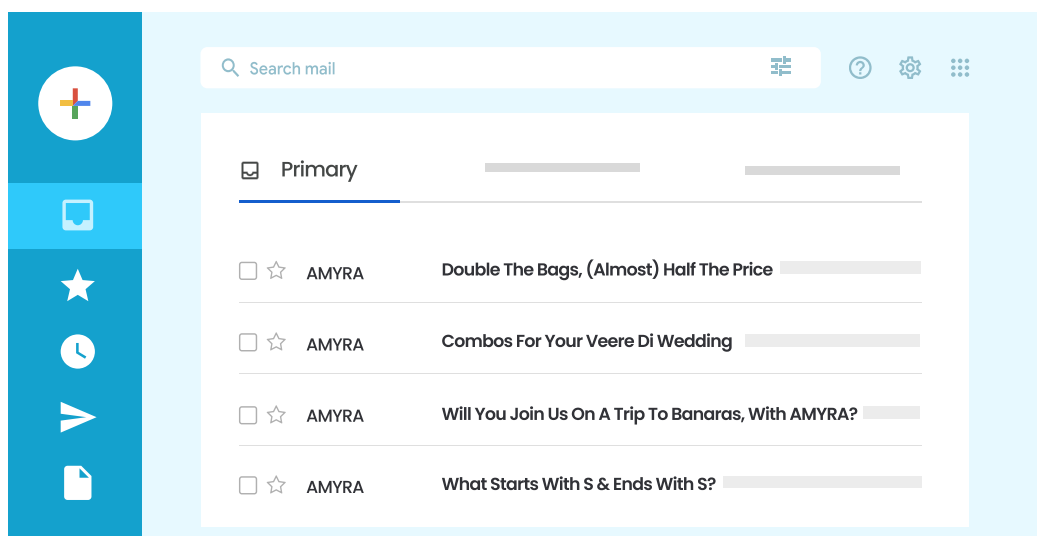


Journey Designer

3. Email Body Copy Examples



4. Email Subject Line Examples



Overall Impact Metrics



Repeat Revenue Surge

The revenue share driven by repeat customers has leaped by a substantial 8%, transitioning from 20% of total revenue to an impressive 28% in under a year.



ROI Achievement

The Return on Investment (ROI) achieved through WebEngage stands at an impressive 400% (which was earlier not trackable.)



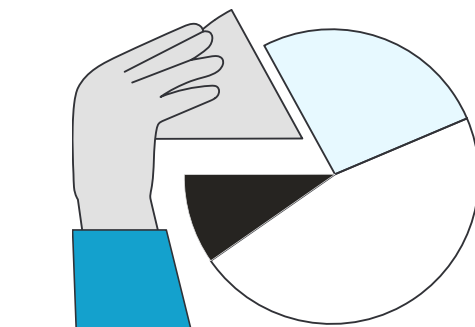
ARPU (Average Revenue Per User)

Uplifted by ₹500



Average Monthly Revenue

Increased By 5X Post Onboarding WebEngage At A Platform Level For AMYRA In Under A Year.



The Way Forward

On a Product Level:



Enhancing CTRs & ROI

The company's primary focus is to bolster the rate of repeat purchases among its customer base. By fostering a deeper connection and sustained engagement, the aim is to encourage customers to choose the brand consistently for their needs.



Nurturing Second Purchases

The upcoming strategy revolves around inspiring repeat transactions from existing customers, fostering enduring brand loyalty and recurrent business.



Boosting Website Conversions

MYRA aims to elevate conversion rates on the website, refining the user experience to convert visitors into valued customers seamlessly.

On a Company Level:



Gaining User Insights

Understanding the importance of user feedback, AMYRA intends to employ exit intent techniques to gather insights, uncover areas for potential enhancement, and tailor strategies based on customer experiences.



Expanding Journey Use Cases

The team's vision extends beyond the current journey framework. The brand plans to explore and implement more use cases, ensuring a versatile engagement approach aligned with diverse customer requirements.

Use Cases

Communicate with users on critical touchpoints.



Develop an understanding of touchpoints like cart abandonment and product wishlisted and send communication accordingly, show intent to serve the customer better, and design better user and customer experiences in the long run. Enhancing user and customer journey mapping exercises also becomes a lot simpler.

Send product recommendations



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

Target users with location-based messages



The key benefit of geotargeting is to increase customer experience through personalization. The user's product use and behavioral patterns/buying history give you an idea of the products/services they're looking for and what you can target them accordingly.

Increase cart value



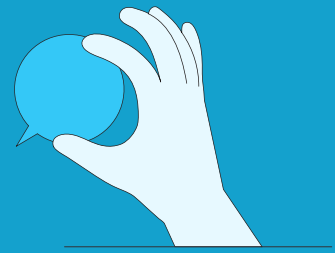
Create minimum order value for free shipping, selling complementary products, bundle deals, offers, etc., paves the way for users to increase their cart value and thereby provide higher revenue.

Cross-sell or up-sell to boost course purchases



Give your users the experience of what you offer by exposing them to add-ons through attractive upsell/cross-sell opportunities. Encouraging them to customize their packages through different offerings enables them to relish a comprehensive experience and boost your revenue.

Closing Testimonial



“ Implementing WebEngage was a transformative experience. The ease of automating customer journeys and personalizing our messages has not only made our tasks more efficient but has also allowed us to connect with customers on a more meaningful level. The platform's advanced targeting features have enabled us to focus on segments that matter the most strategically. Seeing our efforts translate into a CTR is 5.6% for journeys, and 1.3% for One-time campaigns and an increase in revenue has been truly gratifying. WebEngage has empowered our team to achieve more with less effort. ”



Niharika Gulati



Marketing and Growth Lead

About WebEngage



WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. Get a unified view of your customers with a robust customer data platform, 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 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, 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 & apps, we now power over 1 Billion messages sent every day for our customers across 50+ countries and 20+ industries.

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CREDITS



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