

# How ApnaKlub boosts its user retention and drives over 30% Month-on-Month repeat orders via WebEngage

HQ  
**Bengaluru, Karnataka**

Founders  
**Shruti and Manish**

Industry  
**Ecommerce**

Founded  
**2020**

ApnaKlub is an agent-led B2B wholesale platform that aims to disrupt India's traditional FMCG (Fast-moving consumer goods) distribution. Founded in 2020 by Shruti and Manish, ApnaKlub is backed up by prominent investors like Tiger Global, Sequoia Capital, and Blume Ventures.

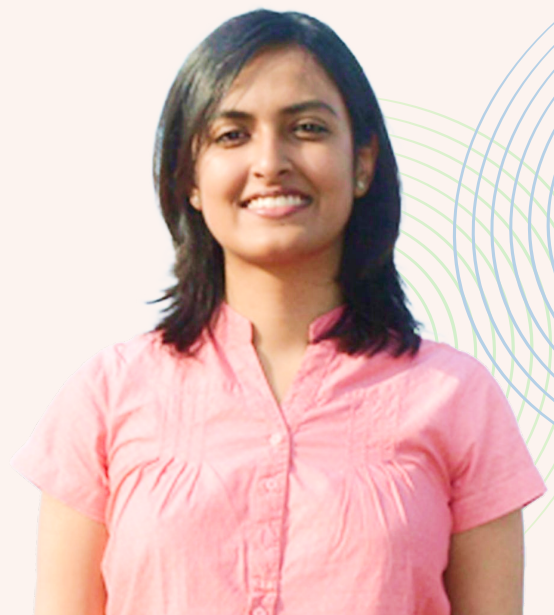
ApnaKlub connects retailers like Kirana and general stores in India's Tier II and Tier III cities with wide assortments of consumer goods and brands through its agents or partners. With a *zero money investment model*, it has empowered wholesalers and retailers from semi-rural and rural settings in India to earn a better livelihood with the hyperlocal distribution business.

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WebEngage Startup Program has helped us deep dive into retention early in our journey. We have been able to build meaningful and personalized communications with our customers at the right stages in the conversion funnel.

**Shruti** | 

**Founder and CEO, ApnaKlub**



# The Objective

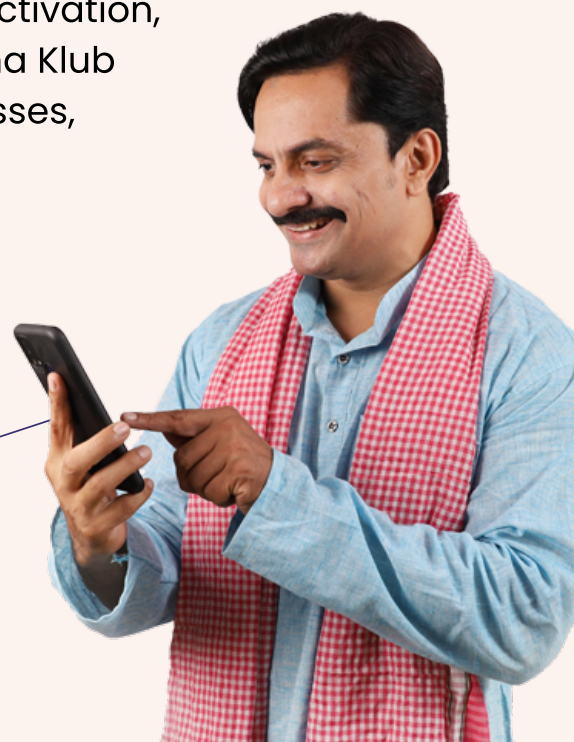
As an App-focussed B2B wholesale platform, it was paramount for ApnaKlub to provide its users with an easy-to-use platform and personalized communications.

ApnaKlub wanted to build user communications that go beyond the app interface and nurture strong brand connections to retain its users and minimize churn. To achieve this, ApnaKlub enrolled in the WebEngage Startup Program.

## The Solution

The WebEngage advisors understood from team ApnaKlub, the need to create a comprehensive user engagement and retention plan. After understanding the journey and drop-off points of ApnaKlub's product, the WebEngage advisors aided ApnaKlub in creating the **user journeys** on the platform.

The **omnichannel campaign manager** enabled ApnaKlub to engage its users contextually across channels, like Push Notifications, In-app notifications, SMS, and WhatsApp. ApnaKlub engaged users across various stages like New signup, KYC and Activation, Add to cart, and others. Using these journeys, Apna Klub **reduced drop-offs** across signup and KYC processes, cart abandonment, etc.



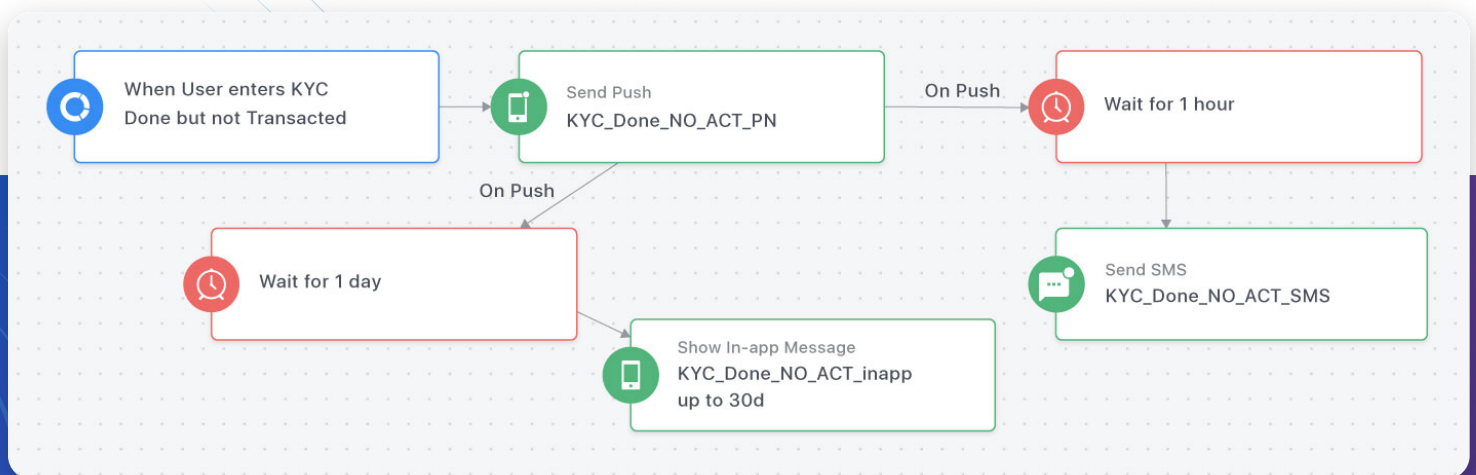
To retain its users and provide them with a personalized user experience, ApnaKlub sends them the communication based on their specific events and touchpoints across the user's journey on the app.

## Tracking Key Metrics Using WebEngage's Powerful Analytics Engine

ApnaKlub extensively used WebEngage's analytics to design its retention strategies using insights from the dashboard.

Once the journeys went live, ApnaKlub tracked vital metrics such as open rates, conversion rates, Month-on-Month retention rates, KYC conversions, Revenue generated, etc.

Using analytics to drive and optimize the user retention strategy helped ApnaKlub achieve as high as **30% M1, 22% M2, and 20% M3** repeats.



FIRST EVENT OCCURENCE	USERS WHO DID RETURN EVENT			
	MONTH 0	MONTH 1	MONTH 2	MONTH 3
DATE				
All Users	97.7%	30%	22%	20%
MONTH 1	95.8%	34.5%	26.7%	20%

# The Outcome

With WebEngage, ApnaKlub has been able to create an omnichannel communication strategy that engages its users at the right stage of their journey through the right channel.

ApnaKlub could achieve the following outcomes-

**30%** ▲

Month-on-Month  
Repeat Orders

**23%** ▲

Push Notifications  
Click-Through Rate



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WebEngage Startup Program has played an important role in amplifying our retention game. We could deliver personalized experiences to our customers using the omnichannel approach to engagement. Kudos to the Journey Designer feature, which is helpful to us in setting up the right communication flows.

**Samarth Bhalla** | 

**Acquisition & Retention Lead, ApnaKlub**

WebEngage  
**Startup  
Program**

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