

# How Arata drives retention-led growth with WebEngage

## Key features used

- Journey designer
- Surveys
- Funnel analysis
- Cohort analysis

**HQ**

New Delhi, India

**Industry**

Cosmetics  
E-Commerce

**Founders**

Dhruv Madhok &  
Dhruv Bhasin

**Founded**

2018

“

By choosing WebEngage as our growth partner, we've adopted a retention-first approach that shall help us scale our business faster than before. One thing that stands out about WebEngage is their Customer Success team. Their support is unmatched. This partnership has made it easy for us to implement critical use cases and go live with the campaigns faster.

## Dhruv Madhok

Co-Founder, Arata



# About Arata

Arata is an Indian wellness brand founded by Dhruv Madhok and Dhruv Bhasin in 2018. The brand is committed to creating natural, vegan, plant-based, and chemical-free skin and hair care products for both men and women.

Each product is made in India, using globally sourced natural ingredients like maple, rosehip, organic flaxseed, lavender, and more. The products are available on Arata's website and various online marketplaces with a Direct-to-Consumer (D2C) distribution model.

Arata aims to replace harmful, carcinogenic hair and skin care products with natural and chemical-free alternatives. With this vision in mind, Arata focuses on building an honest personal care company offering trustworthy products made from the highest quality ingredients.



## Objectives

- Boost new user conversion rate
- Reduce cart abandonment rate
- Improve lead generation rate

## Challenges

- Increasing user engagement and retention
- Reducing funnel drop-offs

## Why WebEngage

The team at Arata was looking out for a marketing automation provider who has experience working with leading E-commerce and D2C brands. They also wanted to partner with someone who has a proven record of boosting retention-led growth via data-driven engagement across users' lifecycles. After vetting a few marketing automation platforms available in the market, the team at Arata joined hands with WebEngage.

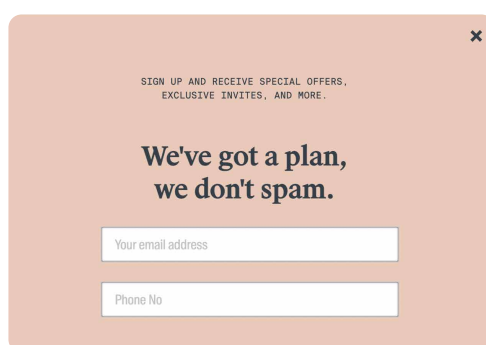
## WebEngage in action

As the onboarding and integration processes were seamlessly completed, the Customer Success Manager (CSM) at WebEngage started working closely with the team at Arata to solve their challenges and help them meet their goals. The Arata team was given a stepwise process for seamless execution.

### Step 1

## Consolidate shoppers' data on the WebEngage dashboard

In the form of events & attributes, user data is usually scattered across platforms, resulting in a non-cohesive view of each shopper. This makes it difficult for any brand to send hyper-personalized communication at scale. The CSM helped the team at Arata to consolidate the shopper data on the WebEngage dashboard for effective, multi-channel user engagement.



### Step 2

## Identify the growth opportunities

When all the user data was consolidated on the WebEngage dashboard, the CSM focused on identifying the shopper engagement opportunities to maximize conversions and retention. Some of these opportunities (use cases) were reducing funnel drop-offs, accelerating first-time conversions, and so on. Simultaneously, the CSM also helped the team at Arata with prioritizing use cases that were crucial to achieving short-term objectives.

### Step 3

## Create a priority list of use cases

Some use cases need immediate action concerning their impact on Arata's bottom line, like engaging potential brand loyalists. In such a case, it should be a priority to implement it first over other use cases.

#### Step 4

## Help Arata in implementing the use cases

After listing the use cases, the CSM helped the team at Arata with effective implementation on the WebEngage dashboard. At this step, the CSM also educates the customer by sharing product tutorials, documentation, and other relevant resources. This helps the brand get an in-depth understanding of the product and address any queries they might have.

#### Step 5

## Help Arata convert the maximum number of unknown shoppers into known shoppers

Arata wants to convert maximum traffic (unknown/anonymous visitors) into known shoppers to engage them across channels. To implement the use case, the CSM suggested the Marketing team at Arata to run an on-site notification triggered only when a page's time delay exceeds a certain threshold.

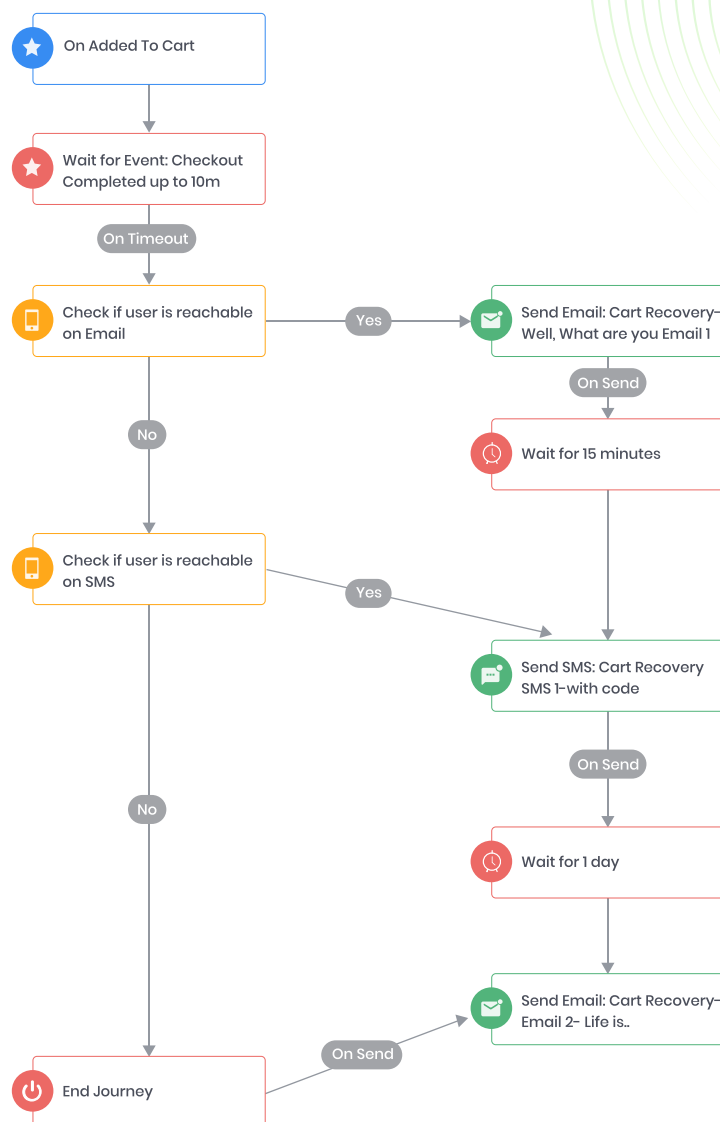
#### Step 6

## Help Arata encourage cart abandoners to complete the checkout process

One of the significant challenges that E-commerce/D2C brands face is cart abandonment. Cart abandonment is defined as when the shopper leaves the checkout process midway by abandoning their cart. Nudging such shoppers is important for Arata to retain maximum shoppers and increase the revenue.

Before implementing the use case, the CSM suggested the team at Arata to identify the most optimal time of nudging the shoppers using Funnel Analysis. This was important to ensure timely and contextual communication, influencing the number of checkouts completed.

Subsequently, the CSM assisted the team at Arata to create an event-based journey using the WebEngage Journey Designer to send the communication at the right time.



## Step 7

### Help Arata drive repeat purchases

It's always better to invest time and money on an existing customer than acquire a new customer. For Arata, driving repeat purchases is a big part of their growth strategy. To implement the use case successfully, the CSM assisted the team at Arata with identifying the repeat purchase trend using Cohort Analysis. This was important to judge how and when to encourage the existing customers to repurchase.



# The WebEngage impact

With a dedicated Customer Success team, WebEngage could transform the entire campaign implementation experience for Arata. With approximately 90k Monthly Active Users (MAUs), Arata successfully carries out various shopper engagement and retention initiatives using the WebEngage dashboard. As a result, Arata has witnessed an uplift in crucial growth metrics. WebEngage has been able to drive:

**13%**

cart abandonment  
**recovery rate**

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Using the WebEngage dashboard, we can now create automated shopper journeys based on how and when the shoppers engage with our website. We can execute and manage these campaigns without any tech dependency. Cart abandonment and repeat purchase campaigns have given us great results and continue to impact our bottom line.

**Adnan Ali**

**E-commerce Marketing Manager, Arata**



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WebEngage is a new age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience.

The platform helps brands drive more revenue from existing customers and anonymous users across 10+ communication channels. 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, Online Retail.

The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, and many more.



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