

BharatAgri, India's most trusted
farming app, sees a **2X boost in DAUs**
(Daily Active Users)





Goals

- Engage and retain the farmers
- Boost free to paid subscriptions on the mobile app



Challenge

- Contextual engagement at scale



Solution

BharatAgri adopts a multilingual, contextual engagement approach to engage the farmers. This helps BharatAgri retain the farmers and increase its business revenue.



WebEngage's Retention Operating System allows us to engage and retain the farmers effectively. We've successfully increased our DAUs by 2X and revenue by 10% MoM. And we continue to grow these metrics even further. The Onboarding, Customer Success, and Support teams are super helpful. I highly recommend WebEngage to any consumer tech business out there.

- Siddharth Dialani
Co-Founder, BharatAgri

Introduction

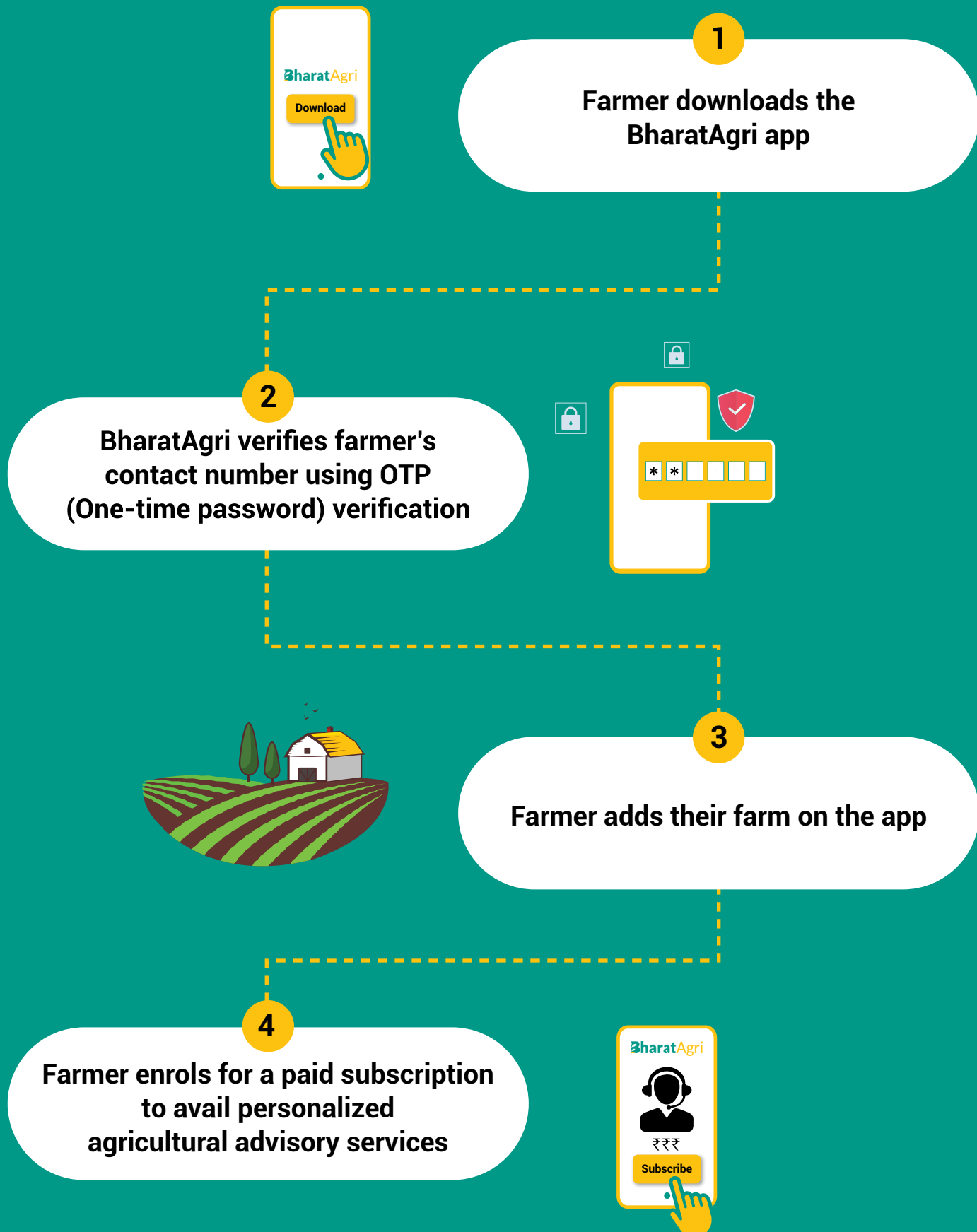
As of Jan 2021, approximately 60% of India's population* works in the agriculture industry, contributing about 18% to the country's GDP.

From farmers to landowners and the government, each entity plays a significant role in defining the success of the agricultural sector. However, the industry is highly unorganized. This is evident because most of the farmers are dependent on moneylenders or their relatives for loan requirements. Moreover, they don't have access to consultants who can help them grow their crop yield and income.

To solve this problem, Siddharth Dialani and Sai Gole came together and founded BharatAgri in 2017. Today, BharatAgri is India's most trusted farming app, which works with farmers directly, bridging the gap between traditional agriculture and technology.

Using the BharatAgri mobile app, farmers can avail personalized advisory services like soil testing, water testing, dynamic weather-based advisory, personalized crop calendar, and more.

User Journey On The Bharatagri App





The Objective

BharatAgri's primary objective is to help 140 million Indian farmers increase their crop yields and strengthen the supply chain. Initially, BharatAgri started as an offline business, given the preferences of its target audience. But soon, the teams realized the need to go online to scale the business further. And build its app and website.

This was also the moment when the Product & Marketing teams at BharatAgri started looking for the right Martech stack to engage and retain the farmers on their brand properties. After evaluating several platforms available in the market, BharatAgri decided to partner with WebEngage to power its farmer engagement and retention.

So why did BharatAgri choose WebEngage?

Because of the following capabilities the teams identified:

- **Accelerated delivery of omnichannel campaigns at scale**
- **The ability to hyper-personalize the communication**
- **The ability to store & manage farmers' data**

As the [onboarding](#) and integration processes were seamlessly completed within no time, the Customer Success Manager (CSM) at WebEngage started working closely with the Product and Marketing teams at BharatAgri.

Read on to find out how BharatAgri has been able to overcome its challenges and implement various use cases to drive significant business impact.

The Challenge

Contextual farmer engagement at scale

BharatAgri acquires users (farmers) from various online and offline marketing channels. Upon downloading the BharatAgri app, the farmers are expected to add their farms and eventually enrol for paid subscription services.

The teams at BharatAgri observed that the farmers were not completing these steps on the BharatAgri app. Instead, they were dropping off in between.

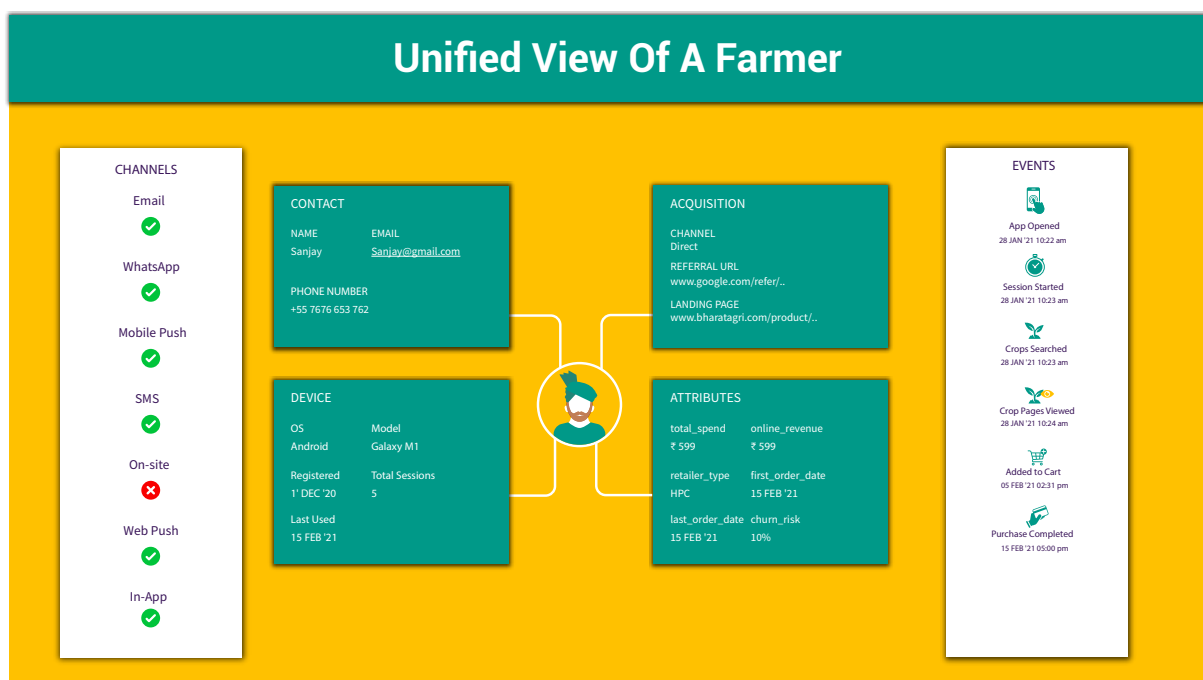
With lakhs of farmers on the app, it was almost impossible for the teams at BharatAgri to identify the actions performed by every farmer and then engage them contextually based on those actions. **Moreover, sending communication at this scale was a time-consuming process for the teams at BharatAgri.**

Solution

Event-based, contextual engagement campaigns

To solve the challenge of contextual engagement, the CSM at WebEngage collaborated with the teams at BharatAgri to consolidate the farmers' data on the WebEngage dashboard and build unified farmer profiles.

WebEngage's Customer Data Platform (CDP) helps BharatAgri get a unified view of each farmer, including the touchpoints and the actions ([events](#)) that a farmer has performed on the BharatAgri app. This also helps in instantly identifying the farmers' preferred channels of engagement and delivering contextual communication.



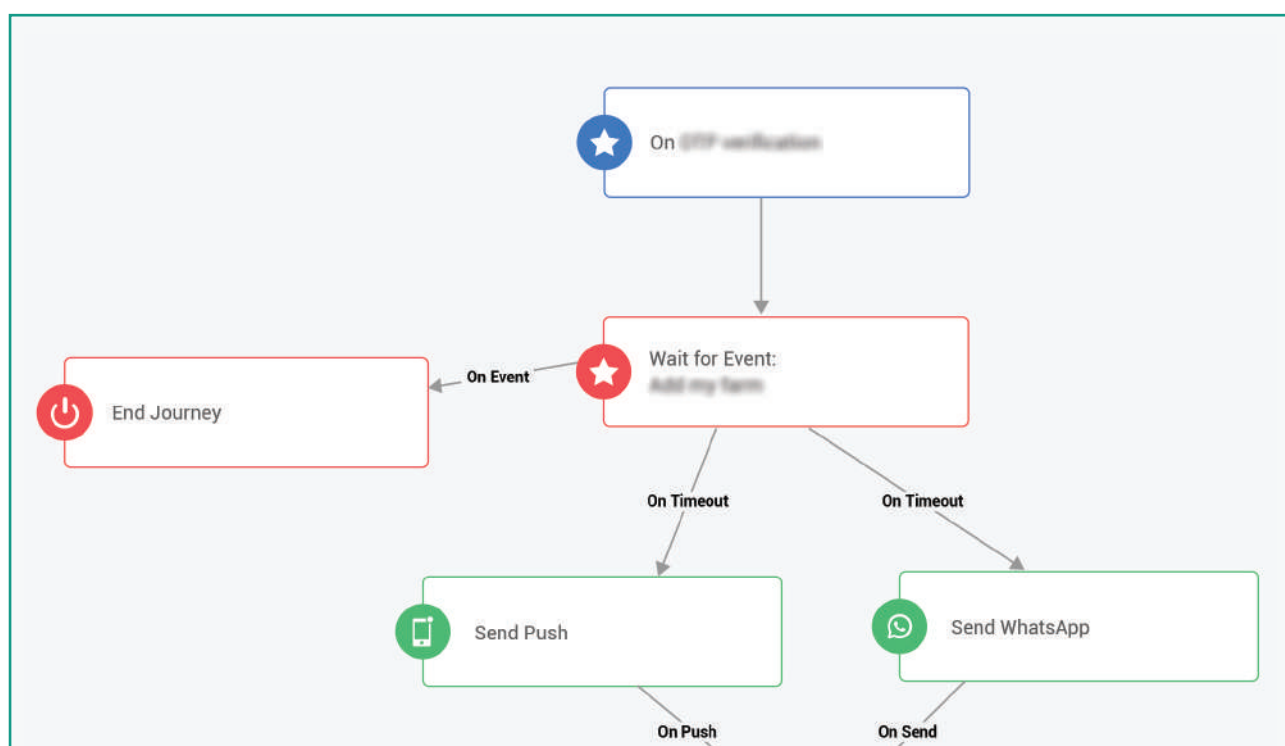
The team at BharatAgri is now able to create event-based journeys using the [WebEngage Journey Designer](#) for different stages of the farmer lifecycle. Let's look at a couple of these journeys.

Journey 1

Add the Farms: To encourage farmers to add their farms on the BharatAgri app

The team at BharatAgri has created this journey to encourage the farmers to add their farms on the app once farmers verify their contact numbers through OTP.

Here's a glimpse of the journey:



How does the Add the Farms Journey work?

The journey starts with an event trigger, 'OTP verification.' 'OTP verification' is a custom event triggered when a farmer verifies the OTP after downloading the BharatAgri app. This custom event has attributes like Phone number, District, Time spent on the app and more to understand the proper context.

After the first event trigger, the journey checks for another event, 'Add my farm.' 'This [custom event](#) is triggered when farmers add their farms on the BharatAgri app.

If farmers add their farms within a stipulated time after verifying the OTP, they automatically exit the journey. Otherwise, they receive personalized communication on channels like Mobile Push and WhatsApp.

Mobile Push Notification



WhatsApp



Did you notice something interesting in the communication above?

BharatAgri sends this communication in farmers' preferred languages like English, Hindi, and Marathi. If a farmer has selected Marathi as their language during the onboarding phase, they'll receive all future communication in Marathi. But how does BharatAgri send multilingual communication?

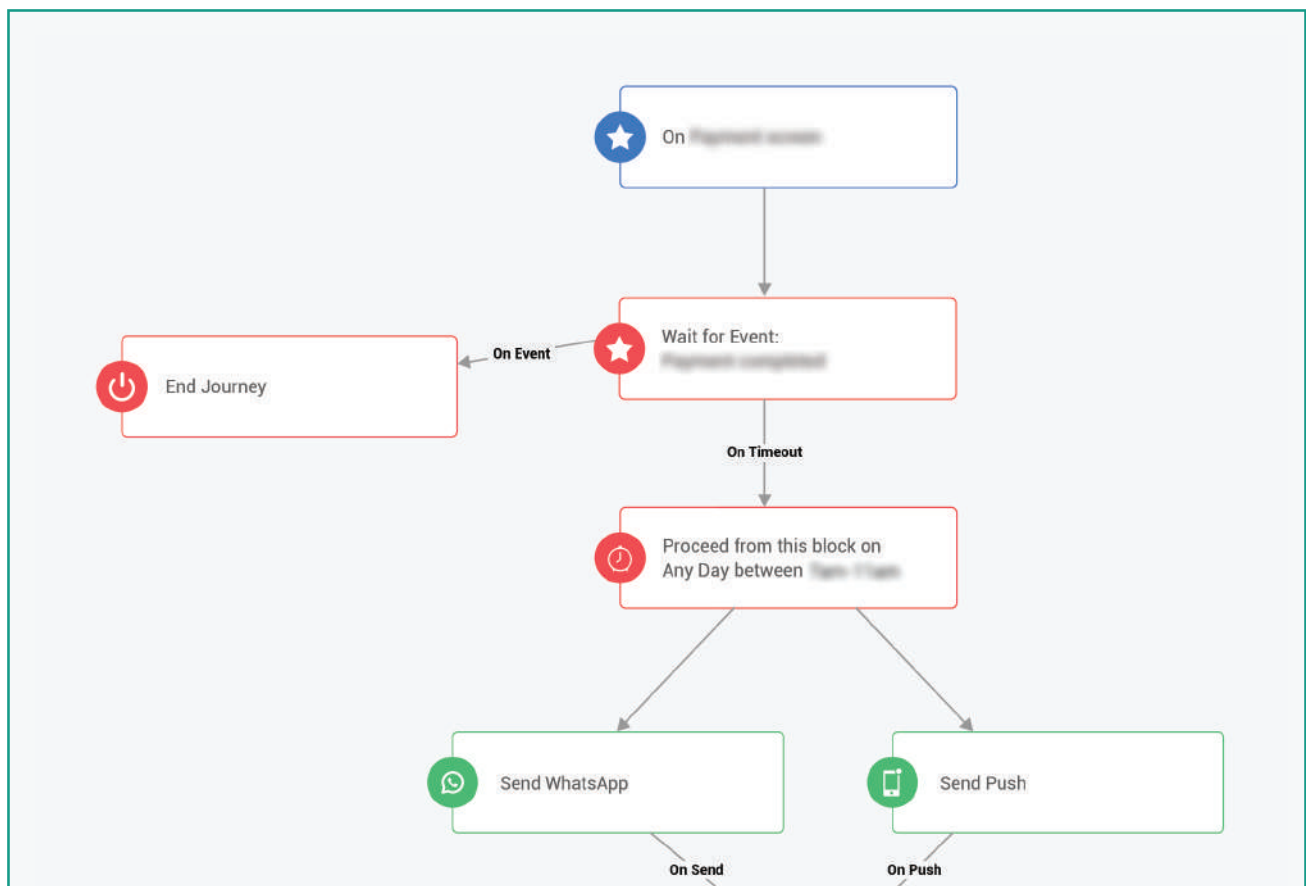
This is made possible using WebEngage's [personalization](#) engine. BharatAgri has configured farmers' attributes on the WebEngage dashboard like email ID, language, state, postal code and more.

BharatAgri utilizes these attributes to identify farmers' preferred language and send personalized communication, thereby increasing app engagement.

Journey 2

Free to Paid Subscription: To nudge the farmers to enrol for paid subscription services

The team at BharatAgri has created this journey to nudge the farmers who add their farms on the app but do not subscribe to paid services. Here's a glimpse of the journey:

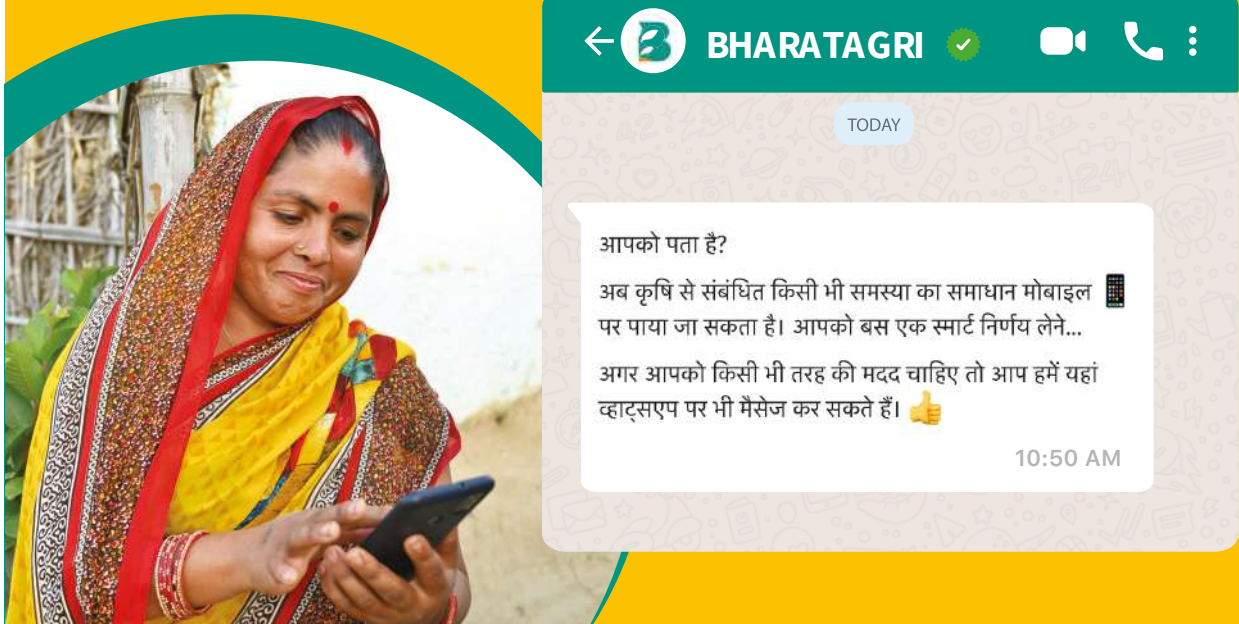


How does the Paid Subscription Journey work?

The journey starts with an event trigger, 'Payment screen.' 'Payment screen' is a custom event triggered when farmers open the payment screen on the BharatAgri app.

If the event returns a TRUE value for a set of farmers, then those farmers automatically exit the journey. Otherwise, they proceed in the journey and receive communication on the channels they are most active on.

WhatsApp Message



Mobile Push Notification

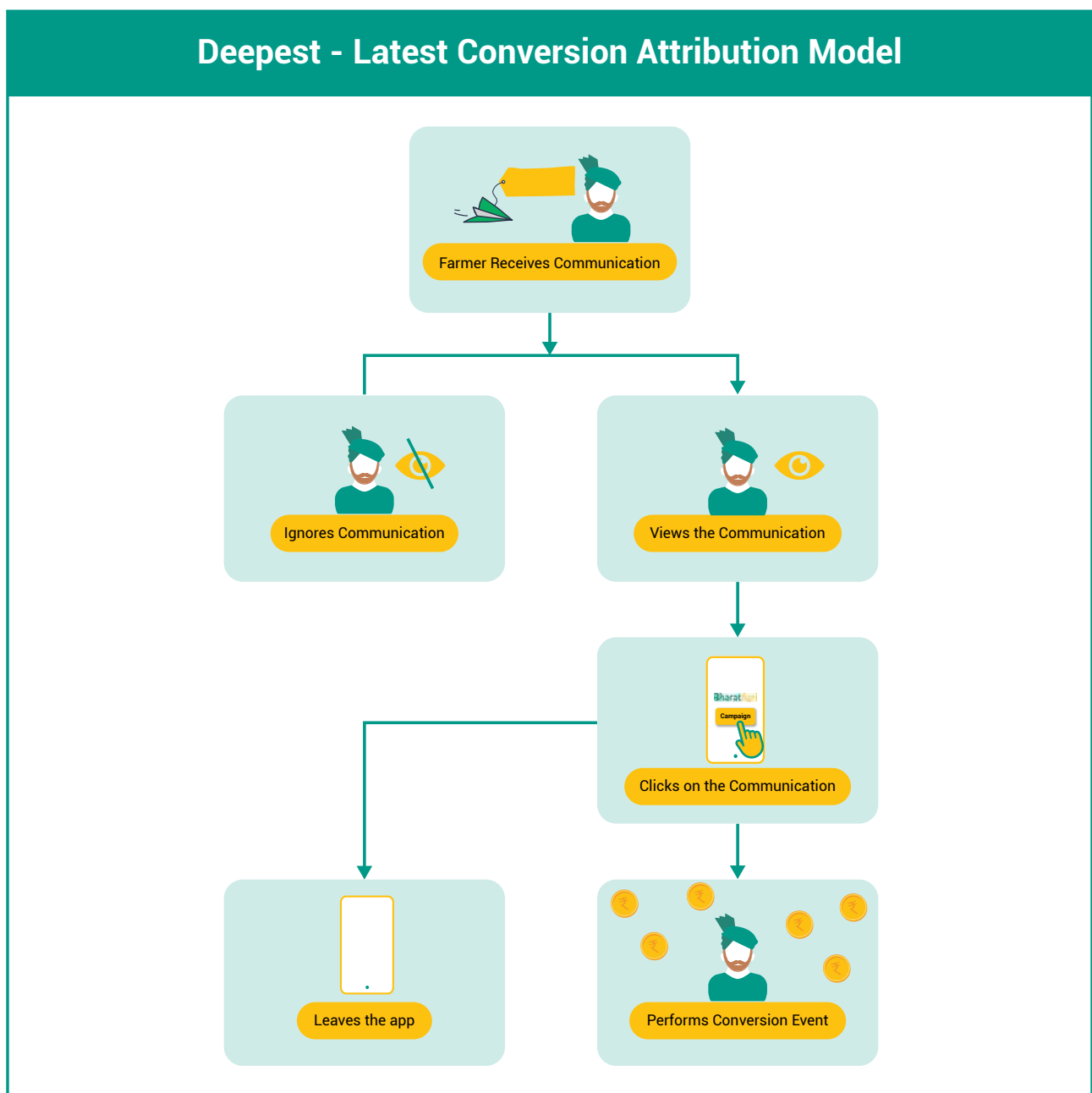


The interesting bit about the Paid Subscription journey is that BharatAgri has enabled Conversion Tracking to analyze how many farmers are getting converted in real-time.

You might ask how are conversions accurately attributed when farmers receive several campaigns through multiple channels?

To make this happen, WebEngage has devised a two-step conversion attribution model, **Deepest - Latest**, that helps attribute each farmer's conversion to the right campaign.

WebEngage automatically tracks several actions that farmers perform while interacting with the campaigns as Campaign Events. When interacting with a campaign sent through any channel, the following events can occur:





If you closely look at the flowchart above, Clicks is the deepest action indicating a farmer's intent to perform the conversion event. Subsequently, Views indicates a diminished intention to perform the conversion event, as compared to Clicks.

Thus, the first step is to track Clicks and Views. The second step is to track when (date & time) these events occur concerning the conversion deadline specified by BharatAgri.

Results

BharatAgri engages its farmers and encourages them to enrol for a paid subscription and yields fruitful results through action-based farmer engagement.

19.89% conversions through campaigns sent in Marathi

15.56% conversions through campaigns sent in Hindi

2X increase in Daily Active Users (DAUs)

10% MoM increase in revenue

The WebEngage Effect on

BharatAgri



19.8%

conversions through
campaigns sent in Marathi



2X

increase in Daily Active
Users (DAUs)



10%

MoM increase in revenue

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WebEngage is a customer data platform and retention operating system that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs. The platform helps brands drive more revenue from their existing customers and anonymous users through highly contextual, hyper-personalized engagement campaigns across 10 communication channels.

Product and marketing practitioners, across the world, design intuitive user lifecycle journeys on the WebEngage dashboard to convert existing users through data-backed, timely omnichannel engagement campaigns. The platform offers in-depth product and marketing analytics for brands to track growth metrics and campaign performance effectively.

WebEngage powers the user engagement for thousands of brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

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