

## Shark Tank-Funded Bummer Sees A 7X Increase In ROI With WebEngage

Industry  
Apparel

Founded in  
2020

HQ  
Ahmedabad, India

## About Bummer



Rooted in commitment to quality, comfort, and style, Bummer has quickly established itself as a trusted name in the industry. A D2C innerwear brand hand-crafted to cater to India's **200M+ digital millennials**, Bummer has garnered attention for its innovative approach to undergarments.

The team makes the softest underwear in India, made of sustainably sourced MicroModal fabric blending in with a 4-way stretch elastane and bundled with enjoyable prints and bold colors.

### A truly fun and comfy innerwear experience.

With a keen focus on customer satisfaction, innovative design, and sustainability, Bummer offers more than just undergarments; it provides a lifestyle that combines both comfort and confidence.



“WebEngage has been instrumental in helping Bummer realize its vision of becoming a customer-centric, omnichannel brand. The WebEngage Startup Program made it easy for us to experience the platform's value before fully committing, and it was a decision we've never regretted. With WebEngage, we've achieved remarkable revenue growth, successfully diversified our channels, and improved customer engagement and conversion rates.”

**Sulay Lavsi** |   
Co-Founder, Bummer

# Key Features Used



## Segmentation:

Bummer heavily relies on live segmentation to create deep customer segments based on purchase history, behavior, and preferences. This approach allows them to tailor their marketing communications to specific groups, such as loyal customers who frequently make purchases.



## Journey Designer:

The company utilizes the Journey Designer within WebEngage to create and manage customer journeys. These journeys are across the user lifecycle, including onboarding, checking out product launches, and more.



## Data Analysis:

Bummer relies on WebEngage analytics and insights to monitor funnels (and the analytics dashboard) and drop-offs and uses the RFM grid to gain valuable insights into customer behavior. They also utilize cohort analysis to understand customer repeats and retention over specific time periods.



## Emails and Campaigns:

Email campaigns have been crucial in Bummer's customer engagement strategy. They have achieved impressive open rates and conversions by employing personalized and automated email campaigns.



## Channels:

SMS, WhatsApp, Web Personalization.

# Company's Objectives



## Product Level:

Enhance customer engagement and decision-making by offering personalized experiences, resolving customer doubts, building conversions, and encouraging repeat purchases.



## Company Level:

Improve retention marketing strategies, transform into an omnichannel brand, and ensure customers keep returning, building loyalty and thus reducing customer acquisition costs.

# Company's Challenges In Driving The Objective

Bummer faced several challenges before implementing WebEngage:



## **Fragmented Tools**

Before using WebEngage, Bummer used multiple fragmented tools for different channels, making it challenging to create unified customer segments and coordinate marketing efforts.



## **Limited Personalization**

Personalization options were limited, and advanced data for campaigns needed improvement, obscuring the creation of tailored customer experiences.

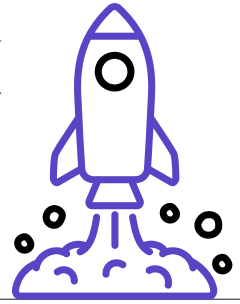


## **Over-Reliance on a Single Channel**

The company heavily relied on WhatsApp for customer engagement, which was expensive and had the risk of being shadowed or disallowed due to overuse.



# Why Did Bummer Pick the WebEngage Startup Program?



The decision to choose WebEngage's Startup Program was driven by several factors:



## **Familiarity**

Bummer's SPOC's prior experience with WebEngage made it a comfortable choice.



## **Comprehensive Support**

WebEngage provided extensive support, helping Bummer set up its marketing automation processes efficiently.



## **Cost Justification**

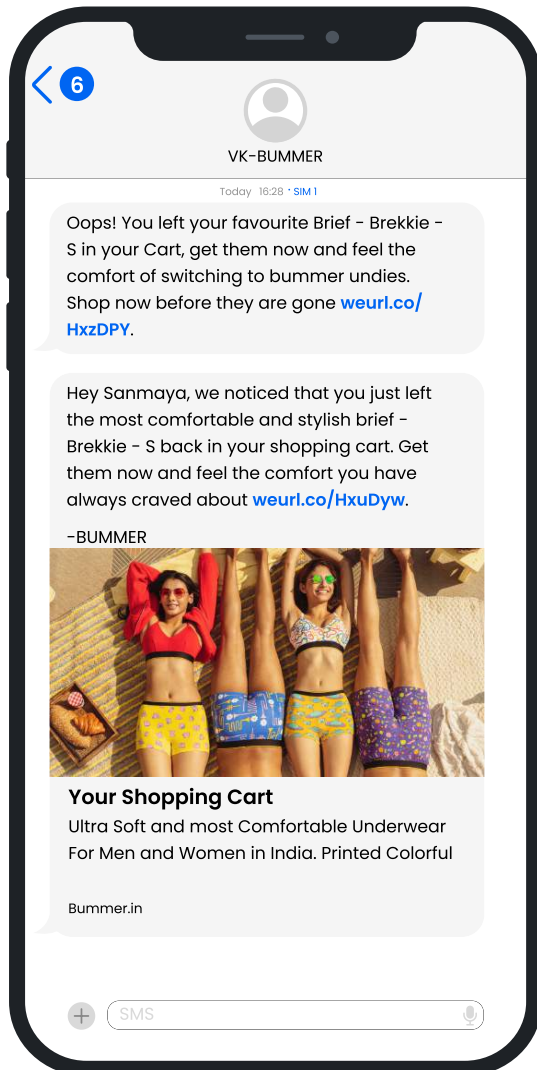
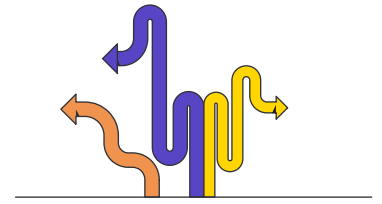
The WebEngage Startup Program allowed Bummer to experience the platform's value using WebEngage credits before investing in the platform.

## **>> The Way Forward**

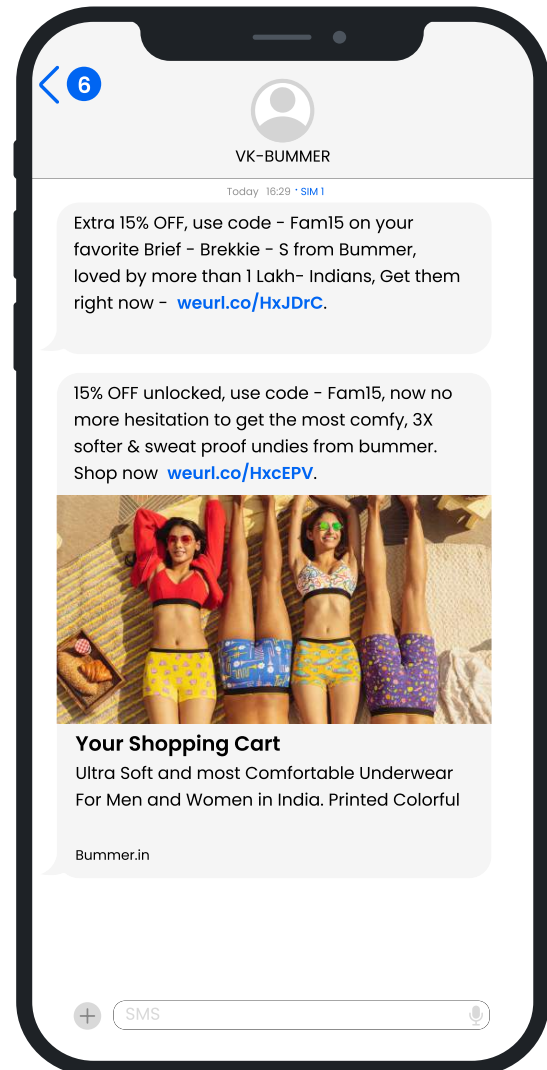
The team at Bummer plans to use WebEngage's retention and personalization stack to its optimal degree. With RFM Segmentation, more complex use cases through Web Personalization, Relays, and more, Bummer plans to skyrocket its sales and marketing approaches with WebEngage.

Bummer's plans include expanding its product offerings and launching new brands. They intend to leverage WebEngage's features like personalization, alerts, and releases. Additionally, they will continue experimenting with predictive segments to refine their retention strategies further.

# SMS Campaign

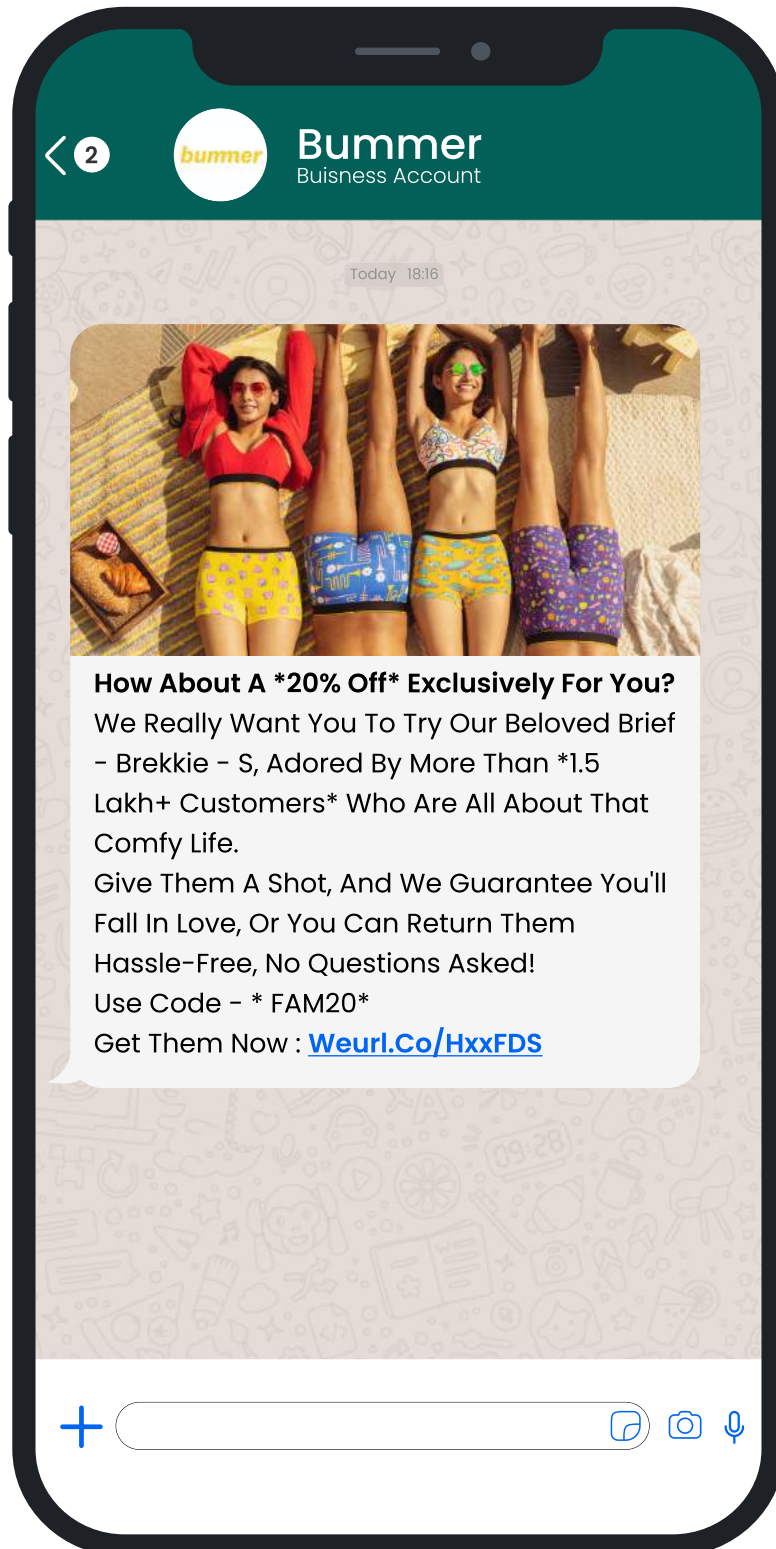
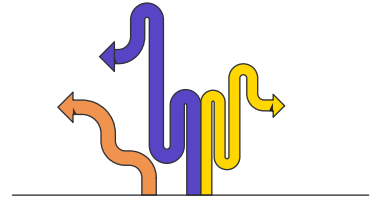


Use case:  
Cart Abandonment



Use case:  
Discount coupons

# WhatsApp Campaign



# The Impact of WebEngage on Bummer

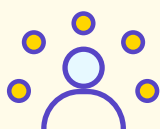
Implementing WebEngage changed Bummer's marketing and customer engagement strategies greatly.



## Revenue Growth

80% Uplift

Bummer experienced a remarkable boost in revenue from repeat customers. Initially hovering around 17-23%, this figure surged to a stable 32-37%, representing over an **80% uplift**. This surge in revenue reflected the success of their strategies and the growing loyalty of their customer base.



## Channel Diversification

77% of their total revenue.

A great change was seen in Bummer's channel strategy. Their heavy reliance on WhatsApp (which was getting costlier by the day) shifted to SMS, contributing to **77% of their total revenue**. This shift allowed the company to reduce costs while effectively engaging with its customers. With its negligible expenses, the SMS approach saved the brand money and offered a secure channel that reduced the risk of being banned due to excessive use.



## Email Open Rates

ranging from 40% to 60%

Bummer's personalized and automated email campaigns witnessed remarkable open rates **ranging from 40% to an astounding 60%**. These open rates were a testament to the effectiveness of their campaigns and the engagement levels their emails generated. The high open rates indicated that Bummer's customers were actively engaging with their emails, thus increasing the chances of conversion.



## Conversion Rate Improvement

stable 15-18%

The brand's conversion rate underwent a significant improvement. Previously stagnant at around 8.5-9%, Bummer's **conversion rate surged to a stable 15-18%**. The effective cart abandonment campaigns played a crucial role in this achievement. Combined with data-driven insights from WebEngage, these campaigns enhanced customer engagement and boosted conversions.



## Profitable Campaigns

5 to 7 times the initial investment

Bummer ran campaigns that delivered exceptional returns on investment, often ranging from **5 to 7 times the initial investment**. – **general stable increase** These campaigns underscored the power of WebEngage in driving customer engagement and tangible business results.



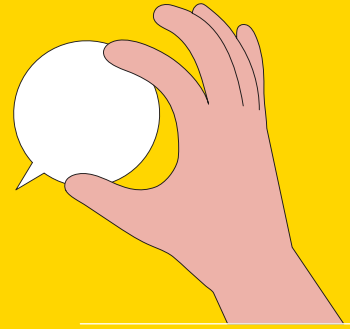
## Monthly Retention Increment

25% to 29% surge

Bummer's M0 retention rate surged from 28% to 44%. Moreover, their M1 retention rate went from 25% to 29%.



# Closing Testimonial



“With WebEngage’s great features and exceptional support, we’ve streamlined our marketing efforts, reached our audience effectively, and achieved remarkable results. Our revenue from repeat customers has seen an impressive boost, and we’ve diversified our channels, reducing costs while improving open rates and conversion rates. WebEngage has truly been a game-changer for us at Bummer, and I couldn’t be more satisfied with the results.”



**Sanmaya Biswal** | 

Growth and Retention Manager, Bummer



# Loved the story?

Supercharge your startup's growth with the WebEngage Startup Program



[Apply Now](#)

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.

The key clientele includes marquee brands like Pasarpolis, PFI Mega Life, Shoppers Stop, Zivame, Bajaj Auto, IKEA, MakeMyTrip, Eureka Forbes, Akasa Air, and more.

## About the WebEngage Startup Program

WebEngage Startup Program is a growth accelerator for early-stage consumer startups across the globe. Since its inception in 2020, the program has helped over 300+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth \$25,000, alongside dedicated customer success. The platform enables startups to deliver an exceptional customer experience and build customer loyalty, increase the Customer Lifetime Value (CLTV), and lay the foundation for retention-led growth- paving the way for building sustainable businesses.

## CREDITS



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