



CARATLANE
A TATA PRODUCT

How CaratLane Turned Festive Intent Into Dynamic, Cart-Aware Personalization



About CaratLane

A Digital-First Fine Jewellery Brand Built Around Modern Buying Journeys

CaratLane is one of India's leading fine jewellery brands, combining design, craftsmanship, and digital-first retail. In the US market, occasions such as Dhanteras, Diwali, and Akshaya Tritiya create strong intent around gold-led purchases.

CaratLane wanted to convert this seasonal intent through experiences that responded to each customer's cart, eligibility, product interest, and position in the purchase journey.



Making Festive Intent More Relevant

Festive Demand Was High. The Customer Experience Was Still Too Broad.

A single festive message could not address every customer accurately.

Users differed based on:



CaratLane needed to ensure that every customer saw a valid, relevant, and actionable next step.

Building Personalization Around Every User Signal

Every User Signal Shaped the Next Onsite Interaction

CaratLane structured festive campaigns around three principles:



Use peak festive periods as high-intent engagement windows



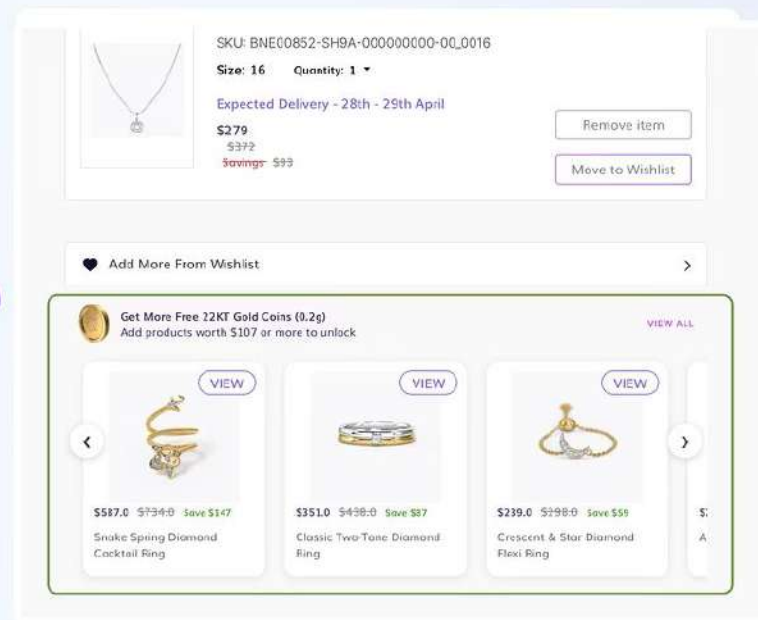
Build offers around real-time cart and eligibility logic



Personalize experiences across overlay, product page, and cart

WebEngage enabled:

-  Real-time personalization
-  Recommendation orchestration
-  SKU-level targeting
-  Event-driven logic
-  Placement experimentation
-  Rapid campaign deployment



User signals → Personalized onsite experience

Dynamic Cart Qualification

Showing Every Customer Exactly What They Needed to Unlock the Reward

For Dhanteras, CaratLane introduced a Free Gold Coin offer above a defined cart threshold.

The system evaluated:



Total cart value



Presence of Gold Coin SKUs



Restricted products



Offer eligibility



User location



Cart composition

Customers below the threshold saw the exact amount required to qualify

Once eligible, the message changed automatically.

If a Gold Coin was already present, the message disappeared.

Total (6 Items) : \$1,393

 Gift Added



22KT Gold Coin (0.2gm)
FREE
Quantity: 2



Solitary Pearl Necklace
SKU: UNE00338-YC00-P00000000-00_0016
Size: 16 Quantity: 2 ▾
Expected Delivery - 16th - 17th April
\$1,030
~~\$1,212~~
Savings \$182

VIDEO CALL

Remove item

Move to Wishlist

Protecting Relevance and Margin

The Offer Logic Adapted to the Products Inside the Cart

The personalization system prevented invalid or irrelevant incentives.

When restricted or margin-sensitive SKUs were present:

-  The message adjusted automatically
-  Eligible products remained discoverable
-  Invalid offer claims were removed
-  Customers still received a clear next action
-  A relevant fallback message was shown



This allowed CaratLane to personalize aggressively without compromising offer validity or margin controls.

Dynamic Personalization in Action

 Cart Shipping Payment 15 DAYS HASSLE-FREE/EASY RETURNS

☐ Send a sweet video message to make this gift extra special 
Now that you've picked the best gift, we will keep it a secret & not send the invoice to the recipient.

Total (2 Items) : \$1,528

Unlock Extra 8% Savings
by placing this order! Use code SPECIAL8
*Not applicable on 22KT jewelry





Chayle Lesly Gold Mangalsutra
SKU: UMA801G9-YC00-00000000-00_0016
Size: 1G Quantity: 2
Expected Delivery - 24th - 29th October
\$1,528
\$2,182
Savings \$654

 VIDEO CALL

Remove item

♥ Add More From Wishlist

Earn Points, Get Rewards
[Available Loyalty Points - 0 points](#)

UNLOCK REWARD POINTS

SPECIAL12 Apply
Save an additional 12% on your orders above \$1000 (Not on 22KT and GG)

Available Coupons

Order Summary

Estimated Shipping & Tax

Subtotal	\$1,528
You Saved	-\$654
Standard Delivery Charge	\$0
TOTAL COST	\$1,528

Checkout Securely

We accept    

Help

 Cart Shipping Payment 15 DAYS HASSLE-FREE/EASY RETURNS

☐ Send a sweet video message to make this gift extra special 
Now that you've picked the best gift, we will keep it a secret & not send the invoice to the recipient.

Total (1 Item) : \$614

Claim a FREE 1gm Gold Coin (22KT)
by shop more than \$1000
*Limited time offer. Not applicable on 22KT products.





Twist Aalid Twirl Infinity Diamond Bracelet
SKU: JBR01154-YB3A-600000000-00_7.25
Size: 7.25 Quantity: 1 Last 2 pieces left
Expected Delivery - 14th - 17th October
\$614
\$877
Savings \$263

 VIDEO CALL

Remove item

Earn Points, Get Rewards
[Available Loyalty Points - 0 points](#)

UNLOCK REWARD POINTS

SPECIAL 6 Apply
Save an additional 6% on your orders above \$400

Available Coupons

Order Summary

Estimated Shipping & Tax

Subtotal	\$614
You Saved	-\$263
Standard Delivery Charge	\$0
TOTAL COST	\$614

Checkout Securely

Help

Building an Incentive Ladder

Mid-Tier Carts Received a Different Path to Conversion

CaratLane identified customers with meaningful cart value who had not reached the main festive reward threshold. These users received dynamic messaging designed to help them move toward the next milestone.

The experience:



Displayed the remaining qualification gap



Protected excluded products



Changed after the customer qualified



Created an achievable reason to increase cart value



Recommended relevant additions

The structured offer personalization journey delivered a
413% uplift in conversion rate.

Total (1 Item) : \$614

Claim a **FREE 1gm Gold Coin (22KT)**

by shop more than **\$1000**

*Limited time offer. Not applicable on 22KT products.



Twist And Twirl Infinity Diamond Bracelet
SKU: JBR01154-YB3A-000000000-00_7.25

Size: 7.25 Quantity: 1 ▾ **Last 2 pieces left**

Expected Delivery - 14th - 17th October

\$614

~~\$877~~

Savings \$263

VIDEO CALL

Remove item

Shop for **\$300** more and get a
FREE 1gm Gold Coin (22KT)

*Limited time offer. Not applicable on 22KT products.



Total (2 Items) : \$1,228

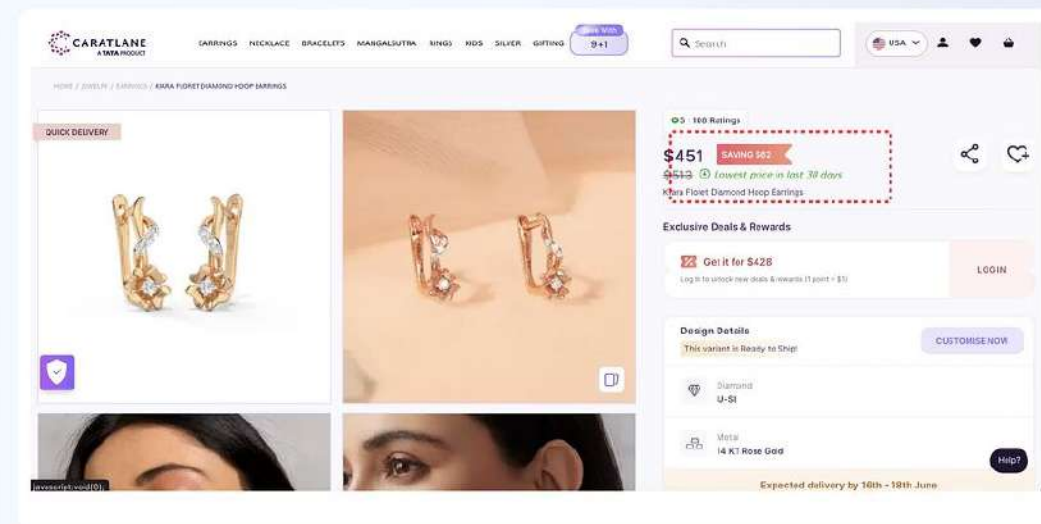
Claim a **FREE 1gm Gold Coin (22KT)**

by placing this order!

*Limited time offer. Not applicable on 22KT products.



Personalization Across Key Touchpoints



Turning the Cart Into a Progression Journey

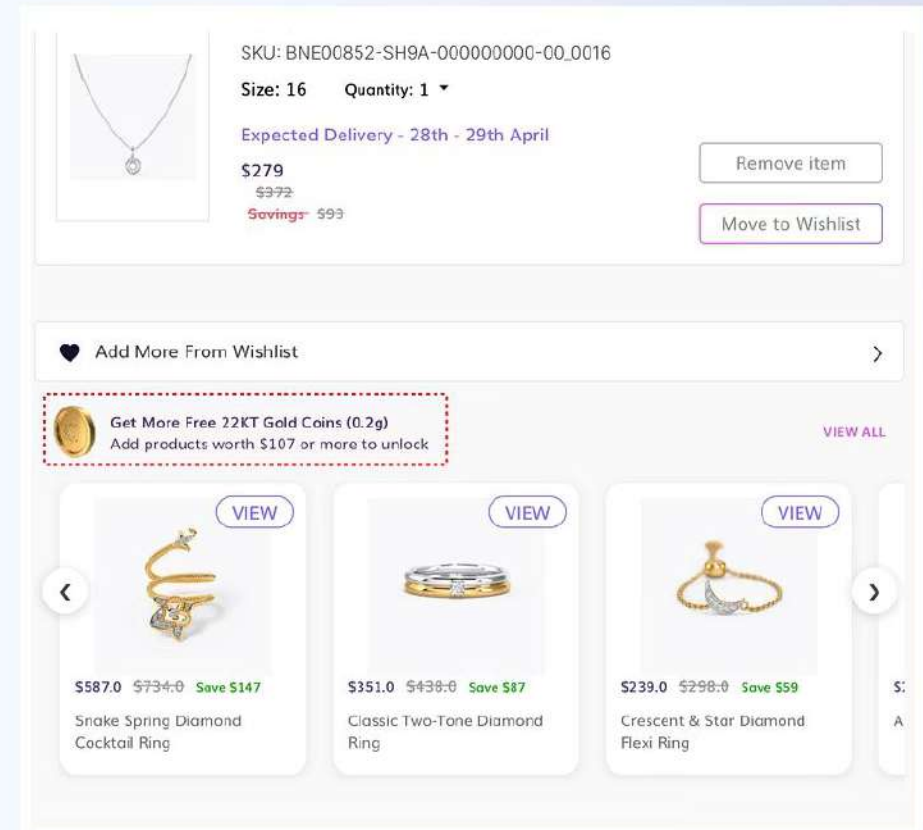
Akshaya Tritiya Introduced Multiple Reward Milestones

For Akshaya Tritiya, CaratLane moved from a single threshold to a progressive reward structure.

The experience dynamically showed:

-  The customer's current cart value
-  Rewards already unlocked
-  The next available reward
-  The remaining spend required
-  Products that could help bridge the gap

As the cart changed, the reward journey changed with it.



Personalization Across the Buying Journey



Overlay

High-intent users were brought back into the purchase journey based on cart abandonment, repeat browsing, and festive collection interest.



Product Detail Page

Contextual festive benefits remained visible while customers compared and evaluated products.



Cart

Dynamic messaging clarified eligibility, current rewards, upcoming milestones, and relevant product recommendations.

This created one connected onsite journey rather than isolated promotional messages.

Experimenting With Placement and Visibility

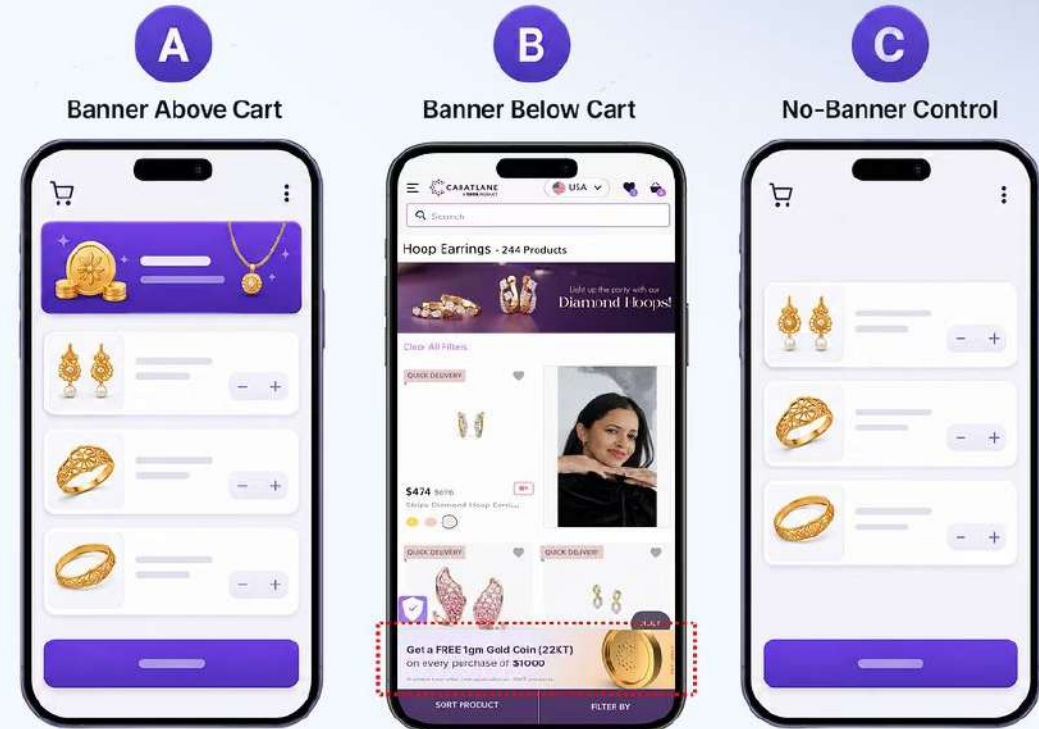
CaratLane Tested Where Personalization Created the Strongest Action

 A gold scheme experiment compared three experiences:

- Banner above the cart
- Banner below the cart
- No-banner control group

 The experiment measured:

- Placement effectiveness
- Click behaviour
- Incremental lift
- Visibility impact
- Enrolment interest



This allowed the team to improve personalization through evidence rather than assumption.

Extending Festive Traffic Into Long-Term Value

Seasonal Engagement Also Supported Loyalty Discovery

CaratLane used festive traffic to introduce customers to longer-term loyalty and gold scheme programs.

Personalized desktop and mobile experiences helped:

-  Increase program awareness
-  Create enrolment consideration
-  Extend engagement beyond one transaction
-  Convert seasonal traffic into future relationship value



The Impact of Dynamic Personalization

Dynamic Personalization Converted Festive Intent Into Action

↑ **240%**

Uplift in conversion rate from the Free Gold Coin experience

↑ **413%**

Uplift in conversion rate from the structured offer personalization journey

↺ **55%**

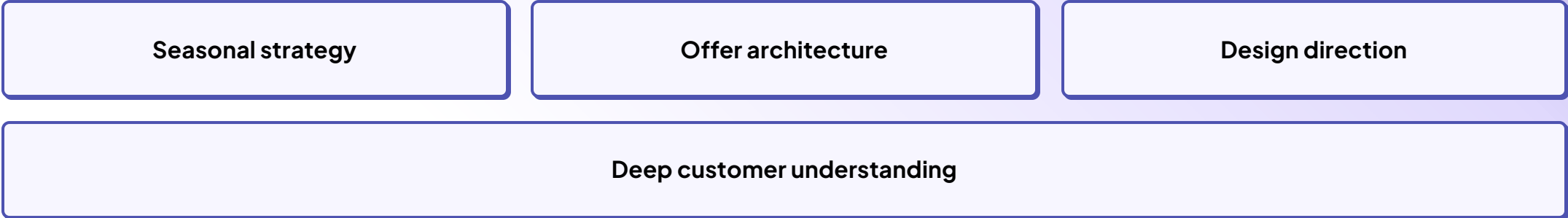
Repeat share during the festive period

The program also delivered:

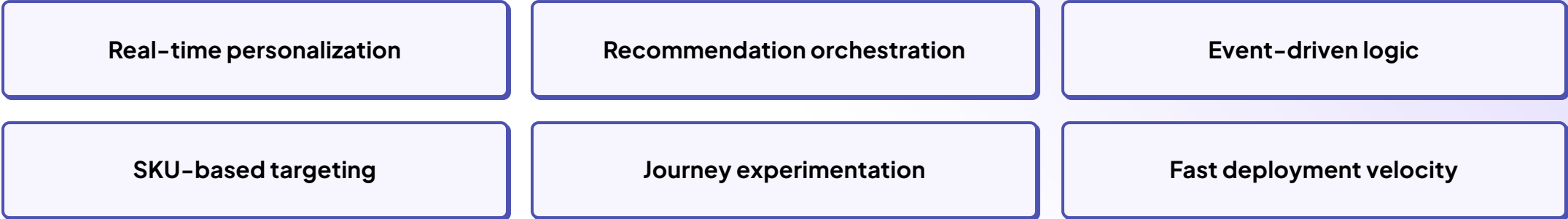
- Stronger basket-building behaviour
- Higher visibility of reward milestones
- Earlier engagement of high-intent users
- Relevant recommendations based on cart progression
- Better discovery of loyalty and gold scheme programs
- Faster deployment across festive windows

Why This Partnership Worked

CaratLane brought:



WebEngage enabled:



Together, the teams converted festive intent into a connected onsite journey across overlay, PDP, cart, and loyalty touchpoints.

The Brand Team Talks



Aditi Thakur

**Marketing and Retail Business Lead,
CaratLane Global**

At CaratLane, we've always believed that understanding customer intent is key to creating a meaningful shopping experience. What WebEngage enabled us to do was act on that intent more dynamically, whether by responding to what was in a customer's cart, where they were in their journey, or which reward was most relevant to them. It also gave us the freedom to keep experimenting, learn from customer behavior, and continuously improve the experience.