



How Chefaa Built an AI-Powered Retention Engine with WebEngage

CHEFAA X WEBENGAGE

DIGITAL HEALTH

EGYPT

About Chefaa

Chefaa is Egypt's end-to-end medication management platform, connecting patients to pharmacies for prescription fulfilment, chronic care support, and last-mile medicine delivery. The platform is built around one high-stakes behaviour: the repeat refill.

In a category where lapsed engagement means missed doses and not just missed revenue, retention is clinical.



The Problem

Chefaa faced compounding drop-off points across the entire user lifecycle, from install through to repeat purchase, with no automation, no segmentation, and no unified data layer to act on.

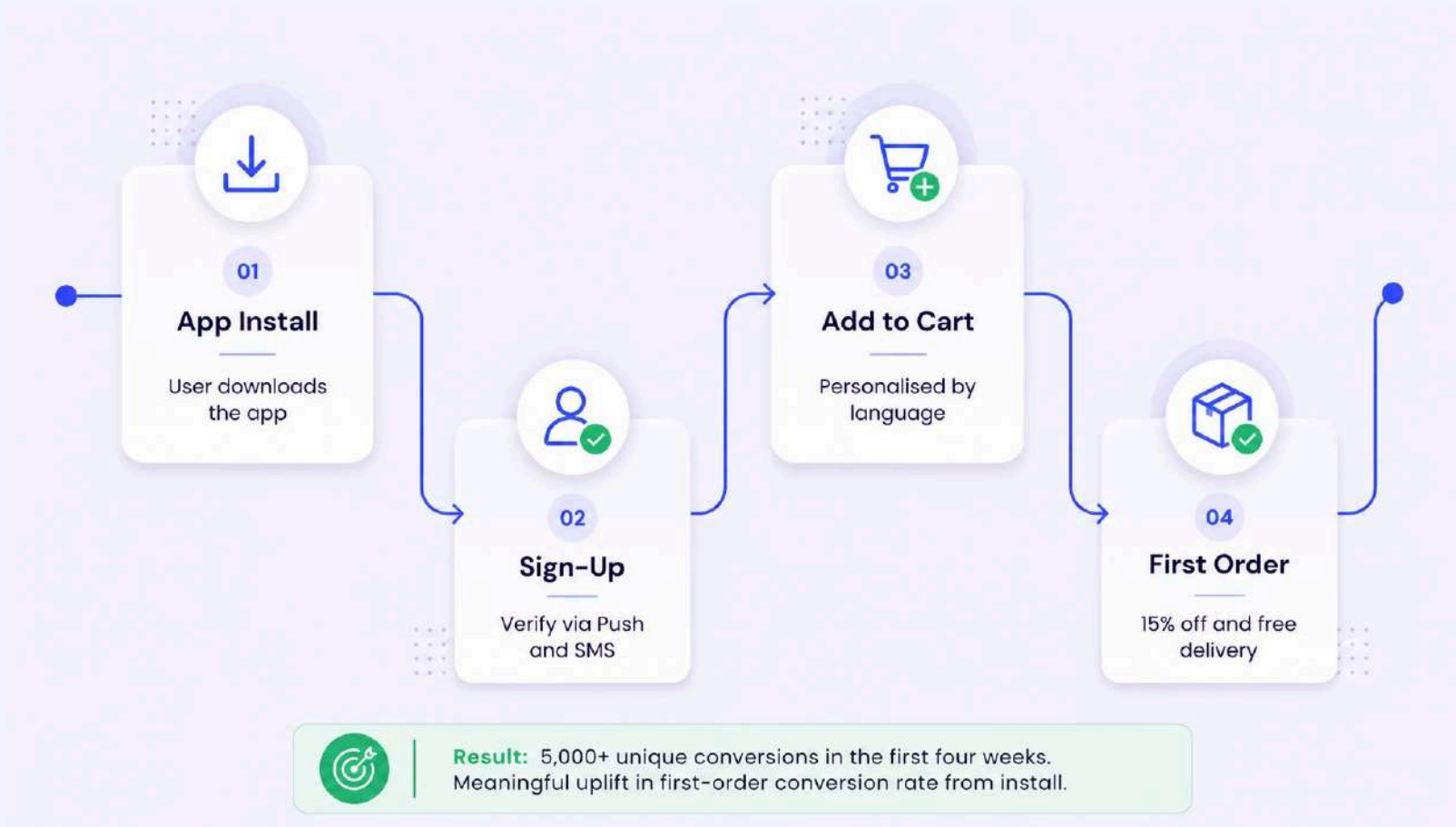
Stage	What Was Happening
Install to First Order	New users were dropping off before placing a single order. No activation sequence existed post-install.
First Order to Repeat	Repeat purchase rates were low, especially among chronic patients who needed predictable refill cycles.
Cart Abandonment	High-intent users were repeatedly adding to cart without completing purchase. No recovery flow in place.
AI-Powered Retention Strategies	Campaigns were high-volume and untargeted. No lifecycle logic, no segmentation, no trigger-based execution.
Fragmented Data Infrastructure	User behaviour sat in disconnected systems. No unified view to build meaningful triggers from.
Lifecycle Visibility	No clear picture of where users dropped off or which cohorts were at risk.

9:41

1. Turning App Installs into First Orders

New users were installing the app and going quiet. The drop-off happened early, between install, sign-up, and that first purchase. There was no structured sequence to bridge the gap.

Chefaa built a multi-stage onboarding journey across App Push and SMS, moving users from install through sign-up, add-to-cart, and first order. Messaging was personalised by name and language, with a first-order incentive: **15% off plus free delivery**.



✔ **Result:** 5,000+ unique conversions in the first four weeks. Meaningful uplift in first-order conversion rate from install.

2. Recovering Carts Before Intent Goes Cold

A high volume of users were adding medicines to cart and walking away. Repeatedly. The signal was clear; the response was missing.

Intent-Led Cart Recovery

Chefaa used a short-delay wait node to confirm abandonment intent before triggering dynamic Push and SMS notifications built around health urgency.

Each message referenced the exact product left behind, with Arabic and English variants personalised by language.

Journey Logic

Trigger Event

Repeated add-to-cart detected without purchase completion

Wait Node

Short delay to confirm abandonment intent

Push Notification

Dynamic product name, Arabic and English variants

SMS Fallback

Health urgency messaging for unreachable users



Result: 8%+ unique CVR, highest-converting automated journey on the account, consistent across Jan–April.

3. Bringing Dormant Users Back

Lapsed users were sitting in large, unworked cohorts. No reactivation programme existed, and no distinction was being made between someone gone 30 days versus 90.



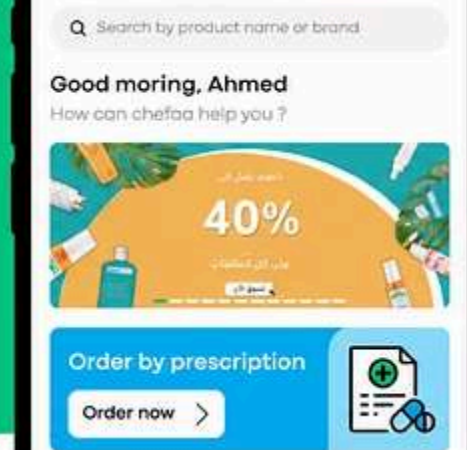
Tiered Reactivation Logic

Users dormant for 45 to 60 days received a discount-led "We Miss You" flow. Users inactive for more than 60 days were routed into a feedback and incentive sequence.

Seasonal Campaign Layer

Ramadan, Eid, and winter essentials campaigns were layered on top, targeting inactive 30+ day cohorts for incremental re-engagement.

✔ **Result:** Reactivation journeys live across all dormant cohorts. Seasonal campaigns drove incremental re-engagement across Ramadan and Eid windows.



4. Keeping Chronic Patients on Track

Chronic care patients are Chefaa's highest-LTV cohort. They also carry the highest churn risk when a refill is missed. Without proactive reminders, order gaps were happening silently.

Algorithmic Refill Reminders

Chefaa mapped chronic cohorts across diabetes, hypertension, and thyroid into automated 15 and 30-day replenishment journeys based on purchase history and medication category.

Cross-sell logic recommended diagnostic equipment to diabetes users who had not yet purchased monitoring devices.

15-Day Cycle

Push → SMS trigger
sequence for short-cycle
medications

30-Day Cycle

Push → SMS → WhatsApp for
monthly chronic
refills

Cross-Sell

Diagnostic equipment
recommendations for
diabetes cohort



Result: Refill reminder journeys live across all chronic cohorts. Cross-sell segment active for diagnostic equipment recommendations.

5. Making Promotions Work Harder

Bulk sends were producing volume without quality. High message counts were not translating into proportionate conversions. Chefaa shifted from broad list sends to intent-led, category-specific campaigns.

The Shift in Targeting Logic

Targeting moved to behavioural cohorts built on prior purchase category, browse history, and product affinity. Top executions included a sexual health campaign with an in-app popup mechanic, a brand campaign for Entrogmena, and cart recovery campaigns with a 30-minute urgency window.



✔ **Result:** March 2026 became the highest-efficiency month on record, driven entirely by targeting quality, not volume.

6. Growing Order Value Without Growing Spend

Chefaa used RFM segmentation to grow basket size and introduce users to adjacent categories, without increasing spend.



Loyal Customers

Frequent purchases, recent activity, high spend. Prioritise retention and upsell.



At-Risk Customers

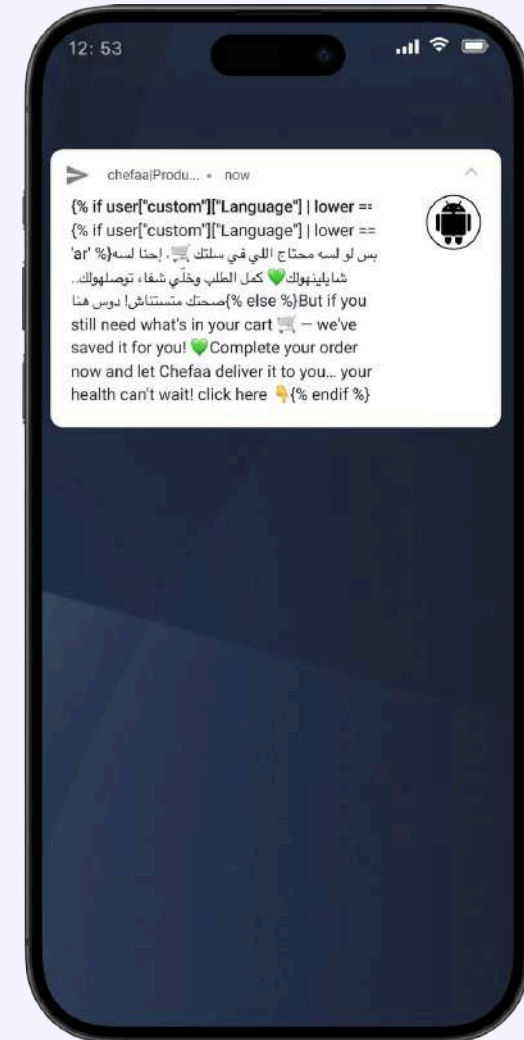
Previously frequent, no order in 60 days. Re-engage with discount-led flows.



Big Spenders

Order value above AOV threshold. Target with premium and cross-sell offers.

The Execution



Overall Impact

With WebEngage, Chefaa built a more measurable lifecycle engine, improving attribution, reducing message volume, and scaling journeys around real customer behaviour.

82%

Revenue Attributed

Of total business revenue attributed to WebEngage in March 2026, up from 56% at the start of the engagement

79%

Orders Attributed

Of total orders attributed to WebEngage in March 2026, up from 48%

55%

Fewer Messages Sent

Quarter-on-quarter reduction in message volume with comparable conversion output

8%+

CVR on ATC Journey

Highest-converting automated journey on the account

5K+

New User Conversions

From the New Users Journey in its first four weeks

28

Segments Live

Spanning lifecycle stage, chronic condition, purchase behaviour, geography, and RFM



AOV Stability

+8.3% uplift in order value maintained through a period of overall volume decline.



Journey Scale

7 journeys live in JFM 2026, scaling to 20+ planned next quarter.

Why Chefaa Chose WebEngage

Chefaa needed an engagement architecture for recurring medication journeys, fragmented data, and chronic-care cohorts. WebEngage became the orchestration layer that helped Chefaa move from manual broadcast campaigns to event-driven lifecycle journeys.

Lifecycle Journey Infrastructure

Enabled different trigger logic for new users, chronic patients, dormant cohorts, and seasonal buyers.

CDP-Powered Segmentation

Built actionable cohorts using behavior, purchase history, medication category, and lifecycle stage.

Omnichannel Execution Layer

Orchestrated Push, SMS, WhatsApp, and Email based on reachability and user behavior.

WebEngage matched the complexity of a high-stakes, recurring-behavior category where timing and context directly affect patient outcomes.

The Brand Team Talks



Hazem Biktash,
Regional Marketing Director, Chefaa

“For Chefaa, retention is closely tied to timing, trust, and continuity. WebEngage gave us the engagement infrastructure to build more measurable customer journeys, reduce unnecessary message volume, and improve attribution across orders and revenue.”



Maged Samir,
Growth and CRM Manager, Chefaa

“WebEngage helped us move from broad campaign execution to structured lifecycle journeys. We could segment users by behavior, automate critical flows across push, SMS, and WhatsApp, and act faster on moments like cart abandonment, first-order drop-offs, and chronic refill cycles.”