Online Tutoring Company Clapingo Increases Click-Through Revenue By 59% With WebEngage

Industry	Founded in	HQ
Education	2021	Delhi

About
Clapingo

Conversations can have a tremendous impact.

This is why Clapingo, a live, on-demand, online tutoring company, offers personalized, one-on-one sessions with skilled tutors from diverse backgrounds. They create a judgment-free space where individuals can freely engage in live conversations, improving their communication skills and boosting confidence.

> "I am thrilled to express my appreciation for the transformative impact that WebEngage has had on our business. The WebEngage Startup Program has been particularly helpful with their customer success team and their proactiveness to respond. The intuitive platform, coupled with the insightful analytics provided by WebEngage, has empowered us to tailor our strategies for maximum impact.
> This partnership has undoubtedly been a game-changer for Clapingo, and we look forward to continued success together. "

Abhishek KG in

CMO, Clapingo

Key Features Used

Journey Designer

Funnels

Cohorts

**Segmentation**

Email

Web Push

SMS

Push

Clapingo's Objectives

- Increasing their trial conversions priced at ₹99/-
- Optimizing engagement channels
- Multi-channel sync across email, push notifications, SMS, WhatsApp and more

Company's Challenges
In Driving The Objective

- Reducing user drop-offs across various touch points in the journey
- Maximizing user acquisition
- Driving revenue during non-festive occasions with a well-crafted engagement journey
- Driving revenue from the targeted audience belonging to Tier 2 & 3 cities in India

WebEngage
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Solution
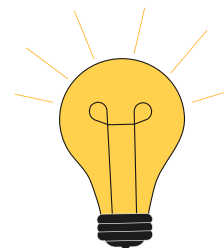
Joining hands with the WebEngage Startup Program

As a leading upskilling platform for learners across stages, Clapingo wanted to focus early on user engagement & retention to boost conversions & repeat revenue. That's when the team joined hands with the WebEngage Startup Program to kickstart its growth journey.

Maximizing demo conversions using an omnichannel engagement journey

01

- Whenever users sign up on Clapingo, they become a part of the welcome journey.
- Using web push, push, email, and SMS as their top channels, a multi-channel engagement journey is crafted, targeting users at the right channel and at the right time based on their channel reachability and engagement.

02

Boosting revenue from demo trials to subscription conversions

Furthermore, solving another use case with a journey designer, Clapingo, focused on driving more conversions from users who have attended a demo session but haven't yet subscribed to a paid plan yet. A strategically devised journey gets triggered, engaging users across channels using email, web push, push, and in-app notifications.

By using a series of nudges, Clapingo encourages its users to subscribe to their preferred plans, with exclusive time-sensitive discount offers. **Thus, helping the brand drive click-through revenue by up to 56.6%.**

Moreover, the brand focuses on motivating and guiding users towards improvement in their spoken English. The messages used across channels emphasize addressing users' pain points rather than overpromoting subscription plans. This strategy not only promotes user engagement but demonstrates a thoughtful balance between encouragement, guidance, and a user-centric approach, contributing to a positive and motivating learning experience.

WebEngage STARTUP PROGRAM

CLAPINGO now

Keep it up, fluency is not far away
Use the referral code provided by your tutor

CLAPINGO now

Work on your weakness
Use your exclusive code shared by tutor to unlock opportunities.

CLAPINGO now

Turn your tutors feedback into action.

Subscribe Now

Overall Impact

59% — **Click Through Revenue Via In-App Notifications**

56.6% — **Click Through Revenue Via Journey Designer**

44% — **Click Through Revenue Via SMS**

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Closing
Testimonial
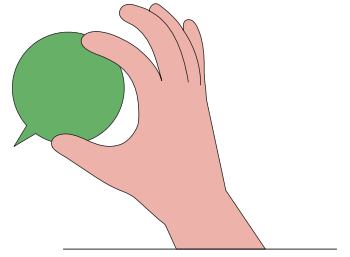
" Working as a manager at Clapingo, I have witnessed firsthand the positive influence of WebEngage on our campaigns. The platform's versatility has given us the flexibility to execute targeted and personalized messaging, leading to a substantial increase in conversion rates.

The ease of use and robust features provided by WebEngage have streamlined our workflow, allowing us to optimize our marketing efforts efficiently. I am truly impressed by the results we've achieved since implementing WebEngage, and I am confident that this collaboration will be pivotal in driving our marketing initiatives to new heights. "

Koushal Kumar | in

Marketing Operations & Analyst Associate

WebEngage
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PROGRAM

About The
WebEngage Startup Program

The 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 $25000, alongside dedicated customer success.

The platform enables startups to deliver an exceptional customer experience and build customer loyalty, increase Customer Lifetime Value (CLTV), and lay the foundation for retention-led growth from day one, paving the way for building sustainable business.

APPLY NOW

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