

Culture Circle Drives 56% Revenue via Email Channel with WebEngage Startup Program

Industry
D2C/Retail

Founded in
2023

HQ
Gurugram, India

About Culture Circle

[Culture Circle](#) is a leading luxury marketplace in India, offering a curated selection of high-end fashion items, sneakers, and streetwear.

They provide a unique shopping experience for consumers seeking exclusive and authentic luxury products while offering sellers a platform to showcase their premium offerings. With a focus on authenticity, quality, and style, Culture Circle has established itself as a go-to destination for luxury lovers in India.

Mission & vision of the company

They aim to make luxury accessible to everyone in India without compromising authenticity or quality. The goal is to be the go-to destination for luxury shopping in India, where people can find everything they need in one place.

USPs

- Creating a standard of authenticity in the retail industry
- Making sure their products come in good quality and it's affordable for their customers
- Prioritizing customer satisfaction above everything else
- Rigorous authentication for vendors to ensure it's a no-scam zone for their customers



“ We were able to transform our business completely with different use cases and personalization. Partnering with the WebEngage Startup Program was exactly what our business needed to increase our revenue; we were glad this partnership worked.”

Devansh Nawal | 

Founder, Culture Circle

Key Features Used



Emails



WhatsApp



App Push

Company's Objectives

They were looking to implement standard e-commerce use cases. They wanted to use WebEngage for transactional order confirmation and shipping communications.

What were they looking to solve with a marketing automation platform?

- ✓ Culture Circle was looking for automation for their email marketing, and they used WebEngage for the first time to create targeted emails.
- ✓ They wanted to target users more efficiently and personalize using trigger campaigns to increase their revenue.
- ✓ The team needed a more detailed understanding of their customer's shopping habits, transaction history, and behavioral patterns to optimize their product offerings and improve conversion rates.
- ✓ They also sought to reduce funnel drop-offs and engage their customers in a post-purchase journey.

Company's Challenges In Driving **The Objective**

- ✓ The absence of robust analytics tools made it challenging to evaluate marketing performance effectively.
- ✓ Insufficient use of customer data hindered the ability to design and implement personalized marketing strategies.
- ✓ The inability to monitor specific touchpoints and identify drop-offs prevented the optimization of the marketing funnel and limited opportunities to re-engage users.

Why Did Culture Circle Pick **WebEngage**?

The Culture Circle team decided to use WebEngage as their marketing automation platform because of its track record in helping brands like theirs drive retention using automation.

With WebEngage, they could precisely monitor their customers, create targeted experiences for distinct user segments, and ensure they are engaged with personalized content and offers suited to their user behaviors.

The seamless integration with WebEngage will help them use their e-commerce platform and customer data to make data-driven decisions and marketing strategies.



Culture Circle's Collaboration with WebEngage Startup Program

Culture Circle was looking to use marketing automation as an effective way to drive sustainable growth for their business.

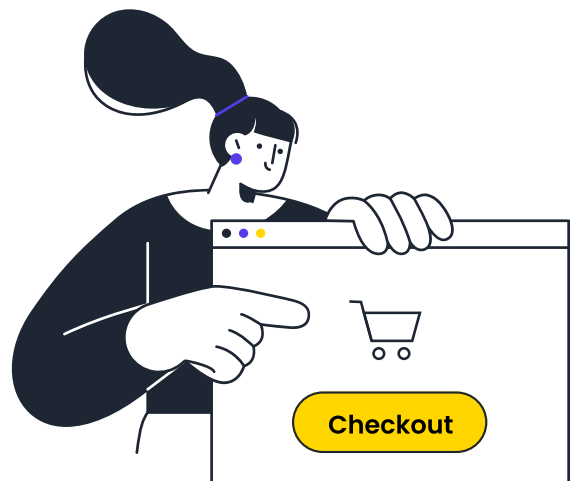
They started a partnership with the WebEngage Startup Program six months into their business, and they needed to give their users personalized communication across all key touch-points with a retention-led approach.

This partnership has helped Culture Circle retain its users, improve their lifetime value, and generate more revenue for its business. The program helps consumer startups kickstart their retention journey by providing free access to the WebEngage platform for six months, among other exclusive perks and benefits.

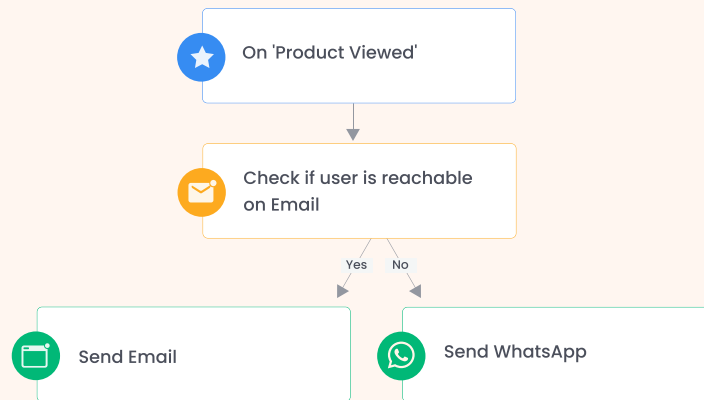
See how Culture Circle implements various use cases with WebEngage to drive user use engagement & retention:

Driving Checkout Completion

- Culture Circle implemented a strategic engagement journey designed to nudge users toward completing their purchases. Leveraging multiple channels like email and WhatsApp, the campaign ensured timely and personalized follow-ups.
- The journey was triggered by specific user interactions, guiding them with a series of sequential messages over a defined timeframe.
- The campaign evolved based on user engagement, delivering tailored messages to re-engage users at various points in their purchase journey.



Here's a simplified and reduced view of journey for driving checkout completion.



Culture Circle leveraged **variation testing** using the WebEngage dashboard on their email subject lines to optimize campaign performance. By identifying & utilizing the best-performing subject lines, they significantly increased their click-through rates, demonstrating the power of data-driven decisions in enhancing user engagement and campaign effectiveness.



Reducing Cart Abandonment with Targeted Campaigns

Culture Circle designed a strategic approach to address cart abandonment and encourage users to complete their purchases:

- **Personalized Campaigns:** Engagement was initiated shortly after users showed purchase intent, with a series of emails designed to gently nudge them toward checkout completion.
- **Timing Strategy:** Communication intervals were thoughtfully spaced, ranging from a few hours to subsequent days and weeks, ensuring users were engaged without feeling overwhelmed.
- **Omnichannel Support:** To further enhance the user experience, WhatsApp was utilized as a complementary channel to email, providing timely reminders and updates.

This campaign strategy led to improved user engagement, with a significant boost in email open rates, contributing to higher conversion rates.



Leveraging trigger-based communication

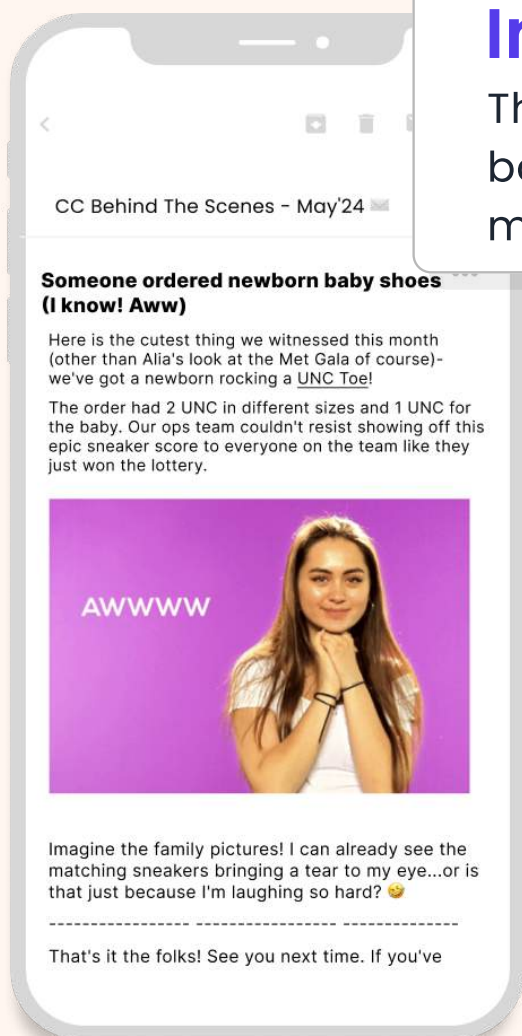
Culture Circle implemented time-sensitive, trigger-based communication to keep users informed and engaged throughout their journey, some of which includes

- ✓ Notifications for order updates, confirmations, and delivery status.
- ✓ Campaigns addressing refunds or delays, ensuring users remained in the loop.
- ✓ Feedback collection post-purchase, fostering stronger customer relationships.

These time-bound campaigns ensure that users are informed and updated on the progress of their orders.

Impact

The email channel saw a 69% boost in open rates within 3 months.



Culture Circle excels in using a creative, story-driven approach to engage its audience, making its content both fun and memorable. By incorporating behind-the-scenes insights, humorous elements, and calls for feedback, Culture Circle ensures their communications are anything but boring. This approach helps them build a strong, emotional bond with their customers, demonstrating that it's not just about selling products, but about creating a vibrant, engaging community.

Key Highlight:

Using an omnichannel approach, **Email** emerged as a top-performing channel with **revenue contribution of 56.09%**, and maintaining impressive open and engagement rates.

Driving Month-on-Month repeats

Culture Circle leveraged cohort analysis to understand user retention patterns and optimize engagement with:

Behavioral Insights:

- Identified cohorts that demonstrated strong repeat engagement over time.
- Tailored strategies based on insights into when users were most likely to return, targeting communications accordingly.

Targeted Retention Efforts: These learnings allowed Culture Circle to refine user engagement strategies, delivering campaigns aligned with specific user behaviors to maximize retention.

Impact

Culture Circle saw an average 10.5% MoM repeat rate.

Overall Impact Metrics

Achieved a 56.09% of revenue contribution via the Email channel.

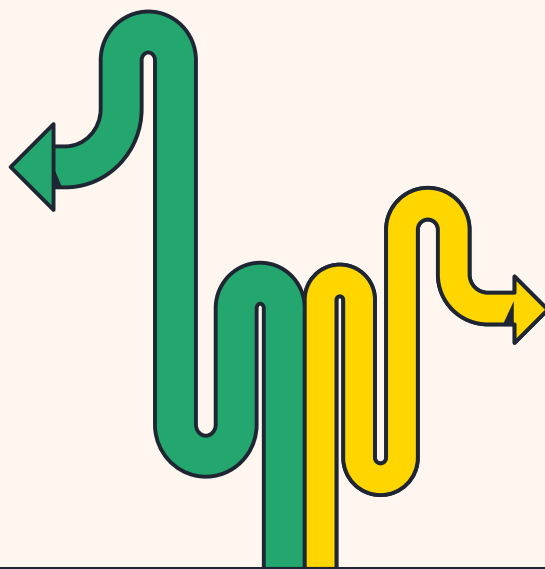
Achieved an email open rate of 69% within 3 months of leveraging time-bound campaigns.

Witnessed an average 10.5% MoM repeat rate.

The Way Forward

What does the way forward look like for Culture Circle?

- ✓ **On a product level,** The brand aims to implement a cross-sell journey for users post order confirmation.
- ✓ They are also looking to increase retention rates based on personalized campaigns from the customer's first contact to the end of the funnel.
- ✓ **On a company level:** Culture Circle wants to improve its customers' user experience and engagement and ultimately become a strong contender in the market.



Closing Testimonial

“

It is the first time we're using marketing automation for our emails, and the results are through the roof. It's been an amazing partnership with the WebEngage Startup Program, and we're glad to be a part of the community. ”



Ackshay Jain



Co-founder, Culture Circle





About 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 400+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth \$25000, and 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 from day one, paving the way for creating a sustainable business.

Ready to supercharge your startup's growth? Learn more about the program and [apply here](#).

[APPLY NOW](#)

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