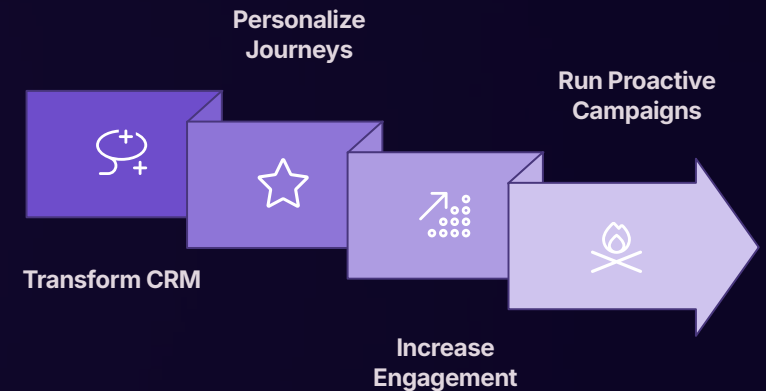


**From Manual to Automated:
How Dot & Key Increased LTV
by 40% and CRM Revenue
Contribution to 30% Using
WebEngage**



Summary

- Dot & Key transformed its CRM from a manual, campaign-led function into an automated, behavior-driven growth engine with WebEngage.
- By building personalized user journeys—across onboarding, cart abandonment, and replenishment—the brand improved lifecycle engagement, increased repeat purchases by 40%, and grew CRM’s contribution to revenue to 30%+.
- Using WebEngage’s Journey Builder, omnichannel orchestration, and advanced segmentation, Dot & Key now runs high-frequency, high-performance campaigns that are proactive, not reactive—and measurable at every step.



More about Dot & Key

Dot & Key is a science-first skincare brand loved by Gen Z and millennials across India.

They offer clean, dermatologist-tested formulations designed for Indian skin and climate—sold via D2C and major marketplaces.

At Dot & Key, all the skincare innovation happens in-house, where their skincare scientists bring 50+ years of extensive experience.

Blending the best of fruits & high-performance actives, the R&D team is all about crafting products that are not only super effective but also feel amazing to use.

The logo for Dot & Key, featuring the words "DOT" and "KEY" in a bold, sans-serif font, separated by a stylized ampersand symbol. The logo is centered within a white rounded rectangle.

The Challenge

As growth scaled, Dot & Key's CRM engine couldn't keep up.

The team faced:

Limited cross-category purchase nudges

Drop-offs between browsing and buying

Manual campaign execution with limited personalization

No lifecycle journeys or channel orchestration

The goal: **Build automated, intelligent engagement** to improve retention and revenue.

Where the Drop-Offs Were Happening

Stage	Problem	What They Needed
Onboarding	High new-user drop-off	Strong welcome + product education journey
First Purchase	Cart drop-offs	Timely nudges via preferred channels
Retention	Limited LTV	Automated flows based on behavior (RFM, churn)
Campaign Ops	Manual execution, no ROI tracking	One platform for automation + attribution

How WebEngage Helped

With WebEngage, Dot & Key overhauled their CRM from the ground up:



Behavior-Based Segments

Created high-intent cohorts (e.g., churn risk, one-time buyers)



Automated Journeys

- **Welcome Series:** Educated new users on categories
- **Cart Abandonment:** Push, WhatsApp, RCS + reviews, offers
- **Replenishment:** Timed by product lifecycle



Personalized Messaging

Dynamic content, send-time optimization, subject line A/B tests



Real-Time Analytics

Channel-wise attribution and funnel tracking to guide improvements



Results:

22%

Cart-to-Purchase Conversion

Increased conversion from abandoned carts

40%

Repeat Purchase Rate

Higher customer lifetime value

30%+

CRM Contribution to Revenue

Of monthly revenue now comes from CRM activities

From the Dot & Key team

WebEngage has helped us bridge CRM with performance marketing by enabling sharper segmentation and timely targeting. It's played a key role in improving retention and lowering CAC across campaigns.

– **Biplav D** | Media Marketing Manager, Dot & Key



What the Dot & Key team says...

WebEngage has become the backbone of our CRM strategy. From increasing repeat purchases to building personalized user journeys, the platform has empowered us to engage meaningfully and drive measurable revenue. The team is proactive and solution-oriented, making it easy to scale with confidence.

– **Jiger A** | Deputy Manager, Dot & Key



From our Growth Consultants

For Dot & Key, we adopted a data-led, customer-first strategy, combining precise audience segmentation with personalized, multi-channel journeys. Every campaign was tested, optimized, and scaled to drive both short-term conversions and long-term brand loyalty. Working with Dot & Key has been nothing short of inspiring – their agility, creativity, and openness to new ideas made every project seamless and impactful. It's been a true partnership built on trust, collaboration, and shared growth.

~ **Aman Singh** | Retention Consultant, WebEngage



Key Features Used:



Journey Builder

Automated workflows across stages



Segmentation

Behavioral, RFM, Predictive



Personalization

Dynamic content in notifications



Channels

Push, Email, SMS, WhatsApp, RCS, Onsite Banners



Analytics & Reporting

Revenue attribution, Funnel tracking



Campaign Optimization

A/B testing, frequency capping

Want to See What WebEngage Can Do for You?

Ready to drive personalized engagement and unlock real revenue growth? Explore how WebEngage can transform your user insights into actionable results.

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