How **elmenus**, Egypt's booming food discovery platform, witnesses **25% increase in conversions with multi-channel marketing**
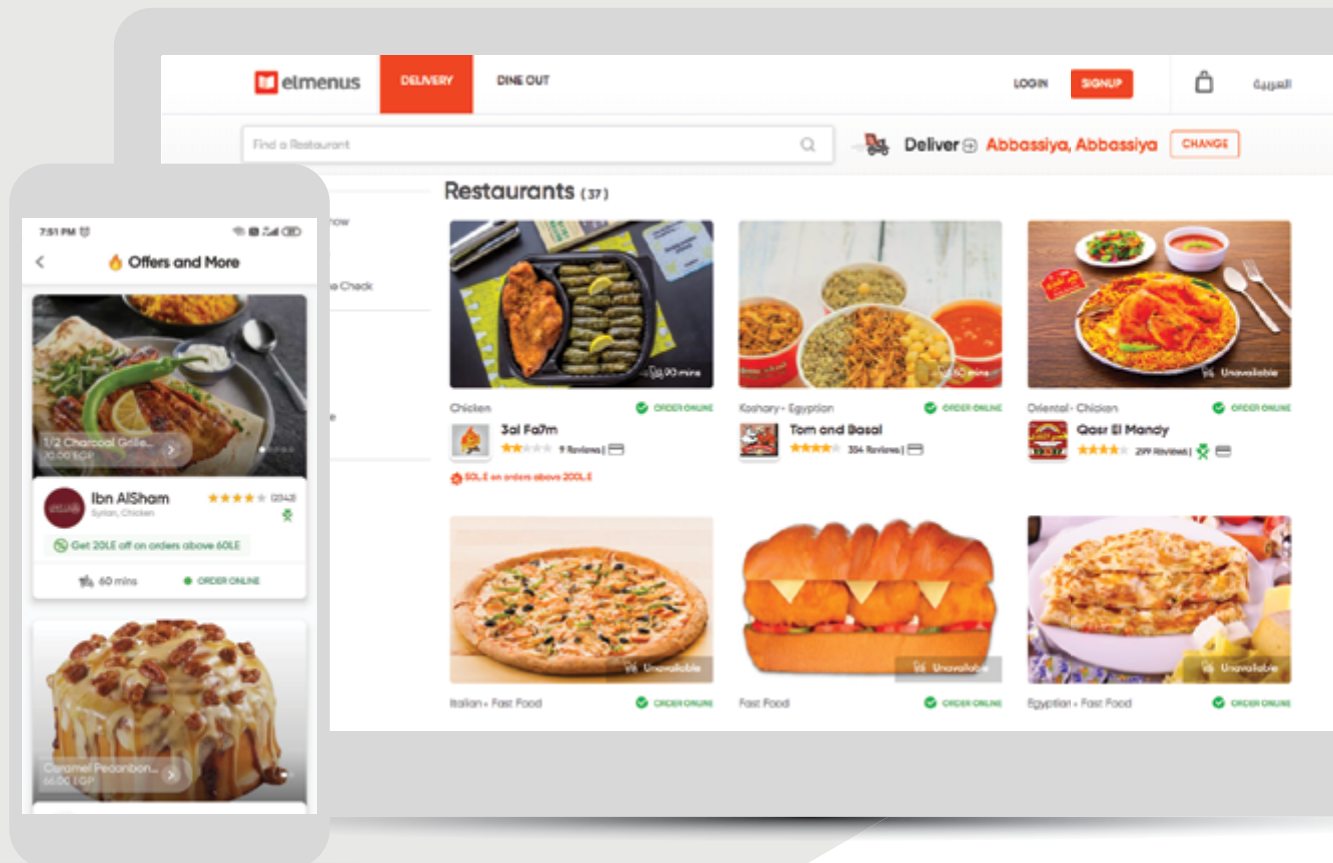
WebEngage | elmenus

INTRODUCTION

Let's face it - "What to eat today?" is an eternal question that we all have every day. With a wide variety of restaurants, cuisines, and personal tastes, **making a decision about what and where to eat from can be a daunting task**.

elmenus, an Egypt-based online food discovery platform, is solving this problem by helping people **discover & order food online from over 12,000 restaurants in Cairo**.

elmenus provides users with digitized food menus from food carts to hotel restaurants with all the necessary information like location, opening hours, price, etc.

Founded in 2011, elmenus saw a gap in the market for the delivery of **high-quality, beautifully presented meals that catered to local tastes**. With an aim to bridge this gap, the company provides social, visual, and personalized experience to the users. They can **upload photos of the dishes they have ordered and directly provide feedback to restaurants in the comments section**.

On the other hand, **restaurants can post menus with pictures, prices, and available sizes of the dishes**. Now, millions of users order their food online daily from elmenus with its own network of fleet drivers providing a quick experience that is trackable in real-time for the users.

THE OBJECTIVE

- Increase the number of orders placed on the elmenus app
- Improve user engagement & retention
- Drive more revenue
- Foster brand loyalty
- Achieve profitable long-term growth

THE CHALLENGES

- Lack of a unified customer view
- Siloed engagement channels
- Delivering hyper-personalized user engagement at scale
- Targeting users based on their behavior & preferences

THE SOLUTION

The teams at WebEngage and elmenus came together to adopt a multi-channel approach. And engage with mobile app users across various channels like mobile push, in-app, SMS and email. With the help of personalized and contextual communication, elmenus has been able to effectively engage and retain its users. Thus driving conversions and revenue.

With WebEngage's marketing automation platform, we've been able to run multi-channel journeys for a diverse set of use cases. We are now able to get a unified view of each user. This helps us in tracking the user behaviour across devices, see where they are dropping off in their lifecycle and take corrective measures to ensure maximum food orders on the app, and deliver exceptional experiences to elmenus foodies.

— Amir Allam
CEO, elmenus

The Objective:

elmenus' primary objective is to provide its customers with a seamless and personalized online ordering experience. And give them a platform that allows them to browse, discover, and order food faster with less friction.

But with more than 1.2 million monthly active users and more than 8K restaurants listed on the platform, manually delivering customized experiences to each user is not an easy feat.

So, elmenus wanted to execute targeted and data-backed user engagement which helps them:
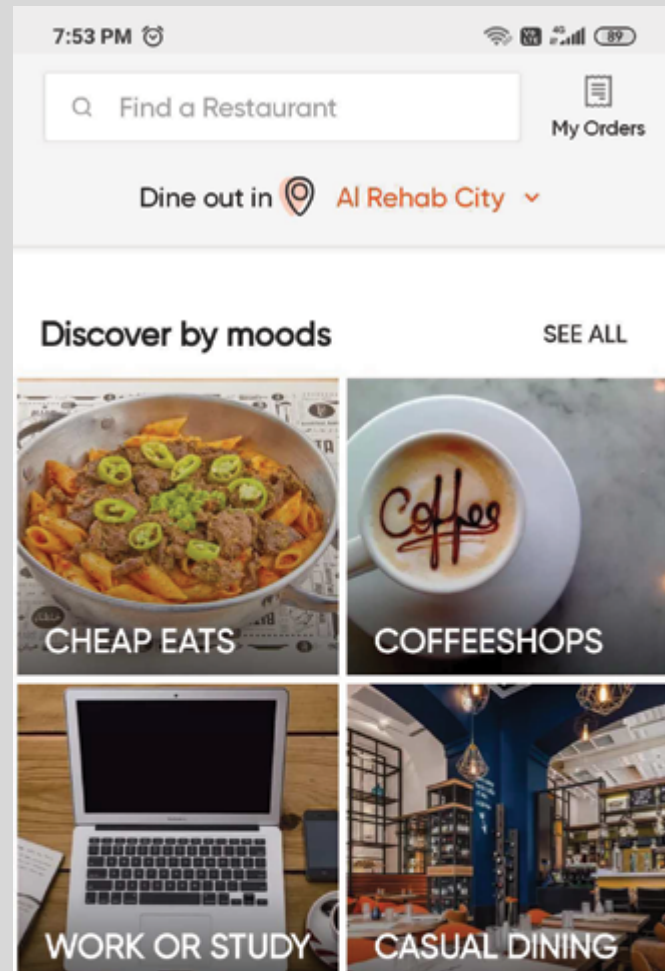
Increase the number of orders placed on elmenus app.

Improve user engagement & retention

Drive more revenue

Foster brand loyalty

Achieve profitable long-term growth

The Challenges:

The team at elmenus was facing a few challenges that centered around data unification, multi-channel communication, and granular segmentation.

Lack of a unified customer view

The team at elmenus was using various individual tools and interfaces to engage with their customers. **Integrating data from across channels and mediums was extremely challenging**.

So, they wanted to **break down silos and unify customer data at a single place to keep track of all the data points across their mobile app, and website**. And deliver personalized food ordering experience by making use of the user profiles and their attributes.

Siloed engagement channels

elmenus interacts with its users via multiple engagement channels like mobile push, in-app, SMS and emails. But due to siloed engagement, they were **running campaigns across multiple channels where sending rules of every campaign were independent of the other**. This led to an inconsistent experience for the users.

The team at elmenus was looking for a solution that would enable them to **combine campaigns across multiple channels, to give an integrated experience**.

Delivering hyper-personalized user engagement at scale

With a growing user base, contextually engaging with each customer, and sending them personalized communication across channels was difficult and time consuming.

Depending on the user's past actions and behavior, the team at elmenus wanted to send out relevant communication across multiple channels within a single user journey.

Targeting users based on their behavior & preferences

The team at elmenus was looking to send out personalized relevant communication to a set of users who did or did not do a specific event. To do that, they wanted to segment users at a granular level based on their key individual attributes and behavioral data. And engage with their customers with more relevant, timely, and contextual communication.

The Solutions:

The team at elmenus was looking for a full-stack marketing automation platform that would help them execute contextual and data-backed campaigns to drive engagement and fuel up their business growth. They partnered with WebEngage to achieve these goals and take their user engagement to the next level.

> With WebEngage, we established stronger connections with our foodie users! WebEngage has helped us better engage with our customers in more proactive ways driving better retention. As an omnichannel platform, WebEngage has put it at ease to reach our users on their most relevant channel and centralize our communication. With the fast pace nature of foodtech, we are now faster in responding to our customers with timely offers & updates while running different A/B testing messages for better conversion rate.
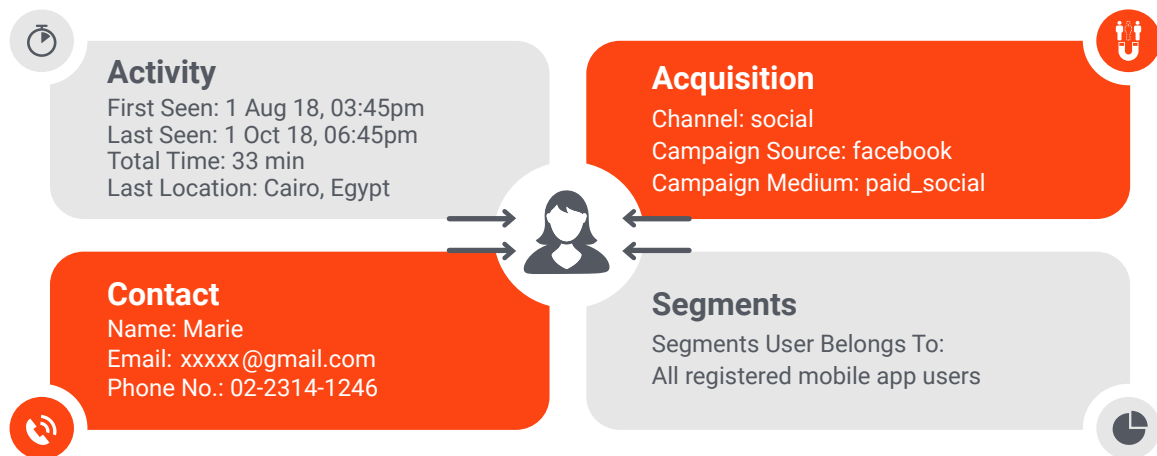
Heba Orabi
Chief Growth Officer, elmenus

The Customer Success team at WebEngage conducted brainstorming sessions with the stakeholders at elmenus to get an in-depth understanding of the challenges, and to come up with a customized solution.

Firstly, the **user data from across the channels and mediums was collected and stored it on a single platform i.e. WebEngage's marketing automation platform**.

The data from the user's first visit to the elmenus mobile app to the latest interactions were gathered under a single user profile. Making use of the actionable data, elmenus focused on creating meaningful lifecycle marketing campaigns at scale.

The elmenus team created different segments of users based on the user's personas. And designed multiple journeys for these segments using the WebEngage Journey Designer.

Activity
First Seen: 1 Aug 18, 03:45pm
Last Seen: 1 Oct 18, 06:45pm
Total Time: 33 min
Last Location: Cairo, Egypt

Acquisition
Channel: social
Campaign Source: facebook
Campaign Medium: paid_social

Contact
Name: Marie
Email: xxxxx@gmail.com
Phone No.: 02-2314-1246

Segments
Segments User Belongs To:
All registered mobile app users

Here's how elmenus tackled the challenges via different user engagement journeys:

Encourage users who installed the app to place their first order

After a new user installs the elmenus app, there are high chances that he/she might go inactive even before making a purchase. And inactive users translate into lost revenue.

So the Customer Success Manager and the teams at elmenus decided to effectively **engage new users right after they have installed the App. Focusing on Day 0 and Day 1 retention**. And encourage the users to place the order by offering a discount code that is valid on the first three food orders.
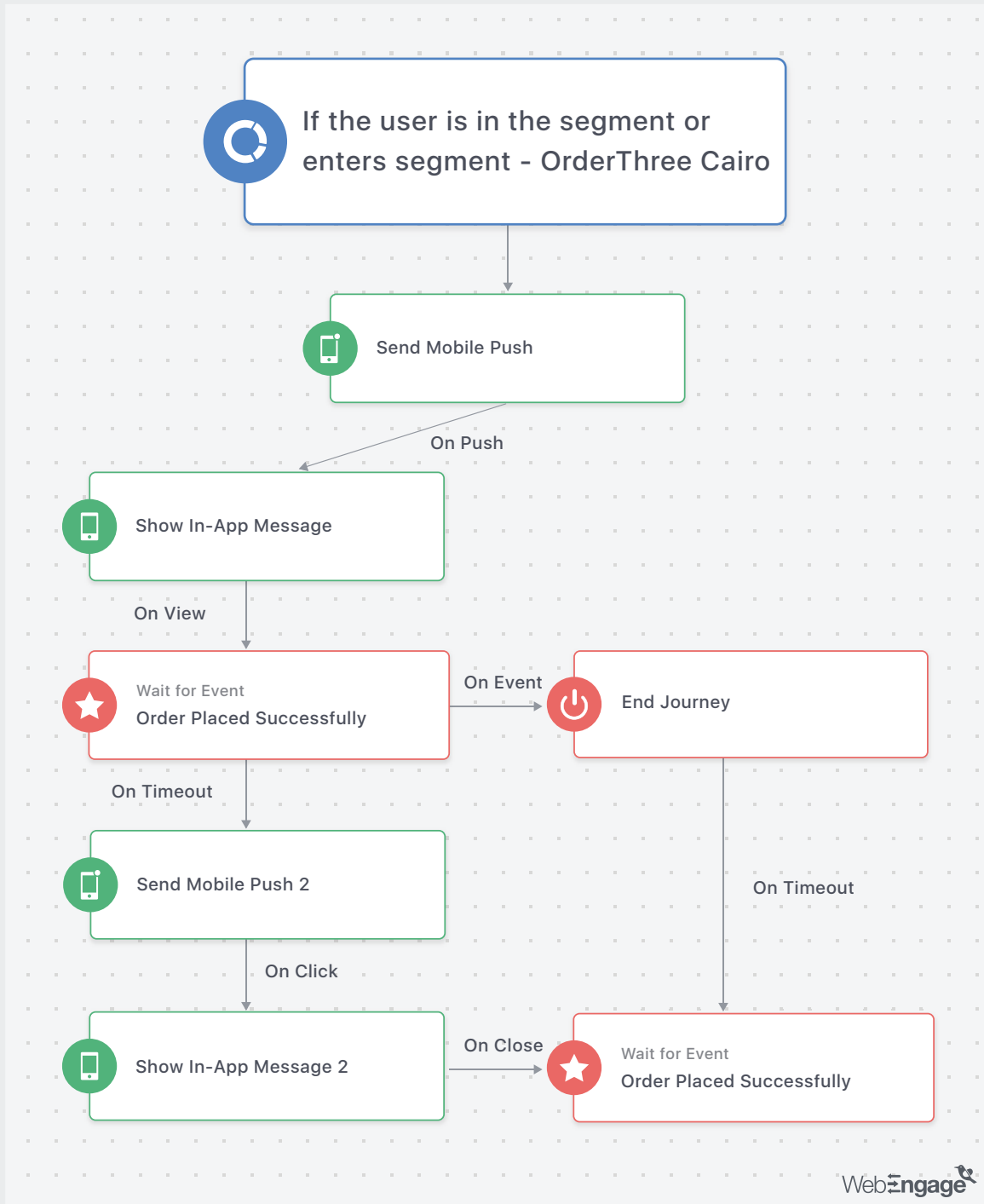
This was implemented through a journey targeting a specific set of **users who are located in Cairo** and **did not place any order or placed less than three orders** after installing the mobile app. Granular user data and events enabled the team at elmenus to segment users into contextually relevant segments and personalize campaigns.

Segment OrderThree Cairo contains all users
⌐ with User attribute,
    ⌐ **ө city** equals to **Cairo**
    ⌐ **ө city** equals to القاهرة
⌐ who have
    ⌐ not performed the event, **Action: Place Order Success**
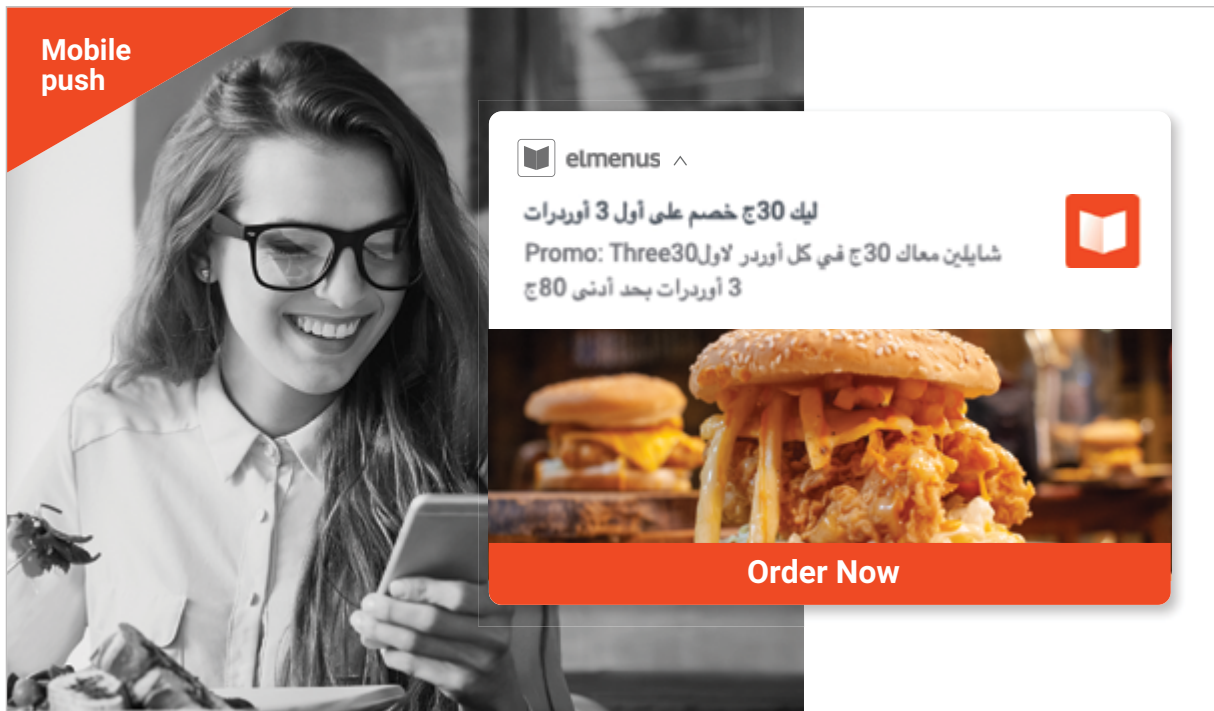   ⌐ performed the event, **Action: Place Order Success** count less than **3**

Here's how the journey looks like:

First App Order Journey

If the user is in the segment or enters segment - OrderThree Cairo

Send Mobile Push

On Push

Show In-App Message

On View

Wait for Event
Order Placed Successfully

On Event

End Journey

On Timeout

Send Mobile Push 2

On Click

Show In-App Message 2

On Close

On Timeout

Wait for Event
Order Placed Successfully

WebEngage

And here's how the journey functions:

- As soon as the user enters the segment, a mobile push notification (about discount coupon code) is sent to his/her phone.

Mobile push

elmenus ⌃

ليك 30ج خصم على أول 3 أوردرات
شايلين معاك 30ج في كل أوردر لاولPromo: Three30
3 أوردرات بحد أدنى 80ج

Order Now

- Next, an in-app notification with the promo code is delivered, as an additional reminder, as soon as the user opens the app.

Where and When to Show

WHERE & WHEN TO SHOW
- ● Show on any screen as soon as user opens the app
- ○ Show on specific screens and/or show when spwcific conditions are met

SHOW LIMIT ⓘ
- ○ Show any number of times if user doesn't click or dismiss notification
- ● Show maximum of [1] times if user doesn't click or dismiss notification

In-app

- Thereafter, if the user hasn't responded to the nudge within a day, then another round of communication is sent across the same channels.

- This is the final reminder and the journey ends whether or not the user converts (**conversion event - order placed**). This ensures that the user doesn't feel bombarded with multiple messages.

The journey enabled the team at elmenus to granularly segment its user base and send relevant communication to inactive app users at scale.

With the help of timely and personalized communication campaigns, elmenus was able to achieve 4.45% unique conversions in just a day.

Solicit restaurant feedback from users

Building lasting relationships with loyal customers is important for any business to survive and accelerate growth. And a great way to **make users feel valued is by soliciting their feedback**. This not only **drives engagement but also fosters brand loyalty**.

elmenus realized this early on and was looking to collect feedback from users about the restaurants, and the food they have ordered on the app and get meaningful insights to enhance the overall user experience.

To collect feedback from its users, elmenus created a customized user engagement journey for the segment of all registered users who have successfully placed an order on the app. The journey had a number of conditions and different wait periods depending on users' real-time interactions with the app for maximum conversions.

The journey starts as soon as the user places an order on the app. The system then waits for 24 hours for the user to open the elmenus App before proceeding to the next step. This is done via the 'Wait For Some Time' and 'Wait For Event' blocks in the journey designer as shown below.
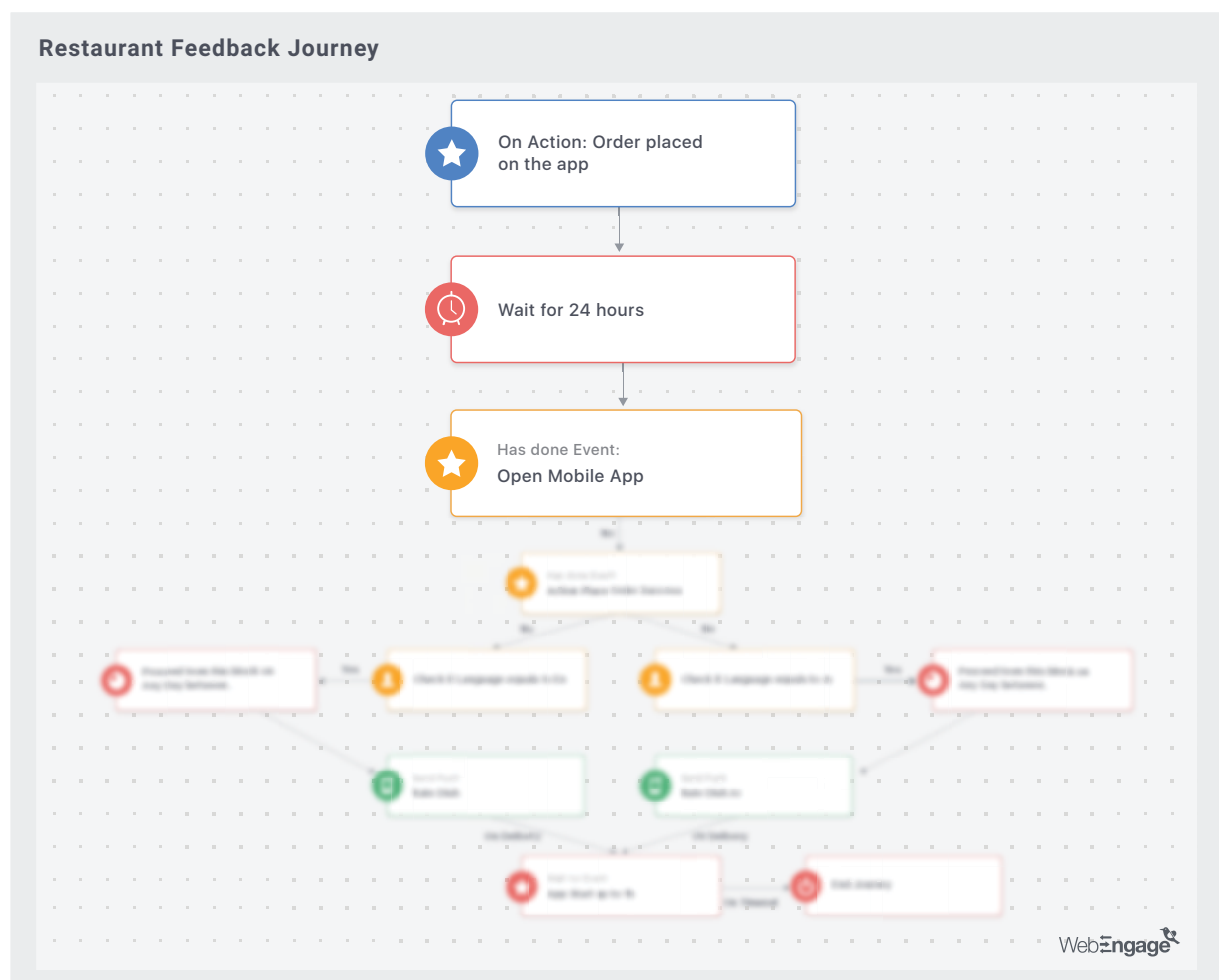
If the above conditions are not fulfilled, the system then checks for the user's preferred language. This helps the elmenus team to engage with users in different languages (In this case - English & Arabic) through a single journey.
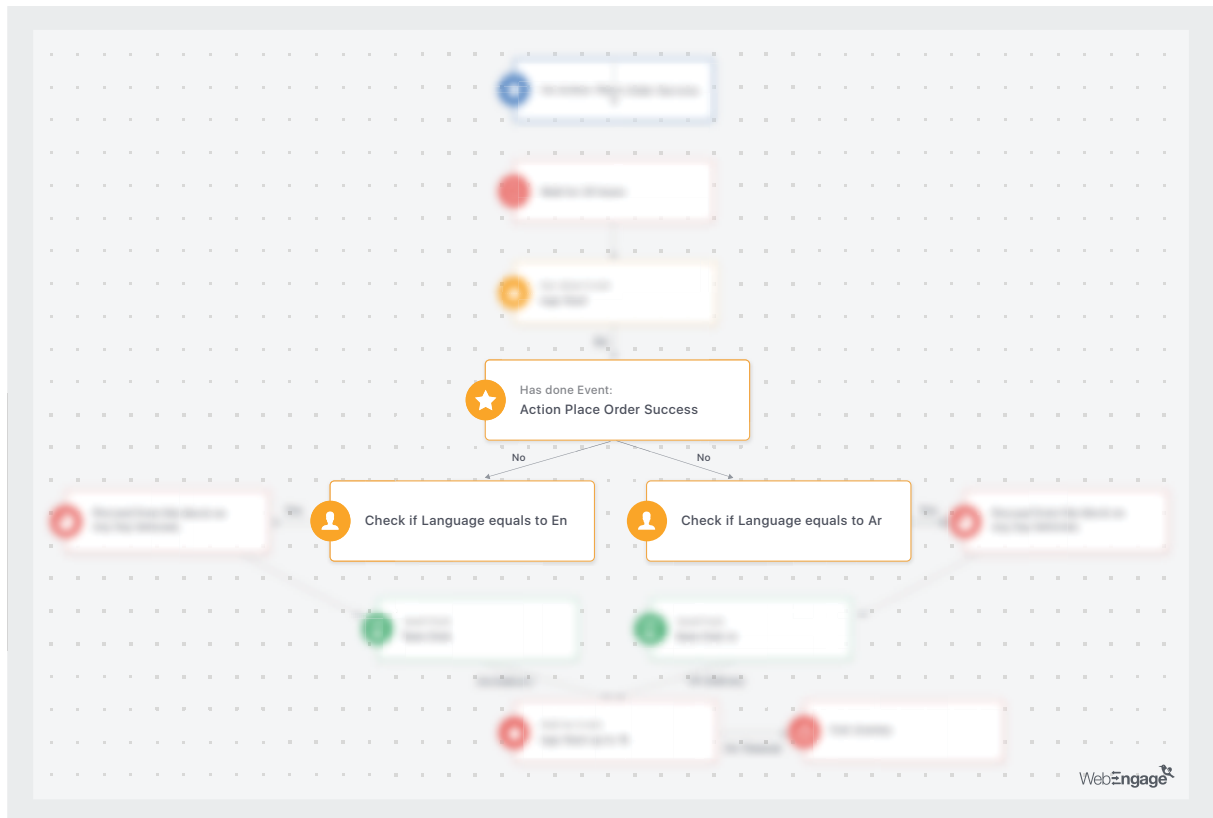
Now, the elmenus team wanted to engage with users during specific time slots, when they are most active, to maximize conversions. This was configured using the 'Wait For Time' slot in the journey as shown below.

Flow Control: Wait for Time Slots

Wait for the following time slots and proceed from this block only during the following time slots. All timings are in

Project Time Zone (UTC + 2:00)

Any Day | from | 10 | : | 00 | am | to | 5 | : | 00 | pm

ADD TIME SLOT

Wait for time slot blocks enabled the team at elmenus to modulate the Journey experience by pausing a user's trip and allowing them to proceed only during a specific time slot on particular days.

Interesting bit - *Flow Controls in user journeys let you control the Journey experience by spacing out communication over a desirable period to avoid coming across as being pushy or spam.*

A highly personalized mobile push notification is then triggered (asking the user to rate the food) containing details based on the user's purchase history like dish ordered, restaurant name, etc.

Here's how the message sent from this journey looks like:
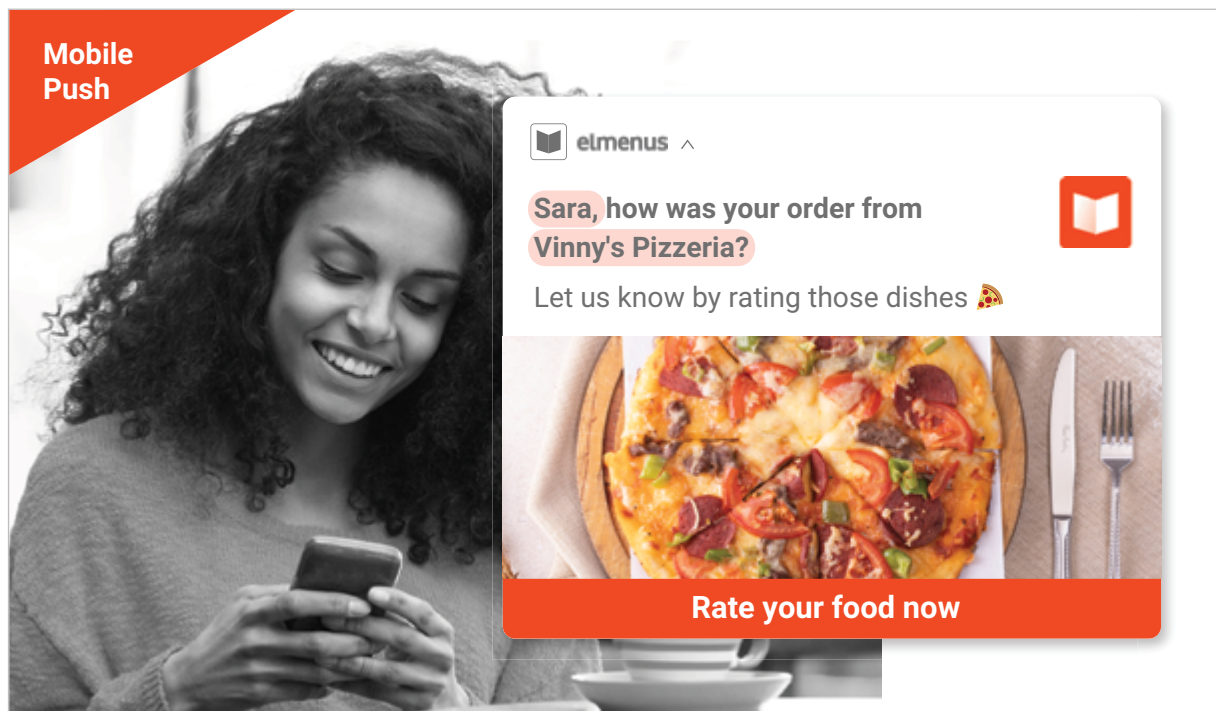
With the help of contextual and personalized campaigns sent through this journey, 15.4% of the targeted users engaged with the elmenus App and shared their feedback.

Increase order frequency

User retention is the foundation for sustainable mobile app growth. elmenus realized this early on and was looking to engage with the segment of active users and encouraging them to engage more frequently with the app. Thus driving retention and overall revenue.

First off, the team at elmenus wanted to **effectively communicate to the active users about ongoing offers, discounts, and updates running on the mobile app based on their geographical location**.

For this, they ran a campaign for both Android and iOS app users and created segments to target users residing in the defined locations. This was done using the **geo filter feature** on the WebEngage dashboard that allows you to **include or exclude users in a segment by their location**.
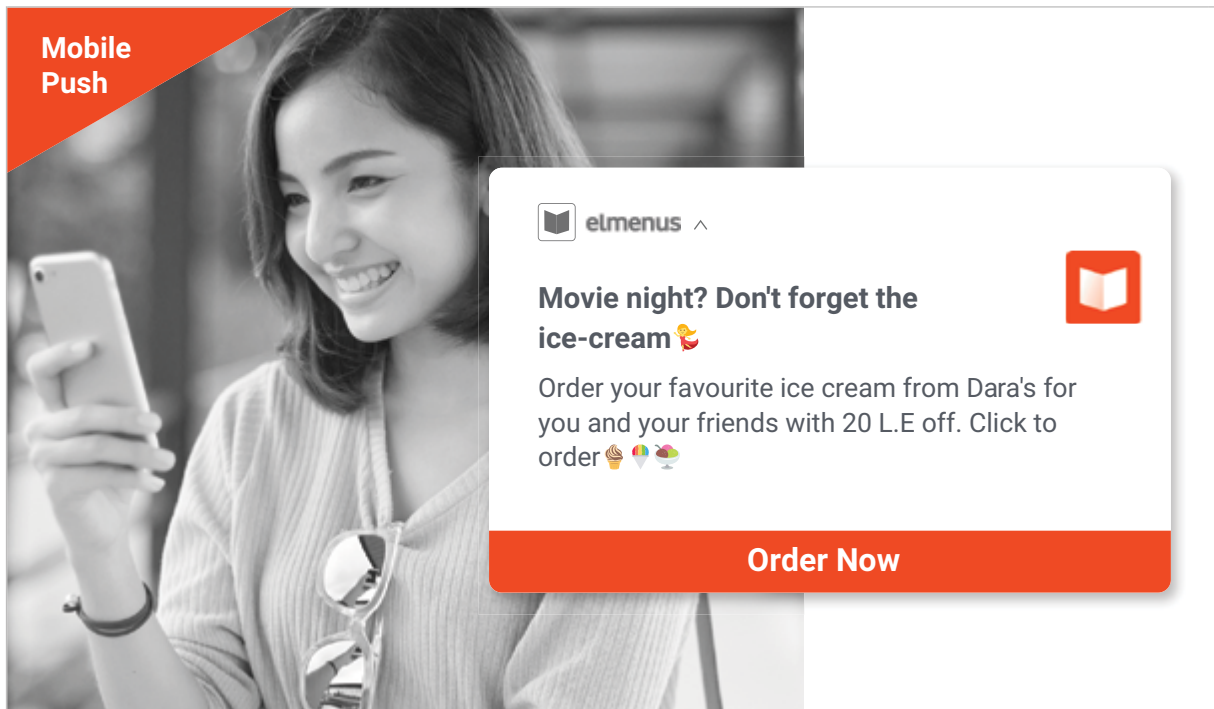
A well-timed push notification with current offer details was sent to the app users who were part of any of the segments shown below:

Here's how the message sent from this campaign looks like:

With the effect of location-based segmentation and personalized messaging, Elmenus witnessed:

25% increase in the number of orders placed on the app
7% boost in repeat orders MOM

Additionally, Elmenus was able to reach out to **8% more active users with the help of WebEngage's** Advanced Push engine.

Interesting bit - *Advanced Push helps deliver push noti ications to devices (mainly Chinese Android devices like Xiaomi, Lenovo, Oppo, LeEco, etc.) where the notifications sent via Firebase Cloud Messaging (FCM)/ Google Cloud Messaging (GCM) initially remain undelivered.*

Now, apart from sending current offers and updates on the app, the team at elmenus decided to send out **personalized food recommendations to provide more value to mobile app users and further drive repeat orders on the mobile app**.

elmenus team created a targeted journey to segment users based on their actions performed on the app and deliver contextual communication on their most reachable cost effective channel - email, SMS, push notification. The segment targeted all users who have placed more than 6 orders on the app.

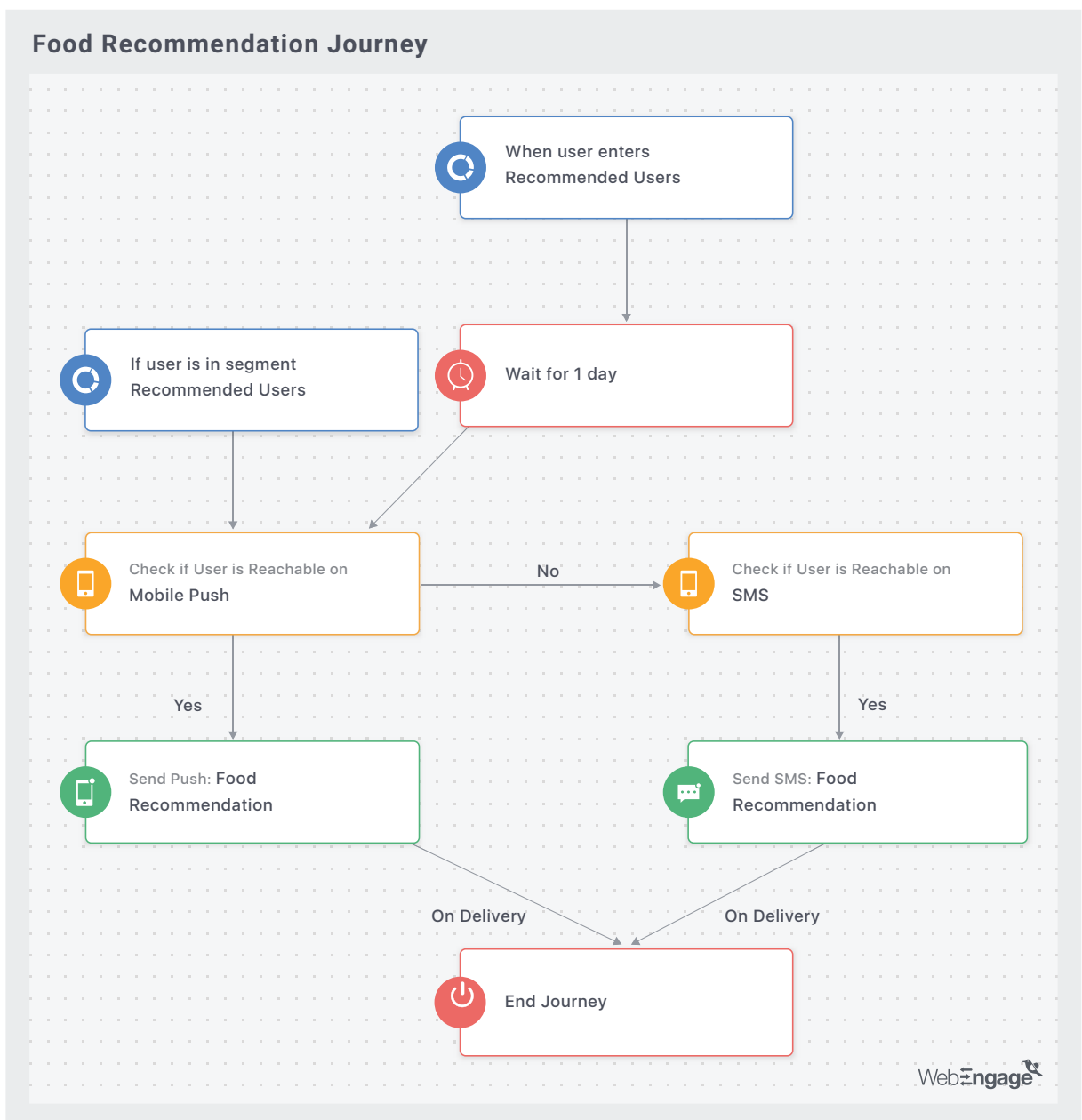Here's how the segmentation logic looks like:

Segment **Recommended Users** contains **all** users
- who have
  - performed the event, **Action: Place Order Success** count is greater then or equal to **6**, where
    - ⊖ **event_time greater than February 5, 2019**

Here's a snapshot of the journey:

Food Recommendation Journey

When user enters Recommended Users

Wait for 1 day

If user is in segment Recommended Users

Check if User is Reachable on Mobile Push

No → Check if User is Reachable on SMS

Yes → Send Push: Food Recommendation

Yes → Send SMS: Food Recommendation

On Delivery → End Journey ← On Delivery

WebEngage

Once the user enters the journey, the system checks for the user's reachability on mobile push and SMS using the channel reachability functionality on the WebEngage dashboard. As per the user's reachability on each channel, a contextual and timely communication (about personalized food recommendations) is sent to the user.
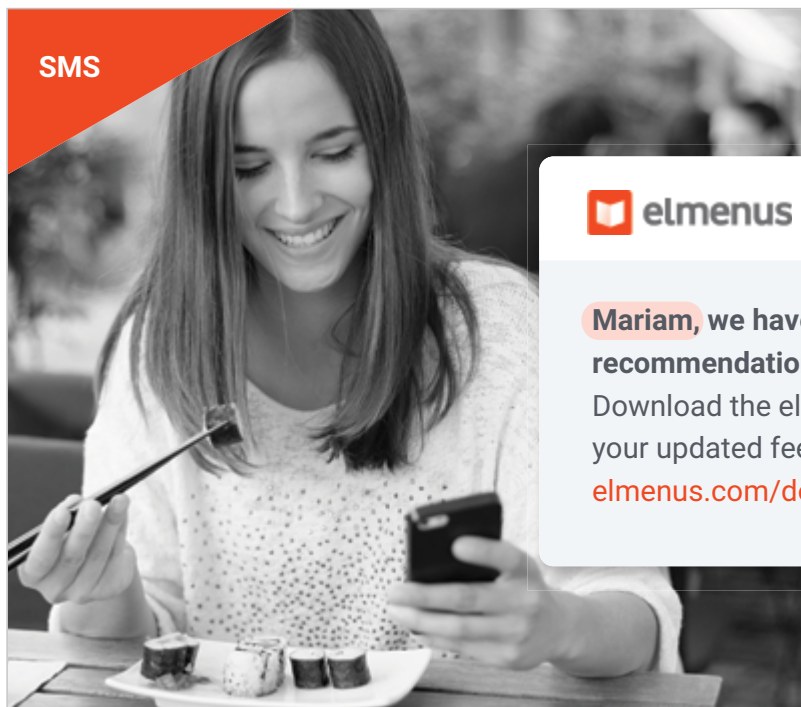

Mobile Push

elmenus

Farida, we are loving your food choices! 🤩
Click to check your updated feed with new recommendations from elmenus!

Check your feed now

SMS

elmenus   2h ago

Mariam, we have new restaurant recommendations for you!
Download the elmenus app and check your updated feed.
elmenus.com/download

If the user doesn't place an order on the app within a day, then another round of communication is sent across the same channels.

With the help of multi-channel journeys and granular segmentation, Elmenus witnessed 7.32% increase in the number of orders placed on the elmenus App.
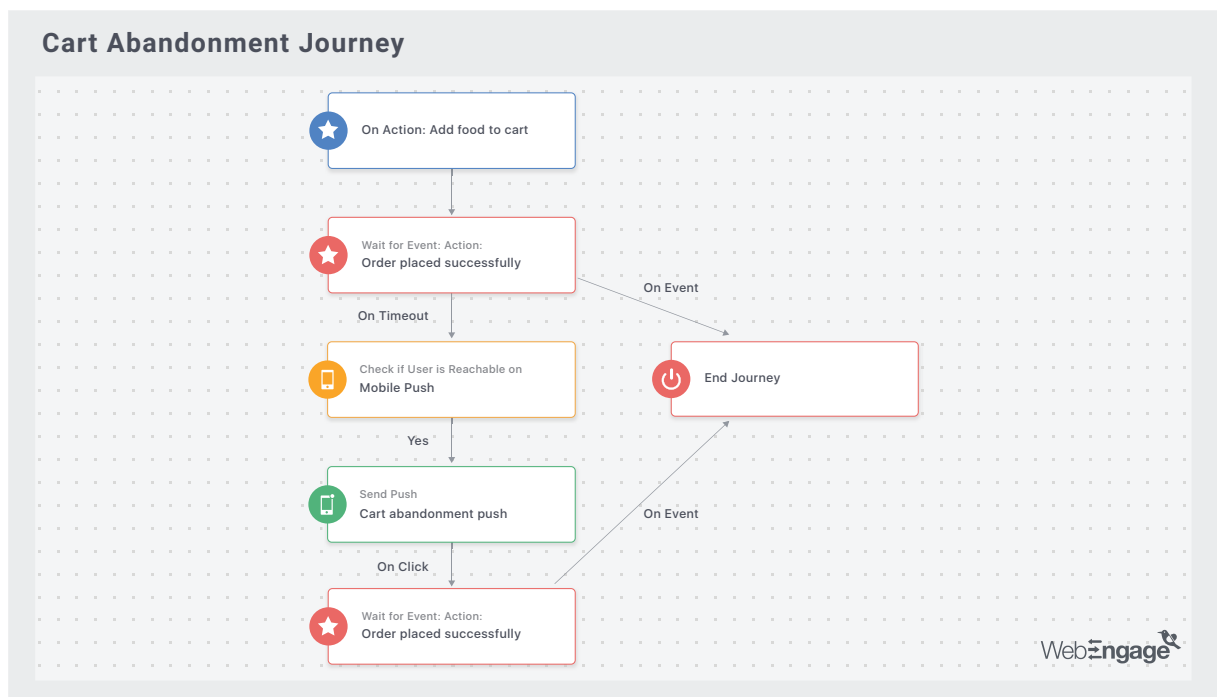
Also, with the ability to reach out to users on their preferred channel, the overall **communication cost was drastically reduced by 32%**, thus attaining better returns on their marketing investments.

## Convince cart abandoners to place the order

Any online business knows that getting customers to add items to their cart is only half the battle won. Even once a visitor has added to the cart, there are high chances that he/she might exit a website/app before completing their purchase. Elmenus was no different. The company was experiencing high cart abandonment rates on its mobile app and was looking for a way to address this.

Now, elmenus understands that if the user has added food items to the cart, it is certain that he/she has a strong ordering intent. At this moment, a timely and contextual message can make all the difference!

Elmenus did just that. They built an event-based journey for all those users who added dishes to their cart but did not complete the order within the specified time.

Cart Abandonment Journey

On Action: Add food to cart

Wait for Event: Action:
Order placed successfully

On Timeout

On Event

Check if User is Reachable on
Mobile Push

End Journey

Yes

Send Push
Cart abandonment push

On Event

On Click

Wait for Event: Action:
Order placed successfully

WebEngage

Once the user enters the segment, the system checks for the user's reachability on mobile push, and a personalized mobile push notification is then delivered to his/her phone.
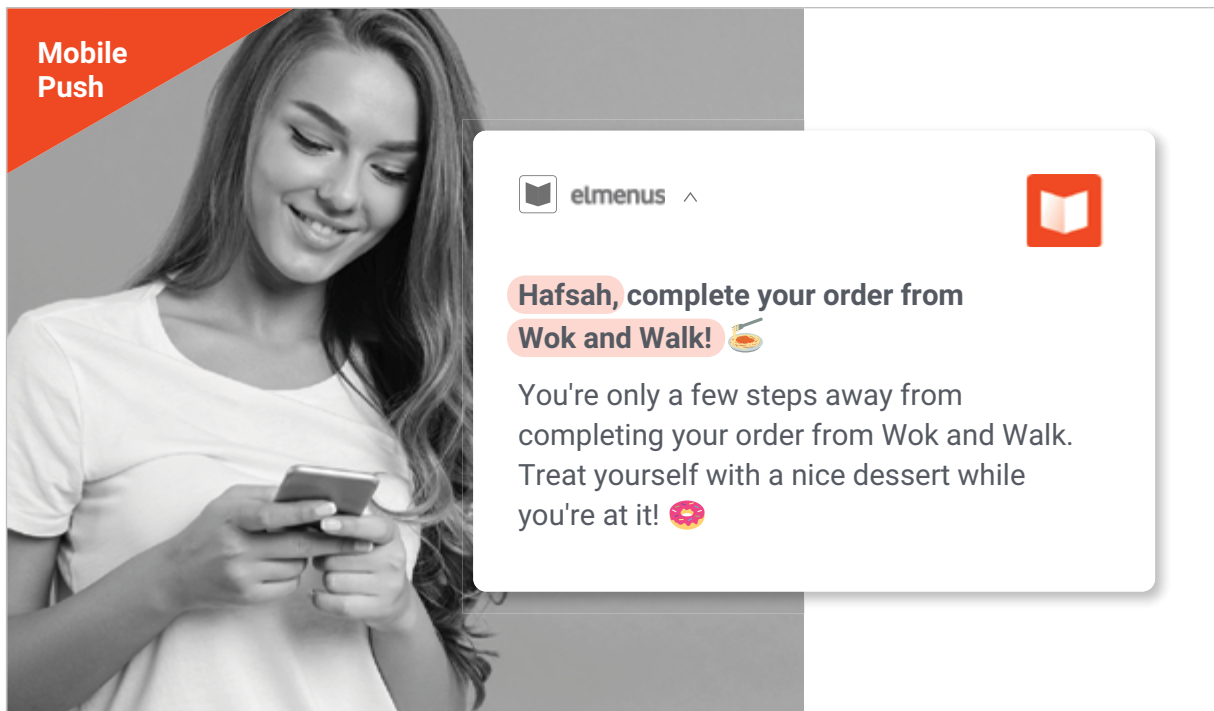
After the user clicks on the mobile push notification, the journey waits for a specified time for the user to convert. The conversion event being : order placed.

With the help of personalized communication, 10% of the targeted cart abandoners returned to the app to complete their orders.

The Outcome:

Having a unified view of the users helped Elmenus analyze their behavior and preferences on a granular level and execute targeted multi-channel campaigns at scale. This helped Elmenus achieve goals like:

Delightful user experiences

Improved mobile app engagement

4.45% increase in orders placed by registered users within a day

32% reduction in communication cost with automated multi-channel engagement

10% increase in the orders placed on the mobile app by cart abandoners

The WebEngage Effect on

elmenus

4.45%
increase in orders placed on Day 1

10%
rise in orders placed on the app
by abandoners

32%
reduction in communication cost
with multi-channel engagement

25%
increase in the number of orders
placed on the app

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WebEngage

WebEngage is a consumer data and a full-stack marketing automation platform that emperors consumer tech brands to scale up their user engagement and retention initiatives. Further enabling the customers to make more money from the existing users via hyper-personalized, data-backed lifecycle campaigns across channels including SMS, Mobile and Web push, In-app message, Web overlays, Surveys, Email, WhatsApp and Facebook remarketing.

WebEngage serves thousands of consumer brands across industry verticals including EdTech, FinTech, OTA, Gaming, E-commerce, OTT among others.

TALK TO US TODAY

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