

How Epigamia scooped out a 25% QoQ rise in orders placed with hyper-personalized emails using WebEngage

Key Highlights

- **25%** QoQ boost in **Orders Placed**
- **+20%** rise in **Email Open Rate** within six months

HQ
Mumbai, India

Industry
D2C

Founded
2015

“

WebEngage has been quite instrumental in boosting our growth metrics. Within 6 months of using WebEngage, we have witnessed an adequate jump in our marketing email Open Rate and the Orders Placed. The email templates on the WebEngage dashboard also help us reduce the number of human hours in designing the emails that enhance our efficiency.

Isha Dhoble | 

Head of Growth, Epigamia



About Epigamia

Epigamia is a Mumbai-based Greek Yogurt brand that has 35+ products to offer, the range of which is quite vast. Yogurt, beverages, desserts, cheese, spreads, and more, Epigamia has them all, in different sizes and flavors. Best part? None of Epigamia's products have preservatives, artificial flavors, or any other adulterated ingredient. They are only made of real fruits and ingredients.

Launched in June 2015, Epigamia was founded by Rohan Mirchandani, Uday Thakur, Rahul Jain, and Ganesh Krishnamoorthy. Epigamia's dairy-free coconut milk yogurt with jaggery even won the Best Vegan Yoghurt award by PETA India in 2020. With the ace Bollywood actress Deepika Padukone counting herself as a close friend and investor in Epigamia, the brand got mass attention. Within no time, Epigamia has become a go-to brand for healthy snacking and cravings.

Goals

- **Boost the number of Orders Placed**

One of the primary growth metrics that Epigamia wants to boost is the total number of orders placed. This means Epigamia wants to nullify all the customer drop-offs; at all the touchpoints during the purchase journey.

- **Increase Repeat Orders**

Since retention is equally important as acquisition, Epigamia is also looking at boosting the repeat orders. Once a customer places an order on the website, it's very important for a company for that customer to come back and place orders again.

Challenges

- Increasing Email Open Rate
- Strategizing Email Segmentation for better targeting

Why WebEngage

Although Epigamia had already forayed into digital marketing to create a better user experience on its new D2C site, the brand was dissatisfied with the marketing automation tool it was previously using. It attributed the concern to the inadequate segmentation option for email marketing and the restricted number of channels for omnichannel marketing.

That's when Epigamia decided to partner with WebEngage; the engagement and retention tool that has better analytics, segmentation, personalization, and adequate channels for omnichannel marketing. Keeping their target audience in mind, Epigamia opted to begin with email marketing with WebEngage.

WebEngage in action

WebEngage allows Epigamia to engage users with tailored emails at the right moment, fostering brand loyalty. Backed by deep insights and intuitive features, WebEngage also enables Epigamia to segment their users by their preferences and behavior to engage them with contextual messages. With WebEngage, Epigamia can also analyze the Email campaigns against various performance indicators to understand its impact on user engagement, conversions, and revenue.

The Solution

To begin with, an email expert from WebEngage took some basic details from Epigamia's marketing team, like their current open rate, bounce rate, unsubscribe rate, domain name, domain reputation, among others. After carefully assessing their goals and extrapolating the current status with the given details, Epigamia's marketing team was given a warm-up plan to target their recent active users.

The email expert from WebEngage further recommended the following hygiene practices to follow.



Send emails only to the segmented list relevant to the email content



Maintain an image-text ratio of 40:60 or vice versa



Keep the email content short and simple with all the information

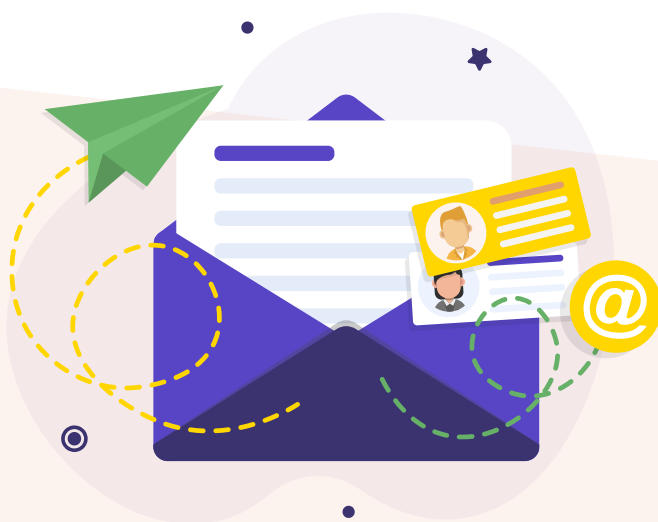


Reduce the per week frequency of campaigns to 3 instead of sending daily

Sticking to all the hygiene practices, Epigamia strictly followed the warm-up plan and henceforth started its email campaigns.

The results were quite gratifying as Epigamia witnessed a satisfactory growth in terms of Orders Placed and Email Open Rate. With WebEngage, Epigamia got the dipping number on the upward curve.

On the design front, Epigamia has never used HTML since they started using WebEngage for their email marketing campaigns. They have leveraged WebEngage's drag and drop editor which has a ready-to-use template library that can convert any text message into a visually engaging delight. The diverse customizable stylized templates helped them reduce the number of human hours.



Impact

Using WebEngage has turned out to be a fruitful decision for Epigamia.

25%

QoQ Boost in Orders Placed

+20%

Rise in Email Open Rate

With the satisfaction of achieving what they aimed at, Epigamia continues to use WebEngage for their user-engagement campaigns and sees an uptick in orders placed.

With its “Abandoned Checkout Emails” and “Abandoned Cart Emails,” Epigamia has been able to push its purchases that are left at the last touchpoints in the customer journeys. Further, the “3-purchase” and “Re-engagement” campaigns have helped Epigamia with customer retention.

With WebEngage, campaign management becomes really easy. This easy-to-use platform allows me to efficiently manage email campaigns and cut down on manual efforts that usually go into personalization.

I can easily send hyper-personalized emails with the help of real-time user data and behavioral data that I can access on the WebEngage’s dashboard.

Adithi Hulyalkar | 
Content Manager, Epigamia

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WebEngage is a new age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience.

The platform helps brands drive more revenue from existing customers and anonymous users across 10 communication channels. WebEngage goes above and beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, and many more.



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