How Eske Paris became a digital-first brand and saw a 25% boost in repeat purchases within six months

HQ
Mumbai, India

Founder
Shivam Khanna

Industry
Direct-to-consumer

Founded
2018

"

"WebEngage Startup program has been a game-changer in terms of boosting revenue and building user retention. In a matter of 6-8 months, we have been able to capture our entire offline consumer base online and boost our revenue by 10-12X. A special mention to the WebEngage team who hand-held us in our journey right from the beginning. I would recommend all the early-stage startups to enroll in WebEngage Startup Program to scale up their businesses."

Shivam Khanna
Founder & CEO at Eske Paris

About Eske Paris

Eske Paris is a premium travel and lifestyle D2C brand offering products with a perfect blend of modern aesthetics and high quality. The wide range of lightweight and travel-friendly products, including shoulder bags, totes, satchels, wallets, and laptop bags, are made from vegetable-tanned leather.

Eske Paris focuses on empowering its customers and making them their brand ambassadors. The USP of Eske Paris is a low-cost manufacturing base that allows people to own high-end and exclusive products at a very affordable price.

Goals
- Move from offline to online business
- Retain customers and build customer loyalty

Challenges
- Communicating with the customers
- Building community around the brand
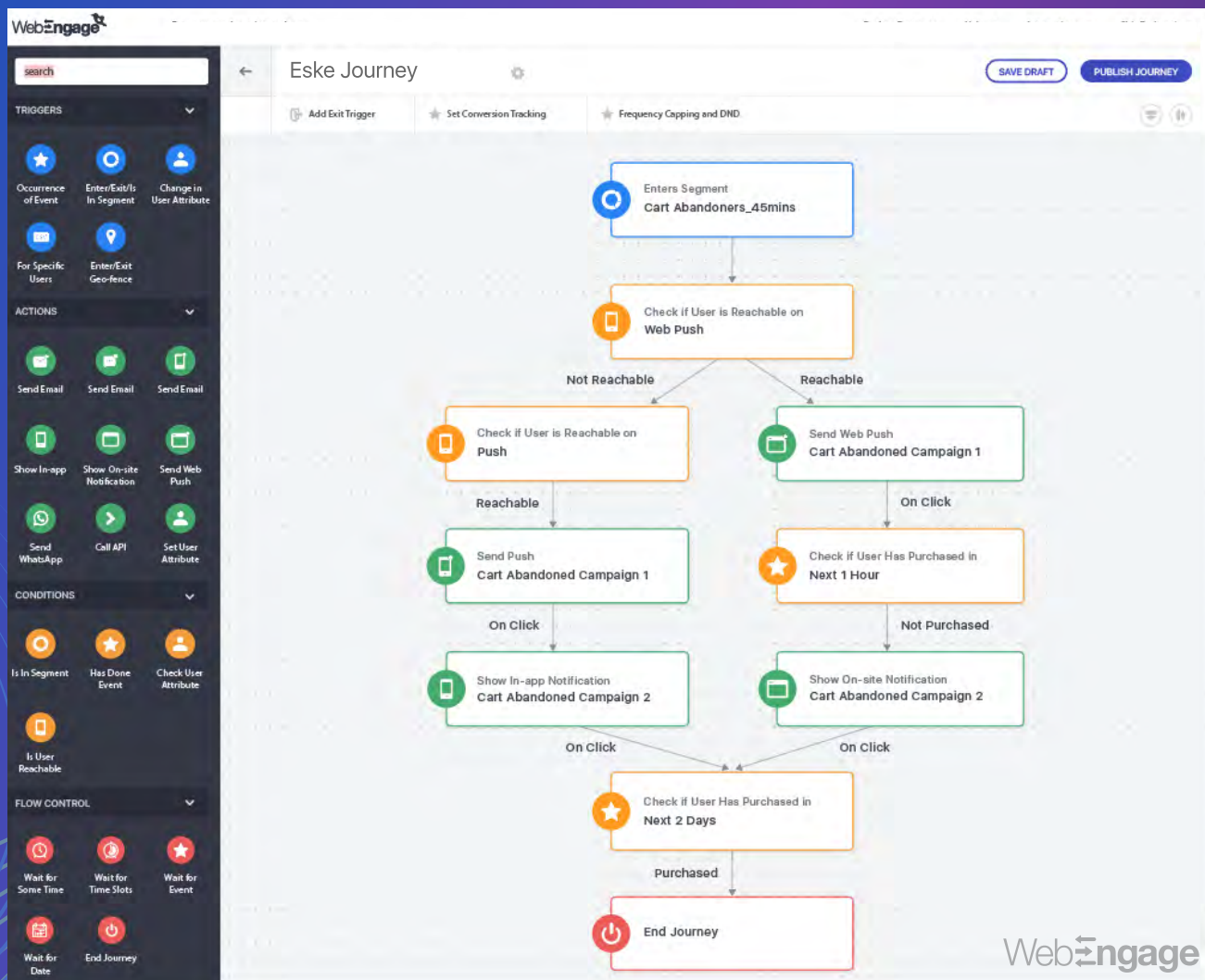- Educating the customers

Why WebEngage

Build Online Engagement

Eske Paris was initially an offline brand with its outlets at a few airports and some of the leading malls in the Tier-1 cities of India. While the luxury brand began its e-commerce distribution almost two years back, it completely transitioned to being a D2C brand in April 2021. It also surpassed its collective offline revenue with its online selling.

Witnessing the impact of the D2C model, Eske Paris realized its main asset was its website, through which it wanted to **control the customer journeys, educate the customers and build a community** around them.
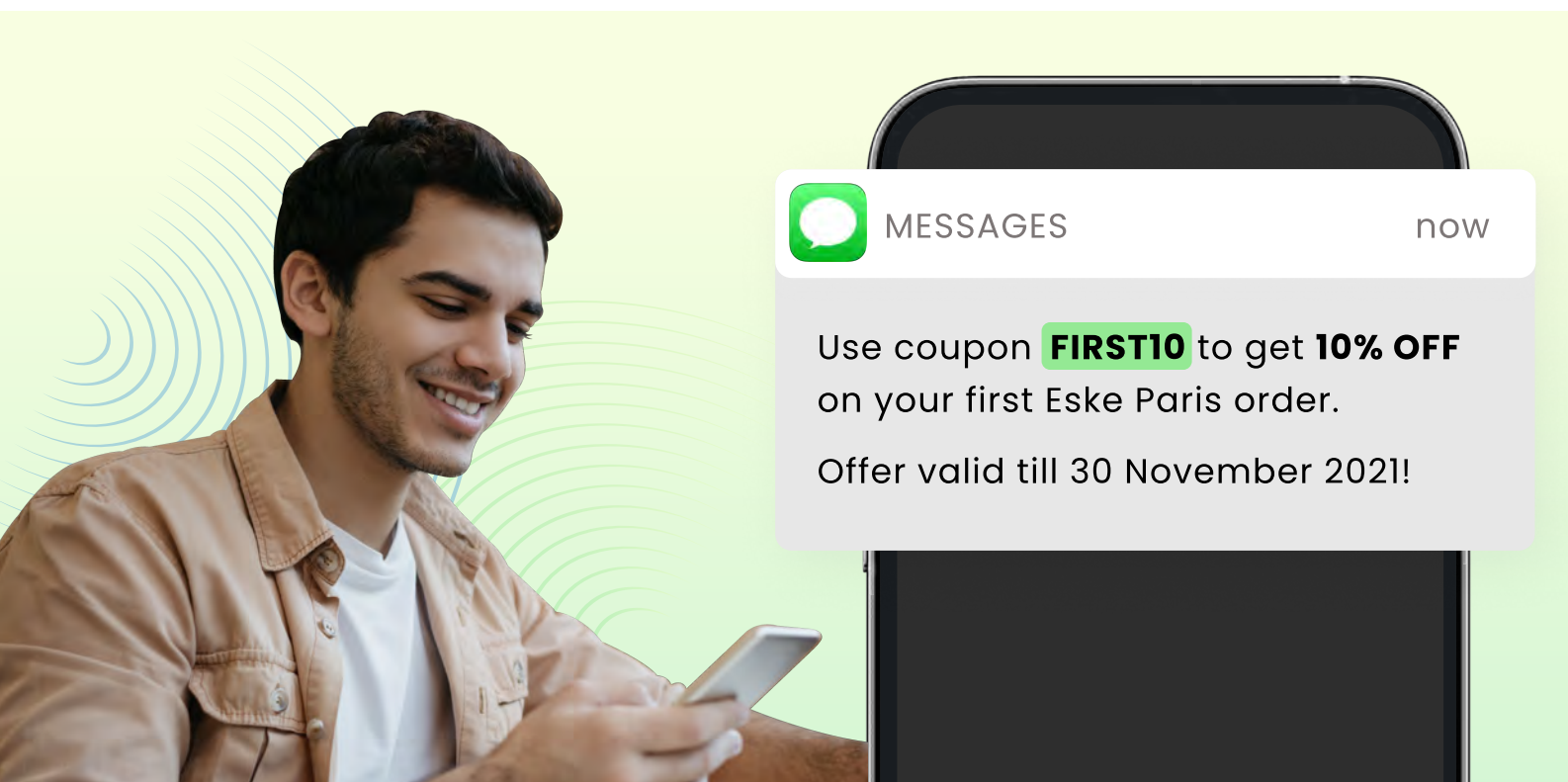
Run Omnichannel Campaigns

To achieve their goals, Eske Paris wanted to have proper marketing automation and retention solutions in place. That's when the luxury brand applied for the WebEngage Startup Program. They already had world-class products with refined quality, but with WebEngage, they wanted to build loyalty with their customers. WebEngage enables brands to engage with users through omnichannel campaigns. **The full-stack marketing automation suite helps businesses fuel sustainable growth via data-driven engagement across users' lifecycles.**

WebEngage's Solution

Eske Paris immediately started using the WebEngage platform to communicate better with the customers. From day 1 of the program, Eske Paris started focusing on the customers using different mediums like WhatsApp, emailers, SMS that helped them build retention with the customers.

With WebEngage, Eske Paris could leverage real-time insights into users' interactions with their website and campaigns. WebEngage's journey designer enabled the luxury brand to engage with users at each stage of their journeys seamlessly. They could hence reduce their dependence on performance marketing and focus on customer LTV (Lifetime Value). WebEngage helped Eske Paris to focus on CRM, build the right customer cohorts, and perform the right targeting.

MESSAGES   now

Use coupon **FIRST10** to get **10% OFF** on your first Eske Paris order.

Offer valid till 30 November 2021!

As a result of using the WebEngage platform, Eske successfully engaged its online customers.

25%
boost in repeat purchases

35%
revenue growth in a quarter

WebEngage

Loved the Case Study?

Grow your business and build a brand with
the WebEngage Startup Program.

Apply Now

WebEngage

WebEngage is a customer data platform and Retention Operating System that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs. The platform helps brands drive more revenue from their existing customers and anonymous users through highly contextual, hyper-personalized engagement campaigns across 10+ communication channels.

Product and marketing practitioners, across the world, design intuitive user lifecycle journeys on the WebEngage platform to convert existing users through data-backed, timely omnichannel engagement campaigns. The platform offers in-depth product and marketing analytics for brands to track growth metrics and campaign performance effectively.

WebEngage powers user engagement for thousands of brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

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