Farmers Fresh Zone, an online D2C 'fresh store,' sees a 40% increase in purchase orders within six months

Key features used

- <u>Journey</u>-based user engagement campaigns
- Omni-channel personalized communication

HQ Kerala, India	**Industry** D2C Online Grocery
Founder Pradeep PS	**Founded** 2016

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WebEngage has played a crucial role in our business growth - especially **app reinstall and cart abandonment journeys on the WebEngage Dashboard.** Its **full-stack automation program** is helping us deliver contextual communication and experiences to our consumers - which leads to a constant increase in the number of purchase orders and revenue. With accurate user data and **automated communication**, we can engage our users in real-time.

Pradeep PS
Founder & CEO, Farmers Fresh Zone

The emerging agritech market in India

The agritech market in India is one of the fastest-growing sectors recently. According to a recent report, agritech in the country will see significant investment and is projected to grow to a **$30 billion-$35 billion market** within a decade, with online sales of produce, inputs and digitally enabled logistics as key segments.

Digitization, consumer demand, and a robust supply chain have rapidly accelerated the agritech market, especially the grocery and F&V services in urban India. Startups have been harnessing the digital and supply chain concoction to the fullest to provide services to consumers and farmers.

One such company is **Farmers Fresh Zone**. Started in 2016, the Kerala-based agritech startup is an online marketplace that sells vegetables, fruits, spices, and other farm products directly to consumers from farmers.

About Farmers Fresh Zone

Farmers Fresh Zone, an agri-tech startup, intends to **connect farmers and customers** with an aim to deliver fresh and safe vegetables directly to customers and deliver fair sales prices to farmers.

It aims to improve the health and wellness standards of the consumers by providing them access to safe-to-eat, pesticide-free fruits and vegetables.

The company's platform also offers an algorithm to **assist farmers in predicting income and yield**, enabling farmers to get the best price for their products and customers to get healthy vegetables.

WebEngage

Objectives

- To increase user engagement
- To increase purchase orders
- To track app uninstalls and boost user retention rate
- To increase conversion and return on investment (ROI)

Why WebEngage

The Farmers Fresh Zone team was clear with their objectives. All they wanted was a tool which could manifest their goals and give them on-point results. While looking out for such tools, the Farmers Fresh Zone identified the following abilities in WebEngage:

- Accelerated delivery of **omni-channel campaigns** at scale
- A seamless **customer retention program**
- The ability to deliver **hyper-personalized communication**
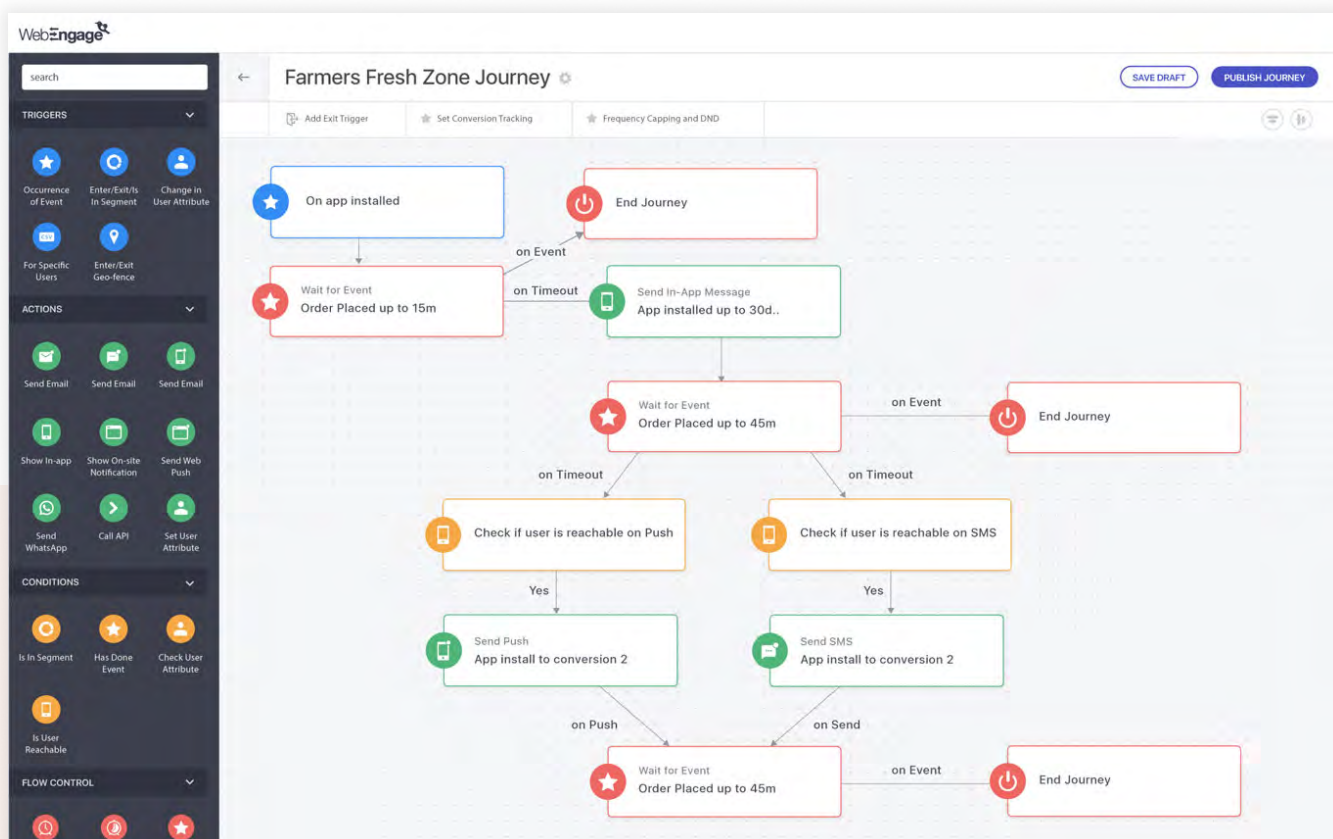- **Data segregation** - manage farmers as well as consumer data

They reached out to WebEngage. As the onboarding and integration processes were seamlessly completed within no time, the Customer Success Manager (CSM) at WebEngage started working closely with the Product and Marketing team at Farmers Fresh Zone.
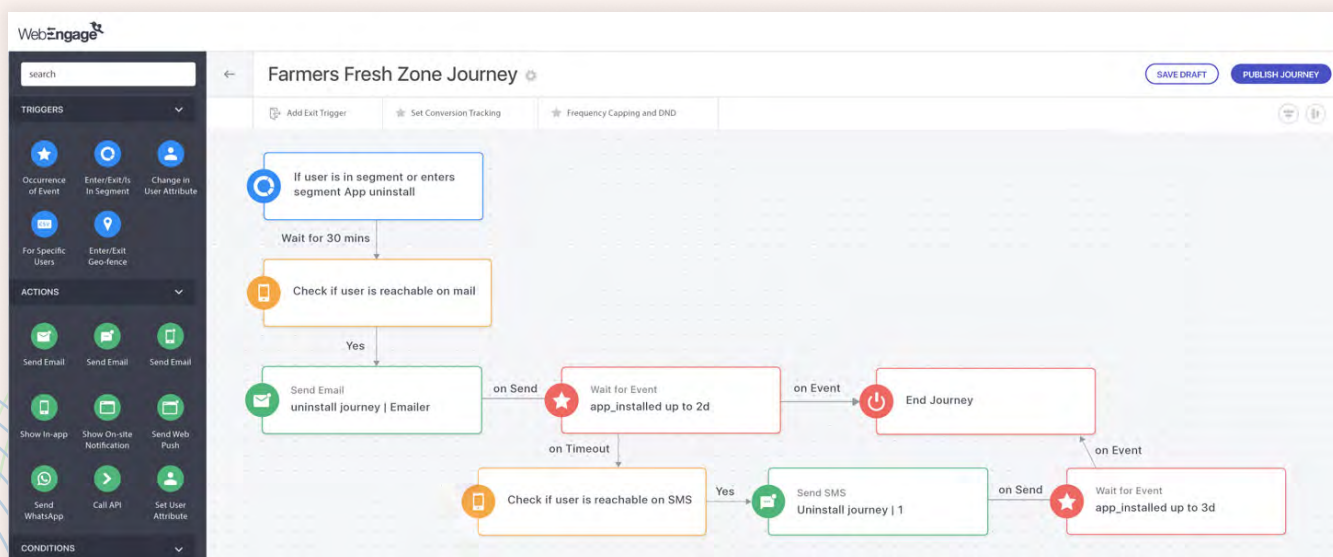
WebEngage in action

WebEngage's **Customer Data Platform** and **Retention Operating System** aided Farmers Fresh Zone to create multiple journeys and campaigns to achieve these goals. In order to increase conversions and track app uninstallations to retain customers, the WebEngage Customer Success team devised multiple Journeys for Farmers Fresh Zone. These Journeys aid Farmers Fresh Zone to monitor the position of the customer in the funnel - from installing the app to placing the order.

WebEngage

#1 App installation to conversion journey

When a customer installs the app, the journey waits for the user to add the product to the cart and checkout. If the user shows no check out activity post app installation, it sends a reminder via reachable channels. If the user places the order, the journey ends. However, if the customer still shows no activity, Farmers Fresh Zone again delivers personalized reminders to the customer via other channels depending on the reachability of the customer.
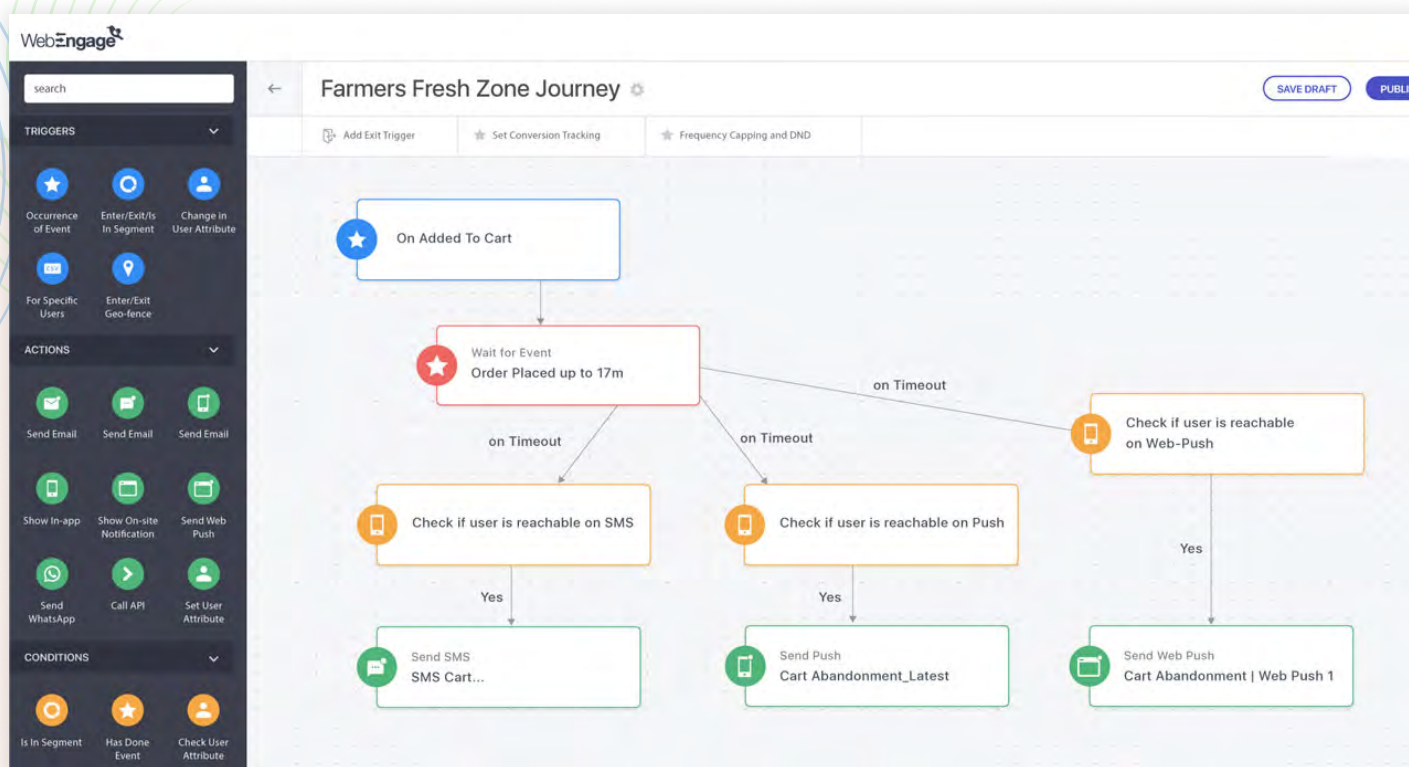

#2 App reinstallation journey

When a customer uninstalls the app, the journey checks the channels via which the customer is reachable. After the uninstall, the event is triggered, and personalized, contextual communication is sent to customers' preferred engagement channels.

#3 Cart abandonment journey

Shopping cart and checkout abandonment are too common behaviors among online shoppers. To overcome the customer leakages at the check-outs, Farmers Fresh Zone uses the cart abandonment journey to send a personalized reminder to the customer.

The WebEngage impact

The systematic integration of data and Customer Data Platform allowed Farmers Fresh Zone to reach out to their customers at the right time via the correct channels.

With the assistance of WebEngage, Farmers Fresh Zone leveraged real-time insights to engage with customers at each stage seamlessly and took appropriate steps to achieve its objectives.

40% ▲

increase in
purchase orders

17% ▲

recovery in
abandoned carts

25% ▲

increase in **revenue**

7% ▲

rise in the **app
reinstallation rate**

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WebEngage's full-stack **Retention Operating System** has helped us to nudge users based on their actions, app uninstalls, and cart abandonment. We were able to deliver highly customized user experiences via **relevant and timely** communication. The personalization encourages the users to reinstall our app and directly add fresh vegetables and fruits from the farmers. Our **unique conversion rate** post reinstallation of the app has improved by over **7%**, which is great! We always look forward to exploring new avenues.

Haani Hashim
Head of Product, Farmers Fresh Zone

WebEngage

Loved the Case Study?

Get a free product walkthrough. Talk to our automation experts for custom solutions.

Schedule my free demo

WebEngage

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.

Kanwal Chandhok | in
Customer Success Manager, WebEngage

Aishwarya Dabhade | in
Content Writer, WebEngage

TALK TO US TODAY

📞 +1 (408) 890-2392, +91 (022) 6110 2400

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