



Inside Flipkart Wholesale's Engine for Recovering Lost Orders

How WebEngage helped build a commerce recovery system that treats every drop-off as a recoverable moment, not a lost user.

Flipkart Wholesale serves thousands of retailers across **grocery, FMCG, and general merchandise** sectors, facilitating their B2B ordering. Retailers often face interruptions during the ordering process as they check stock, pause for approvals, or deal with cash flow issues.

Grocery

Staples, fresh produce, and daily essentials for kirana stores

FMCG

Fast-moving consumer goods across thousands of SKUs

General Merchandise

Broad catalogue serving diverse retail needs at scale

The system is designed to ensure continuity by recovering lost intent at each stage of the journey, from browsing to order completion.

The Reality of B2B Ordering

A Kirana Owner's Day

A kirana owner doesn't sit down and place an order in one go. They're running a store. They browse stock between customers. They check prices during a delivery. They start an order, get interrupted, and maybe come back. Or maybe they don't.

The Ordering Journey Is Not Linear



Retailers **browse** the catalogue



They **pause** for store operations



They **return**, or they don't



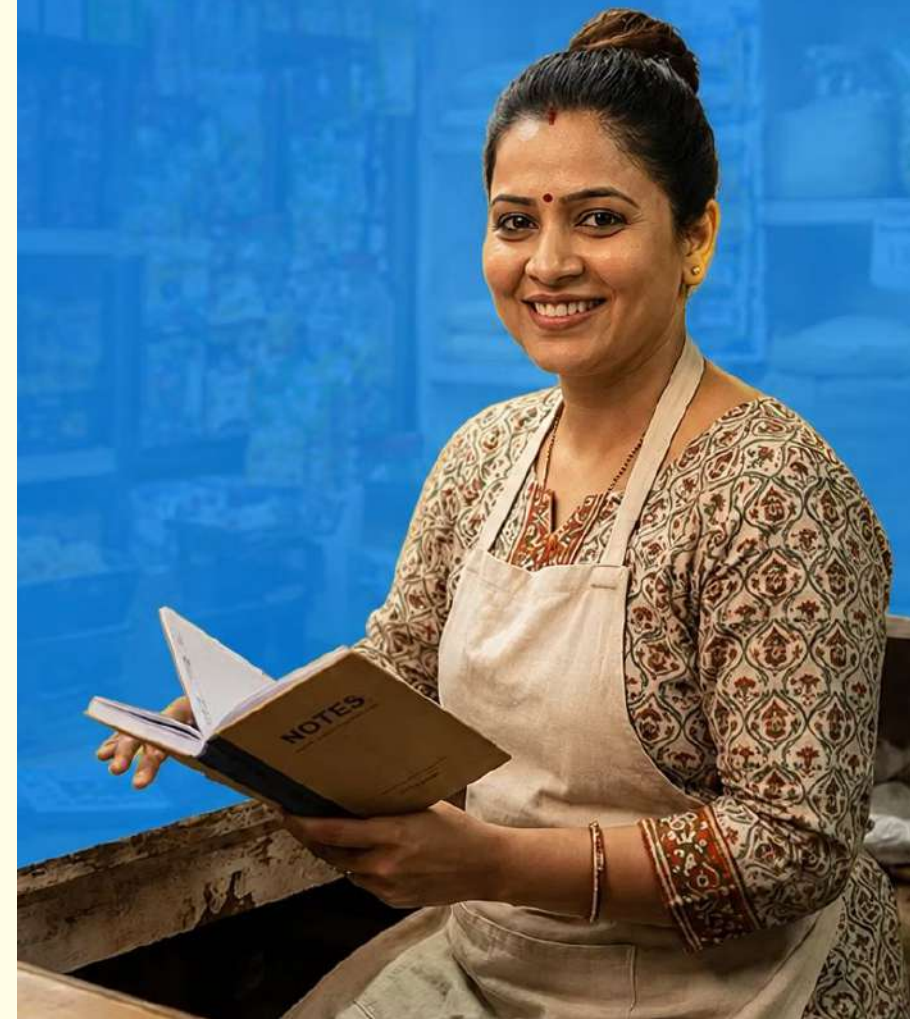
They **abandon**, carrying unfinished intent

- ❏ The problem wasn't traffic. It wasn't a product. It was **continuity**. Every paused moment carries unfinished purchase intent.

Best Price[®]
by
Flipkart
Wholesale

Anita

(The Retail Queen)



Where Intent Was Getting Lost

⚠️ Seven distinct places where intent existed, and evaporated.

Stage	What Was Actually Happening
Catalogue Browsing	High volume. Low movement to product pages or carts.
Product Consideration	Strong product views. Weak conversion to cart.
Session Start	Thousands of sessions opening with no action taken.
Cart	Orders paused mid-way due to store operations or cash flow.
Checkout	Drop-offs at the final step: friction, distractions, and interruptions.
Order Failure	Failed transactions going unrecovered.
Repeat Ordering	No continuity into the next order cycle.



What WebEngage Built: A Commerce Recovery Engine

Drop-off is not an exit. It's a state.

At every stage where a retailer stopped, something was said about where they were in the decision-making process. The question wasn't how to re-engage users. It was about meeting each user at exactly the stage they paused, and bringing them **one step forward**.

WebEngage helped Flipkart Wholesale build a system that did exactly that, continuously, at scale.

Stage-by-Stage Recovery: How It Worked

Each recovery journey was designed around the specific moment a retailer paused — with timing and messaging aligned to the strength of purchase intent.



Browse & PLP Drop-Off

Reactivation at scale within a **3-day window**. Brought retailers back to continue discovery.



Product Viewed

Active interest detected. Nudged retailers toward adding to cart before intent faded. Window: **3 days**.



Session Start, No Action

Early interruptions identified. Timely nudges within **36 hours** helped retailers return and pick up where they left off.



Cart Abandonment

Treated as an interruption, not abandonment. Recovery triggered within **36 hours** to protect near-complete orders.

Completing the Recovery Loop



Checkout Abandonment

Retailers were one step away from ordering. Immediate, focused journeys designed to remove friction and complete the transaction within a tight **36-hour window**.



Order Failure Recovery

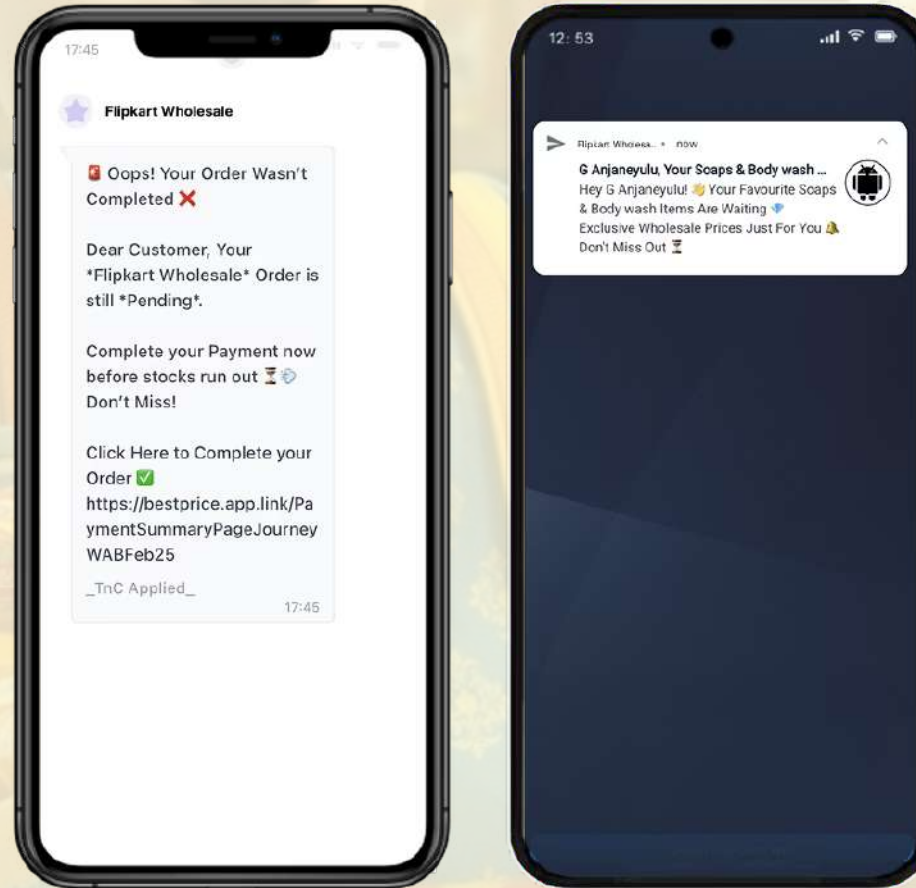
A failed transaction signalled intent blocked by a break in the journey. A dedicated **3-day recovery flow** helped retailers retrieve their cart and complete orders.



Repeat & Replenishment

Using purchase and cart history, journeys encouraged timely reordering within a **7-day window** — ensuring continuity throughout the experience.

The Recovery System in Action



The Logic Behind the System



Intent-Shaped Intervention

Journeys were designed around where the retailer paused in the ordering journey, with timing and messaging aligned to the strength of purchase intent.



Channels Played Different Roles

Push notifications drove most recovery outcomes, while Web Push extended reach and supported re-engagement across the funnel.



Always-On Framework

Instead of one-time campaigns, Flipkart Wholesale built a system that responded to behaviour in real time and measured impact at the journey level, continuously.

The Overall Impact

+5,643%

Session Recovery

Highest uplift across all journeys

+2,801%

Browse Recovery

Early-funnel reactivation at scale

+758%

Order Failure

Blocked transactions recovered

+144%

Product Viewed

Consideration converted to action

Timeline: Last 12 Months

What This Demonstrates

Most teams run campaigns. Flipkart Wholesale built a **recovery system**.

One that runs continuously, responds to behaviour in real time, and treats every drop-off as a recoverable moment rather than a lost user. The result is a funnel that doesn't just convert traffic, it **recaptures intent**.

Technology Behind the System



Customer Data Platform



Event-Based Triggers



Real-Time Segmentation



Journey Designer



Push & Web Push



Product Recommendations



Conversion Tracking



Journey-Level Attribution

✔ A funnel that doesn't just convert traffic, it **recaptures intent** at every stage, continuously, at scale.

The Brand Team Talks



Akhil Agarwal, Head of Marketing
and Growth

What stood out was how much intent was already present across the journey. Retailers were browsing, viewing products, starting sessions, adding to cart, and sometimes dropping at payment. The opportunity was to read each of those moments correctly. With WebEngage, we shaped recovery journeys around the exact point where intent slowed down, so every intervention had context, timing, and a clear next step.



Sreeram T M, Head of E-comm
and Digital Marketing

For us, recovery could not be treated as a one-time campaign. In B2B commerce, ordering happens around the rhythm of the retailer's day. WebEngage helped us build an always-on system that responded to real behaviour across browse, cart, checkout, failed orders, and repeat purchase cycles. That shift helped us recover intent at scale and make engagement more accountable.

From the Growth Consultant



Bhavya Gupta, Lead Growth
Consultant – KAM

With Flipkart Wholesale, the biggest insight was that retailers weren't losing intent, they were losing continuity. Every pause in the ordering journey, whether during browsing, cart building, or checkout, reflected the realities of running a business, not a lack of purchase intent.

That shaped how we approached the problem. Instead of building isolated recovery campaigns, we worked with the team to create an always-on system that responded to where each retailer paused and helped them continue from that exact point. As the journeys evolved, every optimization was grounded in behaviour, measured continuously, and refined over time.

Seeing that system recover intent consistently across millions of interactions is what made this partnership especially rewarding.