Gourmet Egypt,

an online supermarket, **recovers 48% of abandoned carts & increases retention rate by 20%**

WebEngage | GOURMET FOOD STORES

Company Profile

Gourmet Egypt is an online supermarket stocked with fresh groceries, frozen food, ready-to-eat and heat-n-serve products. It's a household name in 8 prime locations of Egypt namely Cairo, Alexandria and Red Sea to name a few. It has 12+ physical outlets along with a strong online presence.

Objectives

- Deliver worthwhile food ordering experiences to the users
- Boost the number of orders placed on the Gourmet Egypt app
- Improve user retention

Challenges

- Engaging users at every stage of their lifecycle
- Monitoring user actions and reaching out to them contextually

Solution

Having accurate data and a unified view of the users has helped Gourmet Egypt to execute highly effective multi-channel user journeys. The journeys have enabled them to improve their users' experiences on their web and app platforms. The solutions also helps Gourmet Egypt to draw deeper insights into their users' behavior and improve user engagement

WebEngage's full-stack Retention Operating System helps us to nudge users based on their actions and deliver highly customized user experiences via relevant and timely communication. This encourages the users to come back to our app and browse new inventories which are updated regularly. Our retention rate has improved by over 20% which is great! We always look forward to exploring new avenues.

- Amr Mostafa,
Digital Performance & Analytics Executive, Gourmet Egypt

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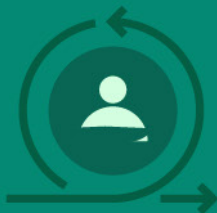# THE WebEngage EFFECT ON GOURMET FOOD STORES

1.5K+
reduction in the number of quarterly app uninstalls

55%+
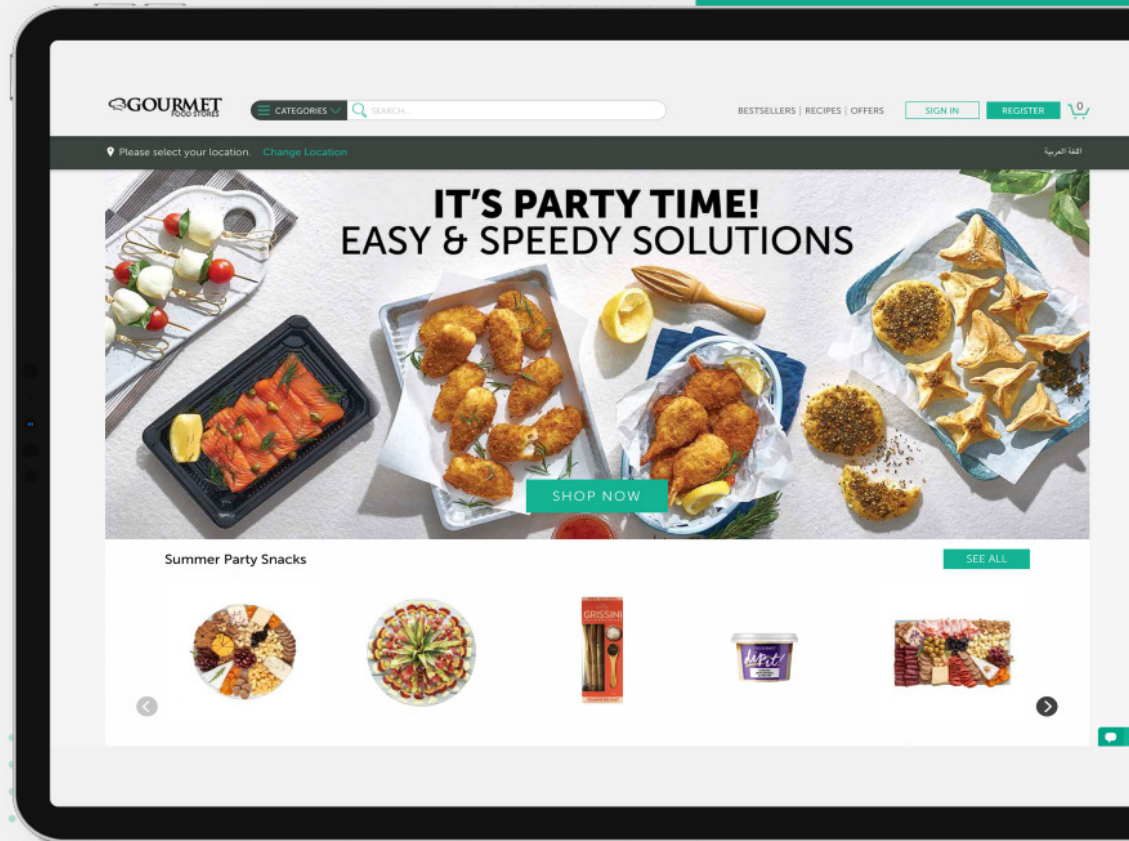checkouts completed on Day 0 after reinstalling the app

20%
improvement in retention rate

47.71%
recovery of abandoned carts

INTRODUCTION

Be it ordering food from restaurants, checking out favorite recipes or calling for fresh ingredients, it's all just a tap away! As today's retail and food market continues to evolve, users across the globe are redefining the value and convenience of ordering online.

To match users' expectations in Egypt, Jalal Abu-Gazaleh founded Gourmet Egypt in 2006. It is an online supermarket stocked with fresh groceries, frozen food, ready-to-eat and heat-n-serve products. The brand's sole aim is to deliver safe, nourishing and delicious food at users' doorstep!

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OBJECTIVES

Delivering worthwhile food ordering experiences to the users

Fresh and quality food products, quick food delivery, reasonable prices and an intuitive interface constitute a good food ordering experience. Gourmet Egypt has all these elements in place to match the users' expectations. However, Gourmet Egypt wanted to take its user engagement a few notches higher by providing outstanding food ordering experiences to the users in a personalized manner.

Boosting the number of orders placed on the Gourmet Egypt app

Number of orders placed is the north star metric of every online food ordering business. And when it comes to Gourmet Egypt, they aim to put in extra efforts to maximize the number of orders placed on their app. This eventually helps to scale up its revenue and emerge as a market leader. The metric is also a prominent indicator to measure the users' trust and loyalty towards the brand.

Improving user retention

With this rising competition in the online food delivery market, Gourmet Egypt aims to understand the users' behavior closely and identify the elements that hinder their food ordering process. This is required to win back Gourmet Egypt's lost users and adds up to the revenue growth.

CHALLENGES

Engaging users at every stage of their lifecycle

Gourmet Egypt wants to make sure that every user goes through a seamless and personalized experience on the Gourmet Egypt app right from the time they sign up till they place the order.

But manually delivering personalized experiences based on the stage every user is at, took up massive bandwidth and eventually became difficult for the team at Gourmet Egypt to scale.

Monitoring user actions and reaching out to them contextually

Gourmet Egypt aids the users with a variety of delicacies ranging from ready-to-cook foods, farm fresh groceries to festive specials. Now, with thousands of active users it's tedious to manually figure out which user is interested in what kind of food amidst the ones listed. Further, triggering personalized messages based on the users' interest is all the more cumbersome at such a scale.

SOLUTIONS

After vetting multiple marketing automation solutions available in the market, the Marketing team at Gourmet Egypt decided to go ahead with WebEngage's full-stack Retention Operating System. Soon, the Customer Success Managers (CSMs) at WebEngage and the Marketing team at Gourmet Egypt came together to discuss and tackle the challenges.

Here are the primary use cases the Marketing team at Gourmet Egypt has been able to implement while solving their challenges using WebEngage:

→ **Accelerating first time purchases via personalized, multi-channel communication**

Gourmet Egypt has over a hundred thousand Monthly Active Users (MAUs) and to understand such extensive data thoroughly, the Marketing team at Gourmet Egypt transferred all the users' data onto the WebEngage dashboard.

The users are allotted a unique ID upon signing up where all their important details such as users' name, preferences, platform activity, geography, etc. is constantly tracked and stored.

This unified view of the user base helps the Marketing team at Gourmet Egypt to analyze the data and create specific user segments to send them meaningful communication.

One such user engagement journey has been designed for two specific user segments mentioned below:

1. Users who install the Gourmet Egypt mobile app
2. Inactive users - new users who install the app but do not place an order
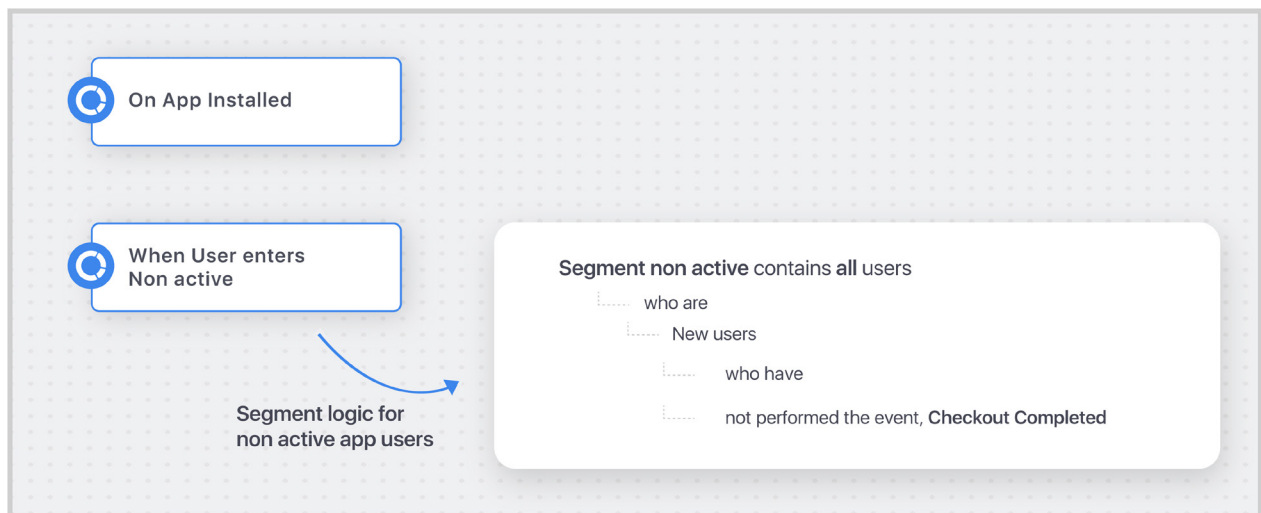
As the users bucketed in the target segments are new users, the team at Gourmet Egypt allows the users to explore the app for a specific time duration of 2 hours. As per Gourmet Egypt's user flow, **the users need to first sign in on the platform to proceed towards checkout.**
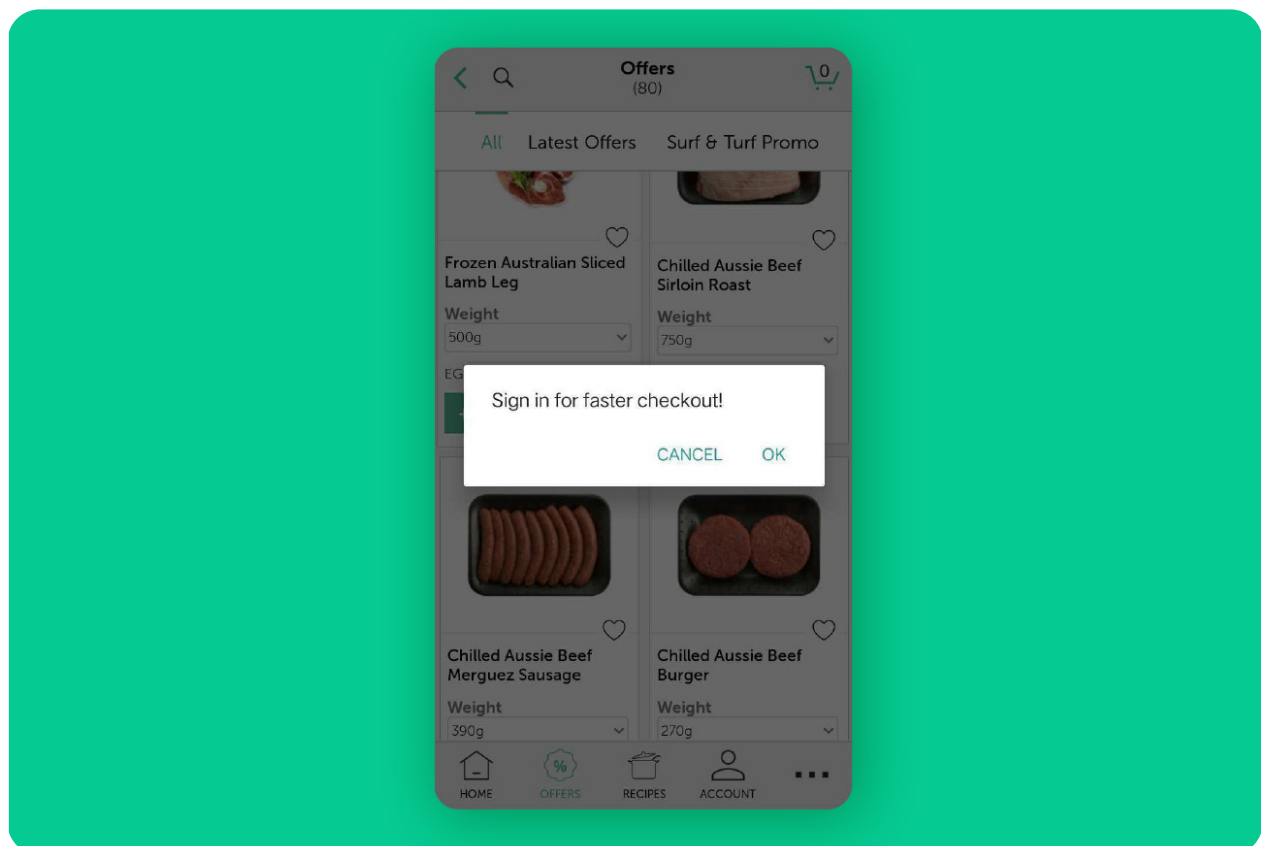
Now during the 2 hours of app exploration **if the users sign up and place an order, then the journey ends for the users.** Otherwise, they proceed further in the journey.
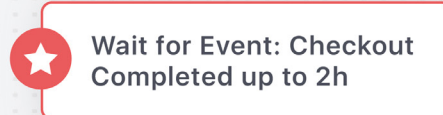
For visual representation only

Next, the users' - **who proceed further in the journey, channel reachability on Mobile push and Email channels are checked. And highly contextual nudges are sent** to the users' on their reachable channels. Thus encouraging the inactive users to activate their mobile app, browse through the app and enjoy the perks of personalized food ordering experience!
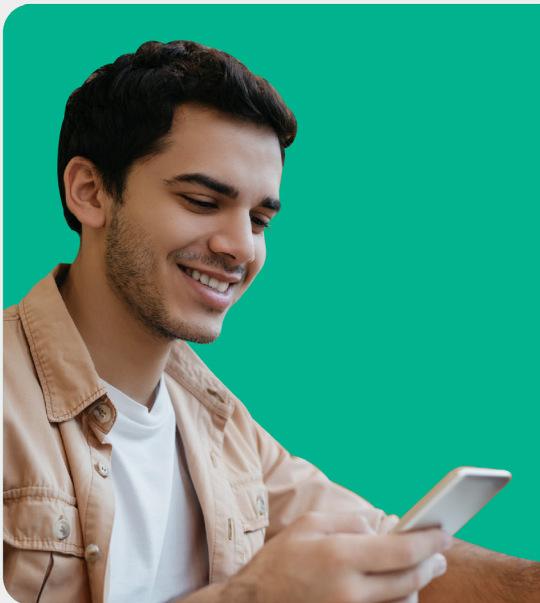
Here's a glimpse of the journey:
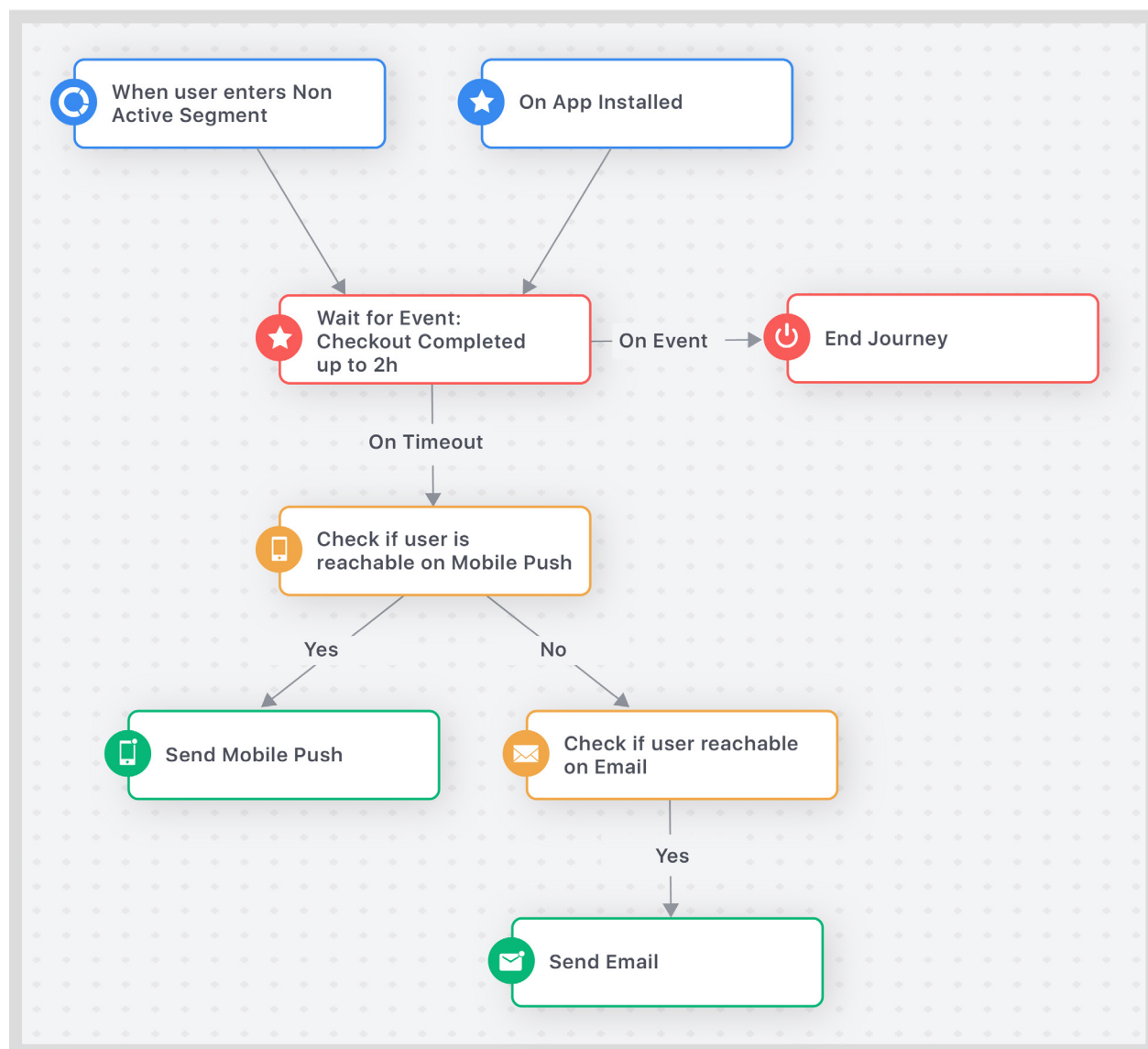
For visual representation only

Here are a few communication samples triggered via the journey:

MOBILE PUSH

Gourmet Egypt   now

Not using your Gourmet Egypt App?

Activate it now and enjoy a more personalized food shopping experience!

EMAIL

GOURMET FOOD STORES

Hi Layla,
15% off your first order*

In a constant effort to simplify your shopping experience with Gourmet Egypt, we invite you to activate your mobile app now and enjoy 15% discount on your first order! **Use promocode GOAPP15.**
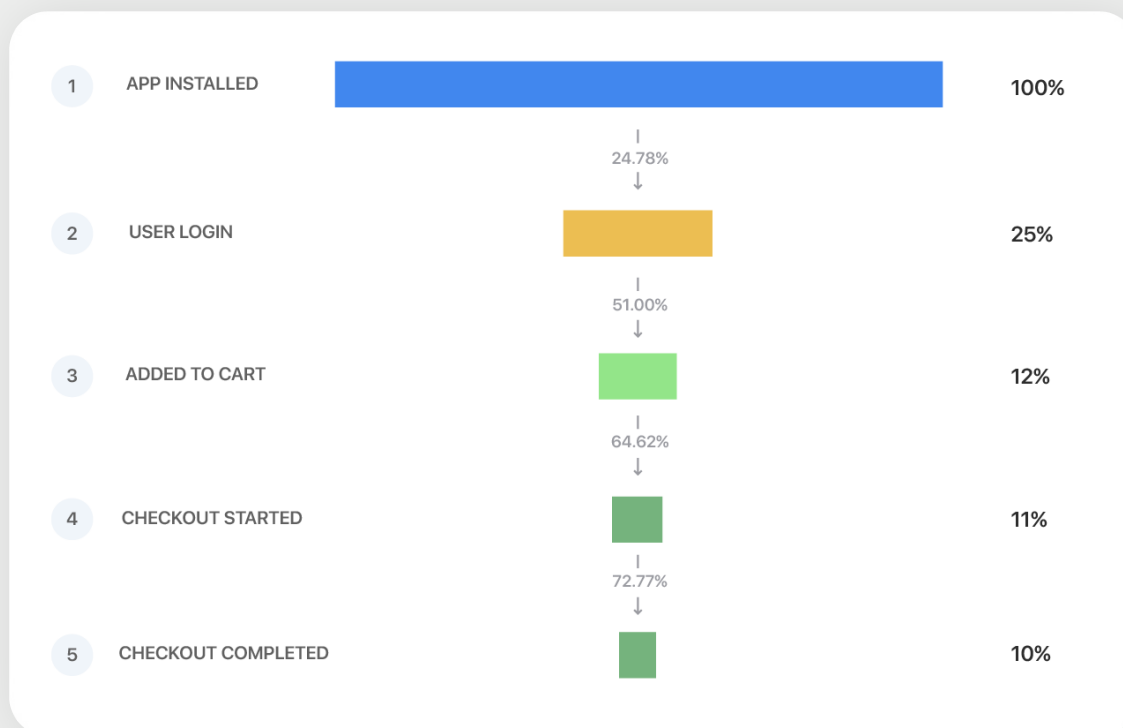
CHECKOUT NOW!

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The process doesn't end here. The team at Gourmet Egypt has created **another user engagement campaign to encourage users to make their first purchase.** This journey is based on the insights drawn by analyzing their sales funnel.

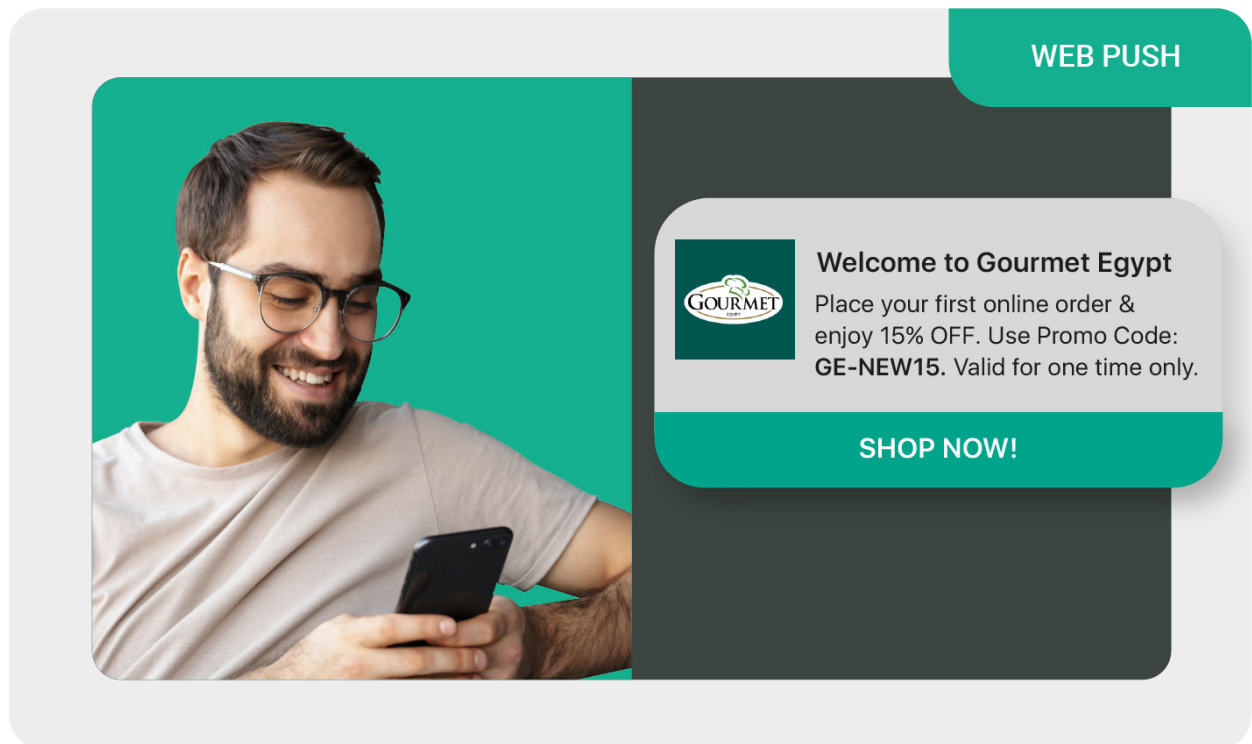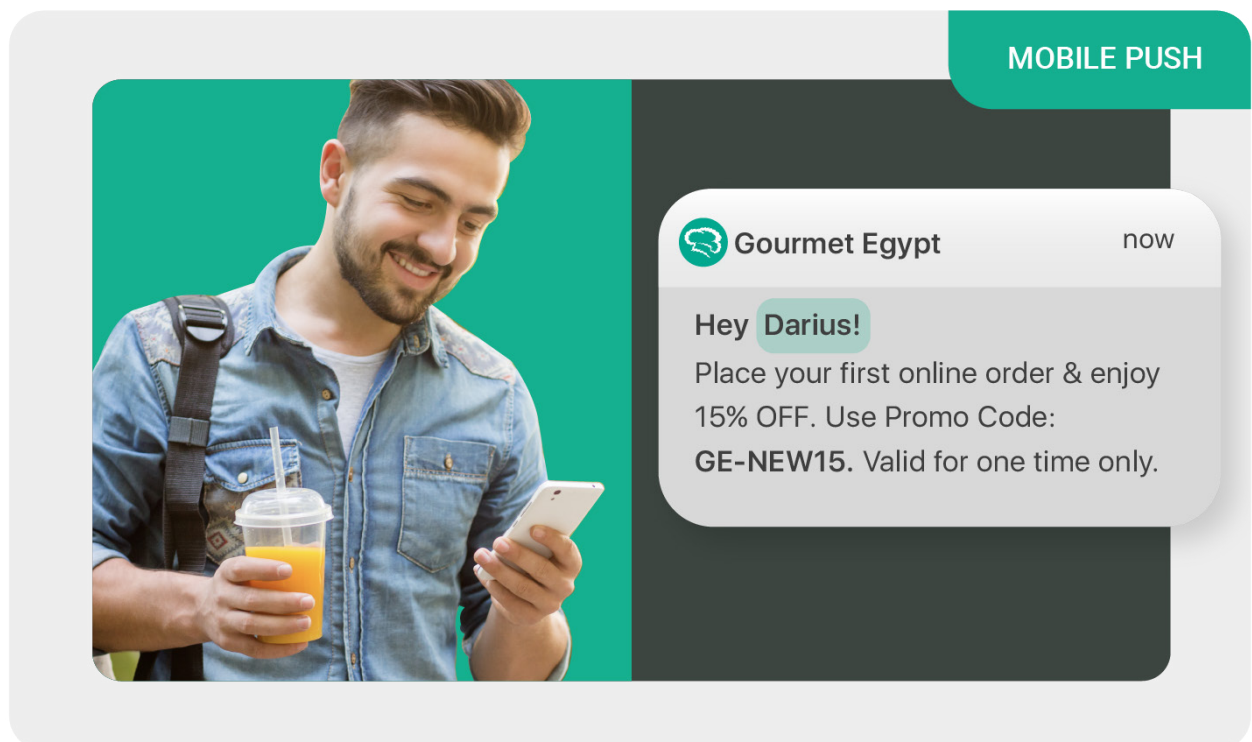|			
1	APP INSTALLED		100%
		24.78%	
2	USER LOGIN		25%
		51.00%	
3	ADDED TO CART		12%
		64.62%	
4	CHECKOUT STARTED		11%
		72.77%	
5	CHECKOUT COMPLETED		10%

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According to the funnel analysis, ~20% users login after installing the app and ~10% users place the order. This points to the fact that a good number of users drop off in the initial stages of the funnel. Now, **actively engaging with these dropped off users to maximize purchases on the Gourmet Egypt app is a priority.**

And so in the 'first purchase' journey, **Gourmet Egypt targets users by sending personalized 'welcome onboard' communication** via Web & Mobile push notifications and Email channels. **One of the most interesting parts of the journey is the discounts and other offers** slipped into the welcome message. Such a discount-based strategy excites users and encourages them all the more to place their first order!

Here's a glimpse of the communication samples:

WEB PUSH

Welcome to Gourmet Egypt
Place your first online order & enjoy 15% OFF. Use Promo Code: **GE-NEW15.** Valid for one time only.

SHOP NOW!

For visual representation only

MOBILE PUSH

🍳 **Gourmet Egypt**   now

Hey Darius!
Place your first online order & enjoy 15% OFF. Use Promo Code: **GE-NEW15.** Valid for one time only.

For visual representation only

At any instance in the journey, when the users perform the **conversion event: complete the checkout process or place an order,** the users exit the journey.

Sending personalized, timely communication to the users at scale, has helped Gourmet Egypt to strengthen its user engagement and has helped them achieve:

- **7.25%** increase in orders placed via the welcome journey
- **6%** uplift in orders placed on day 1
- **3.35%** boost in conversions via the post app install journey
- **EGP 500,000+** generated via the app install & signup journeys

→ ## Encouraging cart abandoners to complete their purchases through real-time, automated campaigns

Cart abandonment is a challenge that almost all online marketplaces face. As per data, approximately 84% carts were abandoned on grocery apps in 2020. There are many reasons users abandon the carts - increase in product price, invalid or wrong discount coupons, too many details to share before placing the order, better offers on other apps/websites and so on.

However, motivating the abandoners in the right way can turn the tables around. And that's what the team at Gourmet Egypt did. **They have built an event-triggered journey on the WebEngage dashboard for all those users who don't checkout within 2 hours of adding products to the cart.**
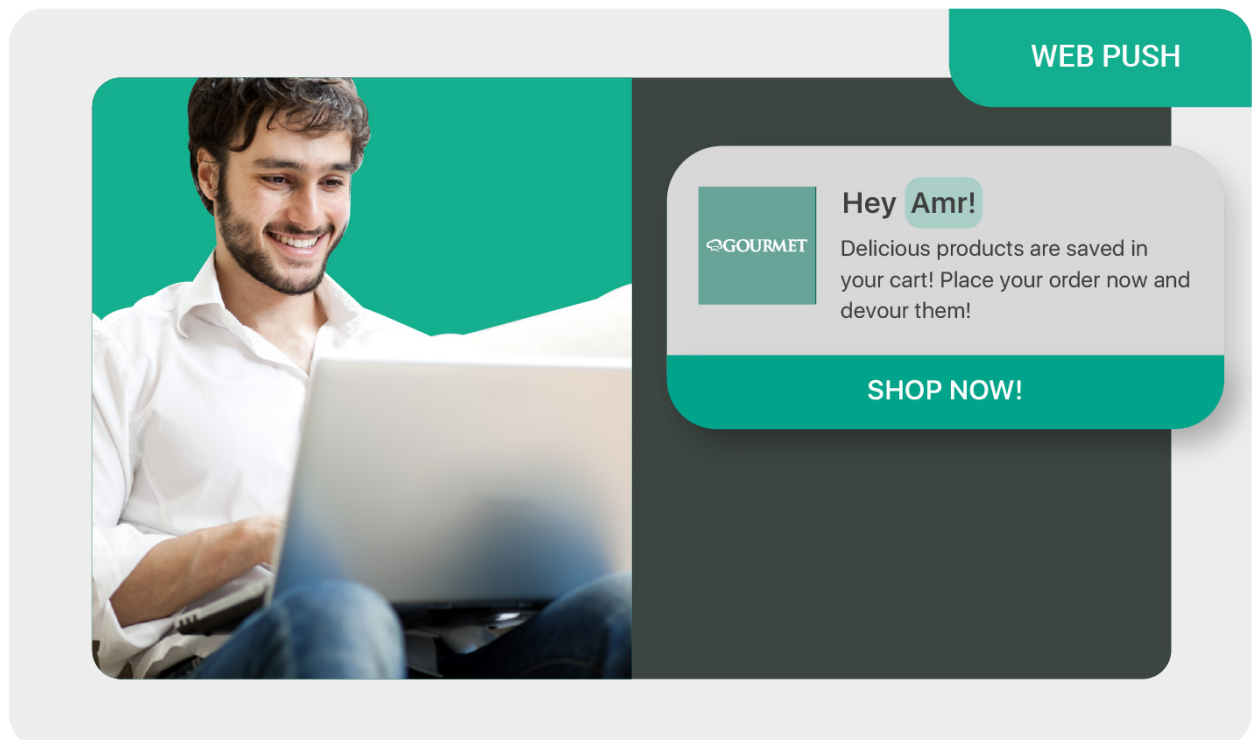
This journey has a number of conditions, communication campaigns and different wait periods considering the nature of the target audience (cart abandoners) that this particular journey caters to.

Personalized communication is sent to the users via this journey across multiple channels including Web push, Mobile push and Email. And once the conversion event, checkout completed, occurs, the journey ends for the user.
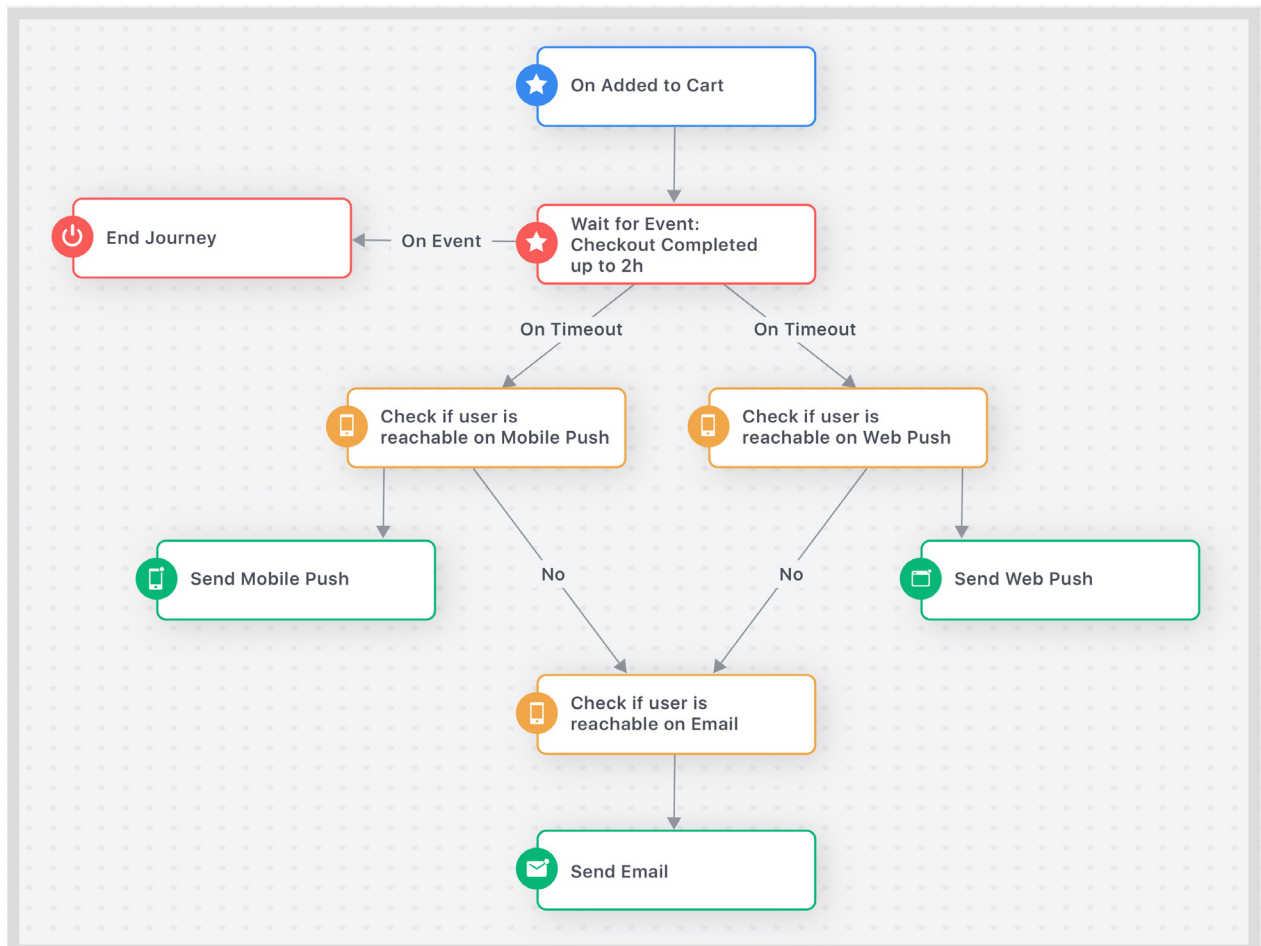
*For visual representation only

Here are a few communication samples sent via the cart abandonment journey:

WEB PUSH

Hey Amr!

Delicious products are saved in your cart! Place your order now and devour them!

SHOP NOW!

*For visual representation only

Gourmet Egypt   now

Hey Zahra!
Delicious products are saved in your cart! Place your order now and devour them!

For visual representation only

GOURMET
FOOD STORES

Your Cart is Awaiting!
Delicious products are saved in your cart!
Place your order now and devour them!

CHECKOUT NOW!

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Encouraging the cart abandoners to complete their purchase in a personalized manner enables Gourmet Egypt to garner **47.71% recovery of abandoned carts.**

→ Reactivating lost users by sending action-based communication

It is unrealistic to expect that 100% users will stick around with your business at all times. Some users might turn out to be loyalists while others might simply abandon your product. However, it's very important to keep a check on the number of churned users. Generally, an ideal churn rate ranges anywhere between 4%-7% but might differ according to the industry.

To retain and bring back the lost users, the team at Gourmet Egypt decided to first analyze its app uninstall trends on the WebEngage dashboard.

Here's a glimpse of Gourmet Egypt's mobile app uninstall trends
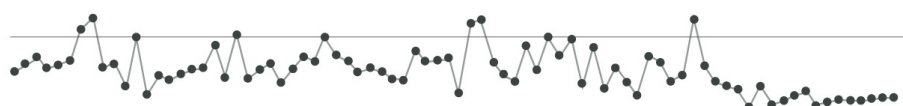
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Upon analysis, the team at Gourmet Egypt got a clear understanding of which channel and device were resulting in maximum app uninstalls.

Now, **to tackle the challenge of app uninstalls, the team decided to contextually engage with the churned users encouraging them to reinstall the app and continue ordering food.**

So, the team at Gourmet Egypt **created an action-based journey** wherein a specific user segment is targeted - users who have uninstalled the iOS app after making at least one purchase.

For visual representation only

The beauty of this campaign is its **communication that creates FOMO** in the minds of the lost users, indicating the exclusive deals and offers they are missing out on.

Here are a few samples of the communication sent via the app reinstall journey:

EMAIL

For visual representation only

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After running the app reinstall campaigns over a period of time, the team at Gourmet Egypt got onto **analyzing the product purchase trends** once again by leveraging the Cohort analysis feature on the WebEngage dashboard.

FIRST EVENT	Added To Cart	RETURN EVENT	Checkout Completed	SPLIT BY	-		

FIRST EVENT OCCURRENCE		USERS WHO DID RETURN EVENT							
DATE	TOTAL USERS	DAY 0	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
All Users		55.5%	6.1%	5.8%	5.0%	3.7%	1.9%		
3 Jun		58.3%	8.4%	11.0%	10.7%	10.8%	8.1%		
4 Jun		57.8%	8.3%	7.4%	8.0%	7.6%	0.9%		
5 Jun		58.6%	6.2%	8.1%	6.9%	1.0%			
6 Jun		57.1%	6.7%	5.6%	1.4%				
7 Jun		52.5%	5.2%	0.5%					
8 Jun		50.0%	1.0%						
9 Jun		40.8%							

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WebEngage

They realized that on an average over **55% of users completed the checkout on the app on Day 0 itself!** Moreover, by retargeting the lost users via meaningful and personalized communication has helped Gourmet Egypt to achieve:

- **6.63%** increase in conversions via the app uninstall journey
- **20%** improvement in retention rate
- **1.6K** reduction in the number of app uninstalls

Having accurate data and a unified view of the users has helped Gourmet Egypt to execute highly effective multi-channel user journeys. These journeys have enabled them to improve their users' experiences on their web and app platforms. The solutions also helped Gourmet Egypt to draw deeper insights into their users' behavior and improve user engagement!

Loved the case study?

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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 dashboard 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 the 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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