

Indonesian Gourmet Baby Food Brand  
Grouu **Achieves A 17% Reduction** in  
**Funnel Drop-Offs** with  
WebEngage Startup Program

**Industry**  
D2C

**Founded in**  
2020

**HQ**  
Jakarta, Indonesia

## About Grouu



Grouu is a gourmet baby food catering, for babies six months and older. They provide fresh, delicious, nutritious meals for growing (*grouu-ing*) babies while giving their parents a well-deserved and much-needed time to relax.

Chefs and food scientists carefully craft each menu to fulfill babies' daily nutritional needs. The menus are free from preservatives, artificial colors, flavors, and added salt and sugar.

They also provide a variety of food textures to match your babies' needs. Grouu offers free delivery and a flexible subscription plan that allows you to reschedule the delivery date or add more meals for babies.

# Opening Testimonial



WebEngage Startup Program helped us achieve a **2X increase** in added-to-cart conversions and **3X in initiated checkout conversions**. The platform and expert support made it easy to create targeted campaigns and surveys that drove results. We're excited to **continue** our partnership and drive even more growth for Grouu.

Natalia Imelda |   
Co-Founder & CMO, Grouu

## Key Features Used:



Email

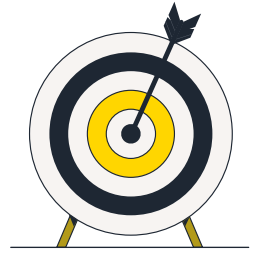


On-site Survey Notification

## Company's Challenges In Driving The Objective

- Inability to gather the needed information on unknown users and use that to convert them into leads.
- Slow manual marketing efforts, with a difficulty to scale, mainly because the team sells to customers online.
- Struggling to send personalized messages to both known and unknown customers.
- Lack of clear metrics to measure the progress of getting more transactions.

# Company's Objectives & Challenges:



## ? What were Grouu's objectives?

- To increase the number of transactions and drive overall revenue.
- To convert anonymous users into leads and increase their overall revenue.

## ? Their objectives included:

- Reducing user drop-offs in the transaction funnel.
- Increasing the volume of campaigns with a focus on personalized user engagement.
- Automating personalized messages to drive up the number of transactions

## ? What were they looking to solve with a marketing automation platform?

- The challenge of converting anonymous users into leads and customers and manually managing marketing processes.
- Delivering personalized campaigns to reduce drop-off in funnels by tracking customer behaviors and attributes.
- Effective segmentation of their users and using the data to make marketing decisions.

## ? Company's Challenges In Driving The Objective

- Inability to gather the needed information on unknown users and use that to convert them into leads.
- Their manual marketing efforts are slow and hard to scale, mainly because they sell to their customers online.
- Struggling to send personalized messages to both known and unknown customers.
- Lack of clear metrics to measure the progress of getting more transactions.

## Grouu's Collaboration with the WebEngage Startup Program

Grouu used WebEngage's marketing automation platform to increase the number of leads and transactions through an online survey and tailored email campaigns containing personalized content. Here's how Grouu partnered with [WebEngage Startup Program](#) and implemented various use cases:

# Payment Abandonment Nurture Campaign

## Target Audience:

All site visitors and every potential user, both known and unknown

## Challenge:

Knowing when to send the targeted email campaign to the users

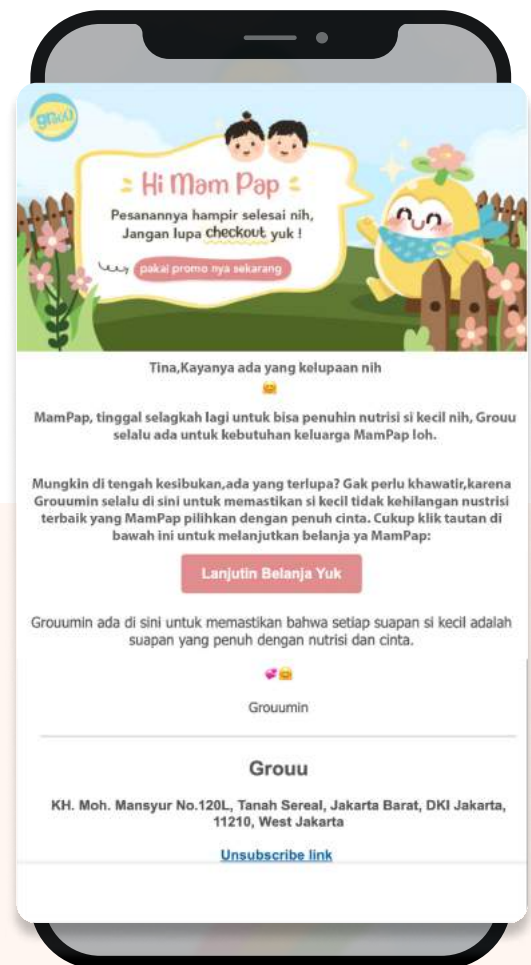
## Approach:

- To tackle payment abandonment, Grouu used their customers activity and behavior to figure out the perfect timing for sending targeted emails to users who have left their payments hanging.
- The emails are personalized and reference the user's abandoned payments. The simple and straightforward message includes a clear call-to-action (CTA) that prompts them to complete the payment.
- If a user still hasn't completed their payment after the first email, then follow-up emails are initiated.

Use Case

01

• Comms/output sample:



## Result

A **37.96%** increase in open rate led to over **8%** higher unique conversion rates and more revenue from sales. Furthermore, grouu increased its revenue by IDR **30,031,420**.

# Driving revenue via Checkout Initiation campaign

Using email, Grouu could target customers who had started their checkout and were encouraged to complete it.

Use Case  
**02**

## Target Audience:

Users who've initiated the checkout process but haven't completed the payment.

## Approach:

- When users perform the checkout initiation process on the Grouu website.
- The journey checks whether users have completed the payment in 1 day.
- If they have performed the checkout process, users are engaged with personalized emails to guide them around the purchased products and provide them with the support they need to get started.
- But if the user(s) haven't checked out after one day, they are further encouraged via email to complete the payment process to ensure a seamless checkout.

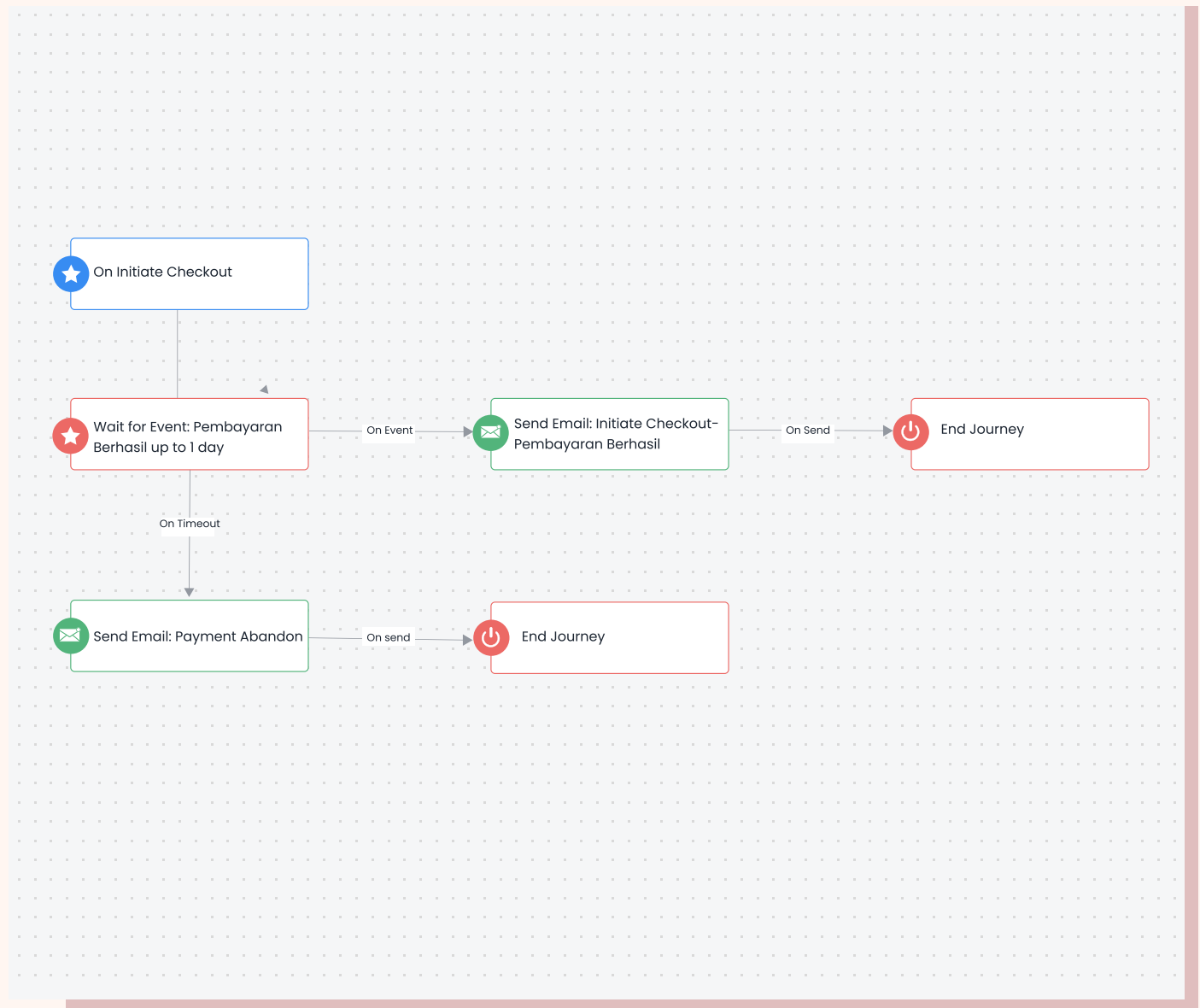
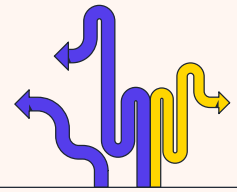


## Result

A **47%** increase in open rate led to over **17.81 %** higher unique conversion rates and increased revenue. furthermore, grouu increased its revenue by idr **70,676,400**.

# Journey Designer

Here's how the checkout initiation journey looks like for Grouu:



# Funnel Drop-off Nurture Campaign

To reduce the number of users who drop off at every funnel stage and trigger them to resume their purchase journey.



## Target Audience:

All their users, both known and unknown, who have engaged in the purchase journey.

## Challenge:

Making sure every user gets a personalized message once a drop-off is recorded.

## Approach:

- Using user behavior data, Grouu can send emails tailored to the user's stage in the funnel, offering relevant support and incentives to encourage them to resume their purchase journey.
- For example, if users abandon their cart, they might get a message with a special offer or discount to prompt them to complete their purchase.
- The campaign is for every stage of funnel drop-off. From Product Viewed to Add to Cart, From Add to Cart to Checkout Initiations, from Checkout Initiation to - *Pembayaran Berhasil*, i.e., payment successfully done.



## Result

The campaign achieved a **17.81%** conversion rate and a **47%** open rate overall. this drove more sales, especially in april, when it had an over **43%** conversion rate.

# On-site survey

Getting details from new users to push them down the sales funnel also works well with a welcome email campaign and discount to encourage their first transaction.



## Target Audience:

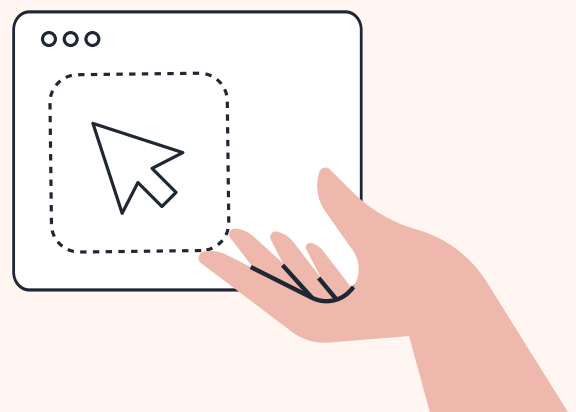
Newly converted users and all site visitors looking to become customers.

## Challenge:

Convert unknown users to known users and initiate their first transaction.

## Approach:

- Grouu turned unknown users into known customers using on-site surveys that engage newly converted users and site visitors.
- Since the goal is to gather valuable data about their needs and preferences, the survey is short, sweet, and timely, popping up at strategic moments during the user journey.
- By collecting this data, they can initiate personalized conversations and offer relevant products, like a voucher code, nudging users toward their first transaction.



## Result

The onsite survey saw a **10%** response rate, showing active engagement from users. this indicates a high level of participation and suggests that the survey got users to interact with the brand.



# Overall Impact Metrics

The onsite survey had a **10% response rate**, showing users' active engagement and ultimately leading to transactions.

The email campaign reached a large audience, with a good click-through rate of **1.89%** and a solid open rate of **32.91%**.

Grouu saw over a **33%** increase in Monthly Active Users (MAUs). Over the five months, they also saw a **28.34%** boost in Added-to-cart conversions and a **57.31%** conversion rate on initiated checkout.

The product abandonment campaign saw a **37.96%** open rate and over **8%** conversion rate.

For the funnel drop-off, the campaign's conversion rate was **17.81%**, and the open rate was **47%** within five months.

## The Way Forward

### What does the way forward look like for Grouu?

- ✓ **On a product level**, the team wants to convert more of their unknown users, over 90% of them, into first-time customers by using email campaigns and recommendation engines.
- ✓ They also want to identify more customer segments and increase their likelihood of purchasing using RFM and predictive segments.
- ✓ **On a company level**: Grouu wants to improve its customers' user experience and engagement and ultimately become a strong contender in the market.
- ✓ Lastly, they want to introduce other channels beyond emails to reach their customers who are not reachable via email.

# Use Cases

Still waiting to collaborate with the WebEngage Startup Program?

Here are some use cases you can implement using the WebEngage dashboard.



## Communicate With Users On Critical Touchpoints

Develop an understanding of touchpoints like cart abandonment and product wishlists and send communication accordingly. Show intent to serve the customer better and design better user and customer experiences in the long run. Enhancing user and customer journey mapping exercises also becomes much simpler.



## Send Product Recommendations

Show your users customized and relevant content through a catalog of recommended products. This will further increase cart value, boost revenue, demonstrate brand consistency, and give a holistic, personalized experience.



## Target Users With Location-Based Messages

The key benefit of geotargeting is that it increases customer experience through personalization. The user's product use and behavioral patterns/buying history give you an idea of the products/services they're looking for and what you can target them accordingly.



## Increase Cart Value

Creating a minimum order value for free shipping and selling complementary products, bundle deals, offers, etc., paves the way for users to increase their cart value, thereby providing higher revenue.



## Cross-Sell Or Up-Sell To Boost Course Purchases

Exposing your users to add-ons through attractive upsell/cross-sell opportunities will give them an experience of what you have to offer. Encouraging them to customize their packages through different offerings will enable them to relish a comprehensive experience and boost your revenue.

# Closing Testimonial

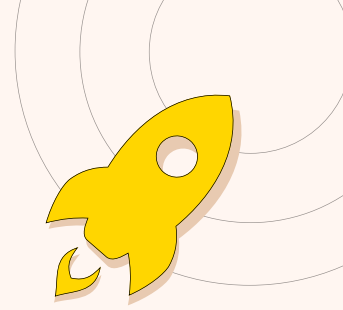


“ With WebEngage, we never have to worry about a marketing automation platform that doesn't communicate well. The customer success team was involved and answered all our questions and clarifications. This is a partnership we're happy about. ”



**Hadi Saputra** | 

Digital Marketing Specialist, Grouu



# About WebEngage Startup Program

WebEngage Startup Program is a growth accelerator for early-stage consumer startups across the globe. Since its inception in 2020, the program has helped over 300+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth \$25000, and dedicated customer success.

The platform enables startups to deliver an exceptional customer experience and build customer loyalty, increase the Customer Lifetime Value (CLTV), and lay the foundation for retention-led growth from day one, paving the way for creating sustainable business.

Ready to supercharge your startup's growth? Learn more about the program and apply here.

**Ready to take your startup's growth to the next level? Learn more about the program and**

**Apply Here**

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