

## GrowthSchool Boosts Webinar Attendance By 25% With The WebEngage Startup Program

**Industry**  
Education

**Founded in**  
2021

**HQ**  
Bangalore

## About Growth School



Growth School is an online educational platform offering courses and workshops on various professional skills. Founded by Vaibhav Sisinty, known for his expertise in growth hacking and digital marketing, the platform aims to equip professionals and entrepreneurs with actionable skills to grow their careers and businesses.

They are a community-driven live learning platform bridging the gap between industry demands and traditional academic curricula through their cohort-based programs. These programs are designed to quickly equip learners with job-relevant skills, ensuring they are immediately employable.

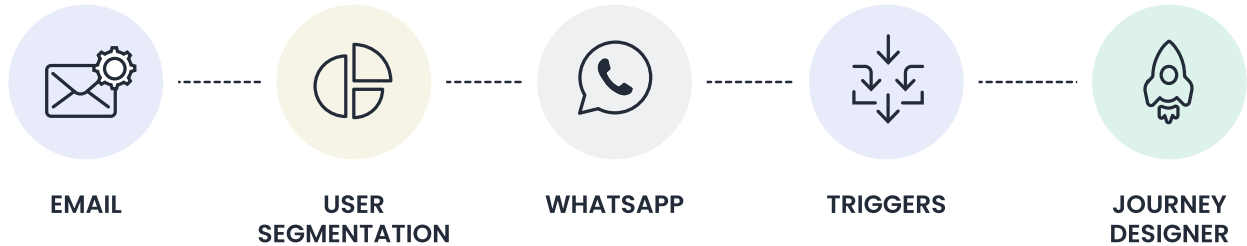


WebEngage has been instrumental in centralizing our communications, enabling us to send the right message to the right user at the right time. Our partnership with the WebEngage Startup Program has significantly boosted our nascent app efforts.

**Vaibhav Sisinty** | 

Founder, GrowthSchool

# Key Features Used

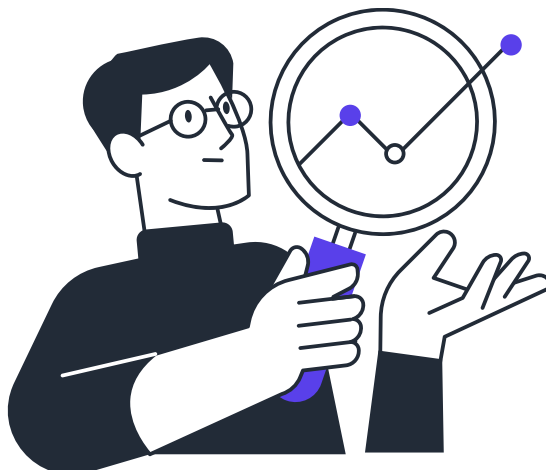


## Company's Objectives

### They were looking to:

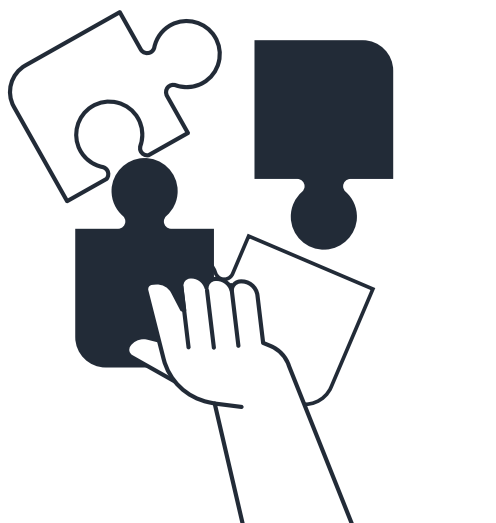
Growth School's objective was to improve the lifetime value (LTV) of its existing users. To achieve this, it sought to leverage a marketing automation platform to build targeted segments and deliver relevant messaging, encouraging learners to engage with its hero product—its most popular webinars.

By doing so, they aimed to enhance the overall user experience and retention through personalized communication.



# Growth School's Challenges In Driving The Objective

- 1 | The need for a unified platform to centralize messaging and deliver transparent metrics for data-driven decision-making.
- 2 | Determining which audience to target with specific webinars was a significant challenge, requiring trial and error.
- 3 | Identifying individual interests and preferences to personalize messaging was difficult.
- 4 | Building a funnel for other properties was hindered by the lack of a unified marketing automation platform.



# Collaborating with the WebEngage Startup Program

Growth School first discovered WebEngage through a guest session led by one of its leaders. This introduction sparked their interest in WebEngage's marketing automation capabilities.

The WebEngage Startup Program was pivotal in kick-starting their retention marketing efforts. The perks and benefits, including free credits, helped them initiate and test various campaigns without significant upfront investment.

WebEngage's comprehensive platform stood out for them because it could consolidate user messaging across channels—email, WhatsApp, and more. The Journeys feature and omnichannel communication capabilities helped Growth School simplify user engagement.



# WebEngage in Action



Here's how Growth School collaborated with the WebEngage Startup Program and implemented various use cases.

For Growth School, engaging users with the right message at the right time through the right channel is critical to creating a seamless and impactful learner experience. As an upskilling platform, their success depends on fostering meaningful interactions that resonate with learners' unique needs and preferences.

Sending timely and personalized communications ensures that users remain engaged, whether by reminding them to attend a registered workshop, encouraging course enrollments, or gathering valuable feedback. Leveraging the right channels allows Growth School to meet users where they are most active, increasing the likelihood of action and fostering long-term loyalty.

This targeted approach not only drives higher participation and conversions but also strengthens the platform's relationship with its learner community, enabling sustainable growth and a more enriched learning journey.

## 01

### Driving Learner Engagement with Personalized Messaging:

Growth School used the power of personalized communication to engage its learner community across channels like Email and WhatsApp. Through this approach, the platform ensures a seamless user journey, driving participation, feedback, and overall engagement.

#### Key Strategies Implemented:

- **Building an Exclusive Community:** Growth School encourages users to join its WhatsApp-exclusive community for real-time updates and interaction.
- **Timely and Relevant Messaging:** Personalized reminders are sent to users about specific workshops they've registered for, ensuring higher attendance and engagement.
- **Feedback Collection:** Learner feedback is gathered to improve course content and delivery, fostering a sense of connection and care for user satisfaction.

## How WebEngage Empowered Growth School:

Growth School partnered with WebEngage to trigger contextual messages and target relevant user segments to achieve this level of personalization and precision. By passing critical user events into the WebEngage system, the platform was able to create automated workflows for engagement.

### Some of the critical events tracked:

- Webinar attendance
- Filling and completing application forms
- Registering for a webinar
- Viewing specific pages on the platform

These events enabled Growth School to identify user intent and engage them with hyper-targeted messages at the right moment.

Using WebEngage, Growth School sends triggered messages on WhatsApp to drive participation and engagement. For instance, users are reminded to join their upcoming webinars or to connect with the community for valuable updates, all powered by automated workflows and segmentation.

Similarly, users are engaged through Email and WhatsApp to encourage course enrollments, complete course payments, and stay connected even after attending webinars and courses.

**Impact:** This strategy has allowed Growth School to foster a more engaged learner community, boost webinar attendance, and create a streamlined communication flow, ensuring every user feels valued and connected to the platform's offerings.

## 02

### Reducing Cart Abandonment with Journey Designer: A Personalized Approach

Growth School tackled cart abandonment by leveraging the Journey Designer feature, creating an automated workflow to re-engage users who left their carts without completing their purchases. The goal was to encourage users to register for LinkedIn workshops through a personalized, timely approach.

## How the Journey Works:

- **Triggering the Journey:**

- The journey is activated whenever a user performs the 'Added to Cart' event but does not complete the order.
- A sequence of personalized email messages is triggered to re-engage the user over a period of 7 to 10 days.

- **Sequential Messaging:**

- Messages are sent with strategic waiting periods, ranging from one to ten days, to remind users about their cart and encourage them to complete the purchase.
- Each email includes exclusive offers and discounts to incentivize users to register for the LinkedIn workshops.

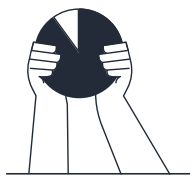
- **Closing the Loop:**

- The journey ends for a user as soon as they place the order.
- Upon successful purchase, users receive a confirmation email and a WhatsApp message offering additional course materials at exclusive discounted rates to enhance their learning experience.

Growth School used many trial-and-error methods to analyse the best-performing journeys and campaigns.

**Impact:** This personalized and sequential approach not only reduced cart abandonment but also provided users with a seamless and engaging learning journey. Growth School successfully boosted order placements and encouraged users to explore additional learning opportunities.

# Overall Impact



**25% Boost In Webinar Attendance,**  
Directly Impacting Their Revenue.



## The Way Forward

### From a product-level lens:



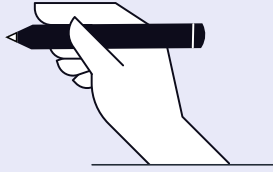
- Growth School looks to increase its email open rates and engagement through targeted campaigns and personalized messaging.
- It also aims to leverage advanced features like RCS (Rich Communication Services) to elevate user experience and interaction.

### On a company level:



- They want to focus on better user engagement, growth, and development initiatives to drive business success.
- And also optimize their customer lifetime value (LTV) while improving communication quality, user retention, and overall experience.

# Closing Testimonial



Partnering with the WebEngage Startup Program was a great decision we made for growth. The free access to their stack and dedicated customer success helped us solidify our retention-led growth and also boost our customer lifetime value.



Head of User Engagement, GrowthSchool

**KVS Dileep** | 

# About the WebEngage Startup Program

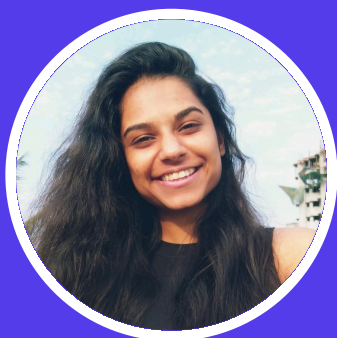


WebEngage Startup Program is a growth accelerator for early-stage consumer startups across the globe. Since its inception in 2020, the program has helped over 400+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth \$25000, and dedicated customer success.

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

[Ready to supercharge your startup's growth?](#)  
[Learn more about the program and apply here.](#)

## CREDITS



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