

Saudi Arabia's leading e-commerce brand HNAK witnesses a **67% open rate for cart abandonment emails.**

Key features used

- Email campaigns
- Push notifications
- Web push
- On-site notifications

HQ

Saudi Arabia

Industry

E-commerce

Founders

Ibrahim
Almusbahi

Founded

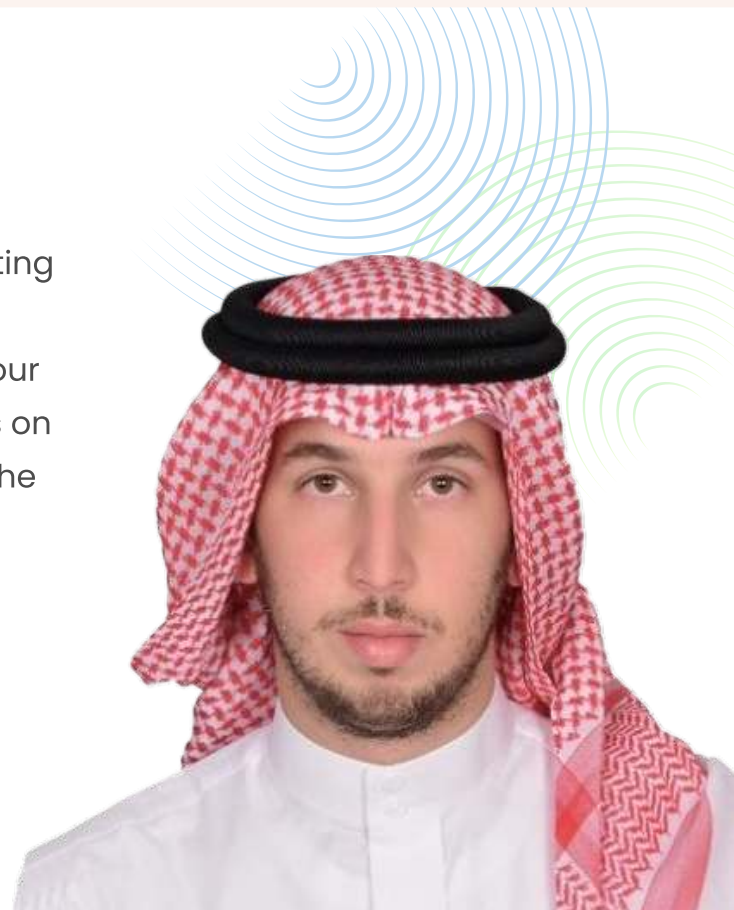
2019

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WebEngage has been quite instrumental in boosting our growth metrics. Within six months of using WebEngage, we have witnessed a good jump in our marketing email open rates. The email templates on the WebEngage dashboard also help us reduce the number of human hours in designing the emails, enabling us to enhance our efficiency.

Qutaibah Alsharif

CEO, HNAK



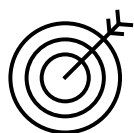
About HNAK

Hnak.com is an e-commerce branch of the Al Musbah group. With 100+ stores across West Asia, HNAK brings locally manufactured products into the limelight and is one of the leading retail companies in Saudi Arabia.

Although the traditional retail sector always focuses on getting what is in the foreign markets to the local ones, HNAK is positioned to shift that focus by being the home of top international brands while actively telescoping and supporting local trends and talents.

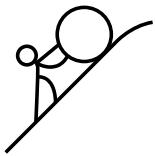
Furthermore, HNAK brings a variety of pop-ups, apparel, fashion, technology, retail, regional, international, online shopping, and beauty to the fore with its products and services.

Today, with 3000+ brands selling on their website and free shipping, easy returns, and secure payments, HNAK provides customers with the perfect local and international shopping experience



Objectives

- Making email and push communications more effective and impactful
- Connect with users to boost revenue
- Increase engagement with existing as well as new users



Challenges

1. Difficulty in tapping into the right audience due to complex segmentation
2. A rise in user acquisition costs leading to a drop in user retention rate
3. Limited personalization and real-time communication to engage users across touchpoints
4. Difficulty in mapping customer journeys and identifying user drop-offs to prevent churn

Solution

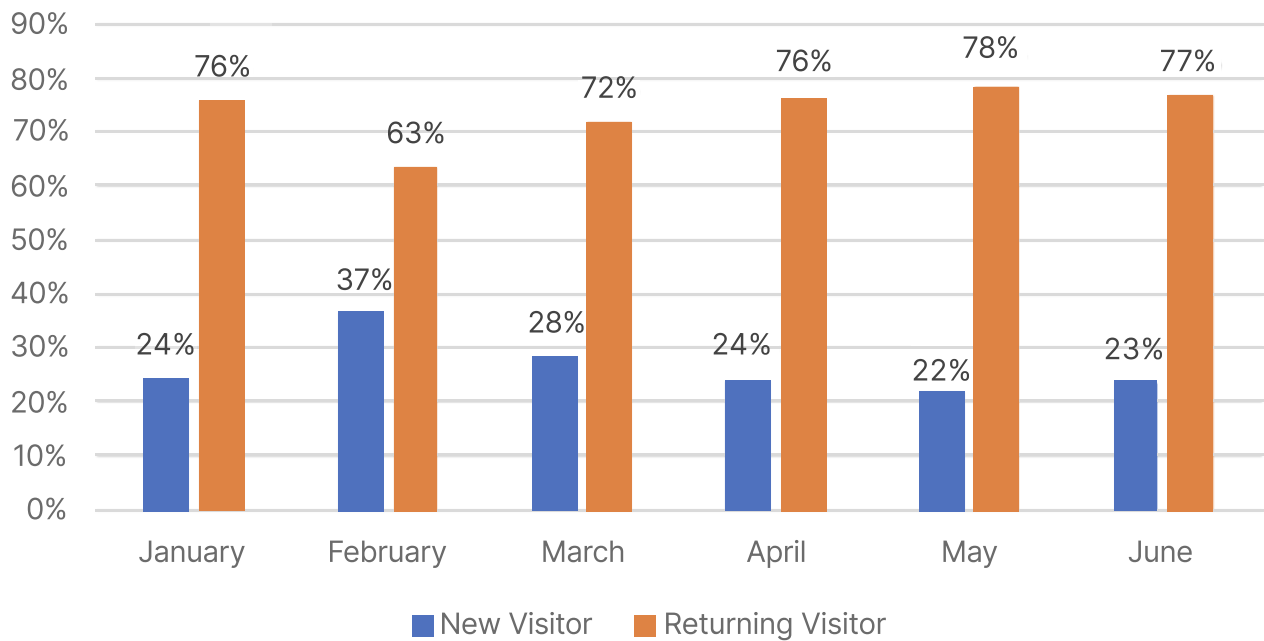
Since HNAK onboarded Webengage, their emails became very targeted – subject lines were tailored and controlled for the users' needs to ensure emails don't end up in the spam folders.

The e-commerce brand today is witnessing phenomenal open rates of over 27% for its newsletter campaigns; one of the best numbers in the e-commerce sector, when an open rate of 30% is, in practice, a top-tier score, and most people average 10-15% per campaign. HNAK further saw its domain reputation (through SES) improve drastically.

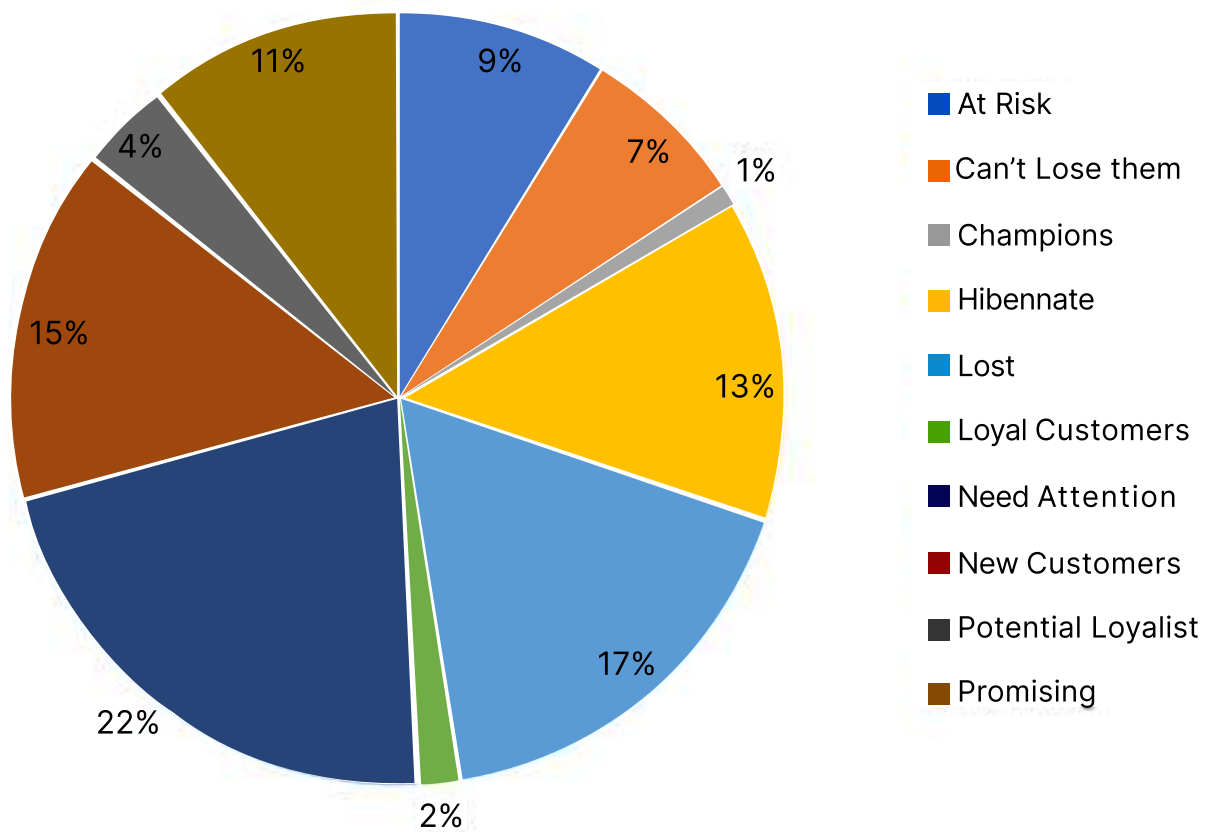
Emails and other communications were sent to multiple audience segments based on their interaction with the website and app. The Journey Designer at WebEngage provided targeted audiences at various touch points in their user journey through different channels.

The drag and drop email builder further helped HNAK to create aesthetic emails that were mobile-optimized and helped increase click rates by over 40% compared to the simpler HTML email templates used earlier. Furthermore, the easy use of the Email editor lead to aesthetic email templates with little or no intervention from the tech team.

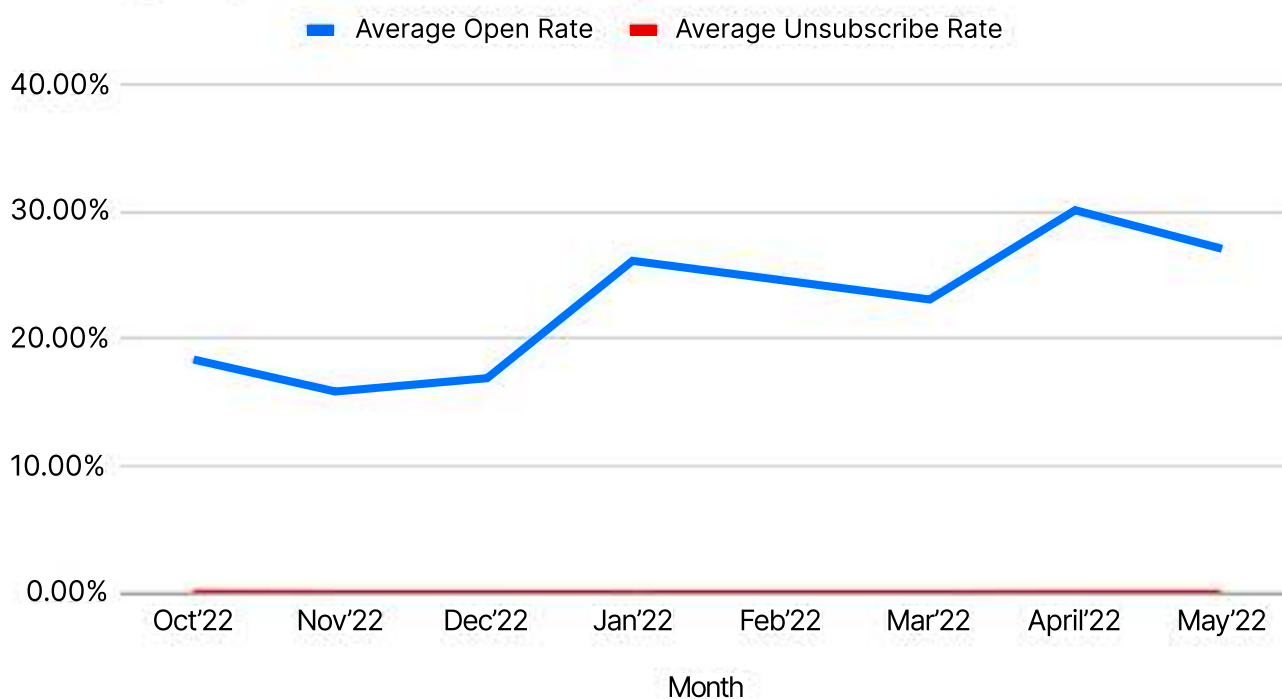
MoM% Revenue by UserType



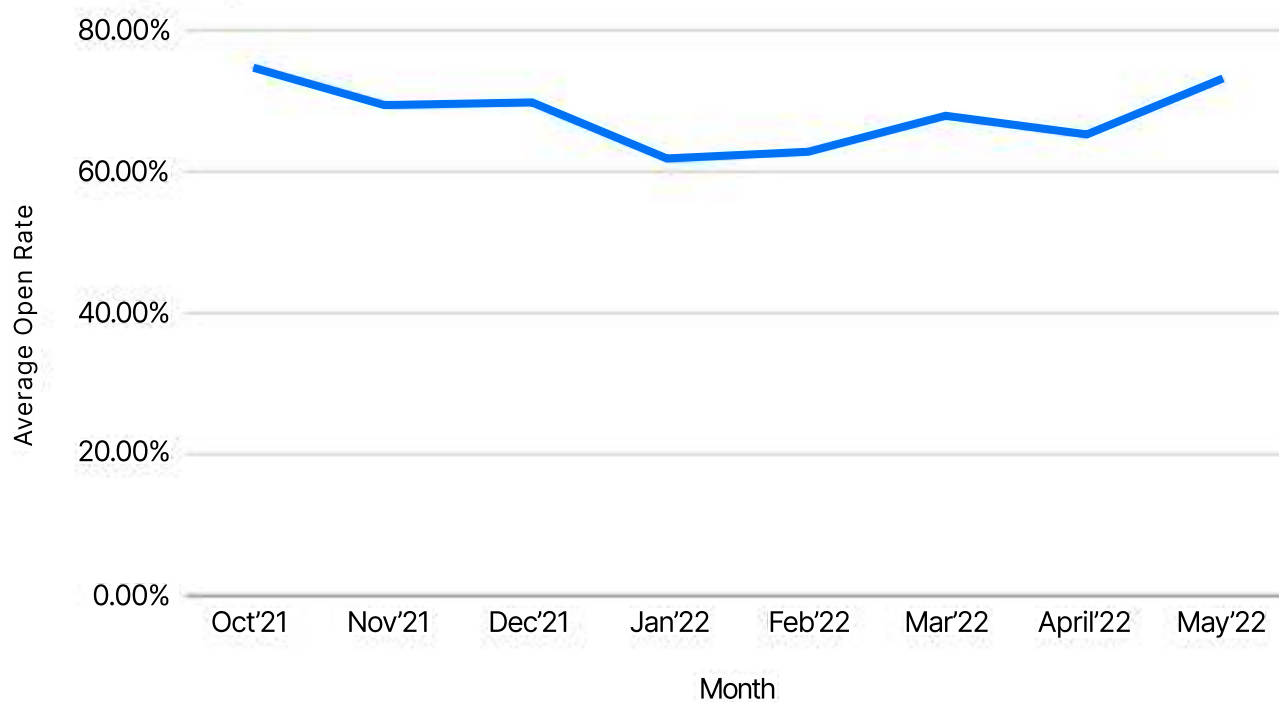
% of Customers in Segments



Average Open Rate and Average Unsubscribe Rate for Campaigns



Average Open Rate vs. Month For User Journeys



Why WebEngage

Before onboarding WebEngage, HNAK faced multiple challenges regarding reaching the right audience and the ever-rising costs of user acquisition. This is where WebEngage stepped in.

Its competitive pricing, the sales team's dedicated and unambiguous approach, and the WebEngage team's knowledge about the product and the tools sealed the deal for the E-commerce brand.

Moreover, the dashboard and reporting systems were easy to understand, there was a lot of content about WebEngage and its tools readily available on the website, and going through all the procedures for the first time didn't seem like an arduous task.

Their search for a retention platform that would help them engage and retain more customers in real-time while reducing the CAC (Customer Acquisition Cost) for their E-commerce brand was finally complete. And after vetting a couple of options, HNAK sealed the deal with WebEngage, and the rest is history.

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WebEngage brought us a holistic approach to our brand. There has been dedicated teamwork in getting us the best of the platform. We have enjoyed a close relationship with the team at WebEngage, and we hope that they continue to bring us more features, more operational-level attributes and help us build and grow the overall reputation of the domain.

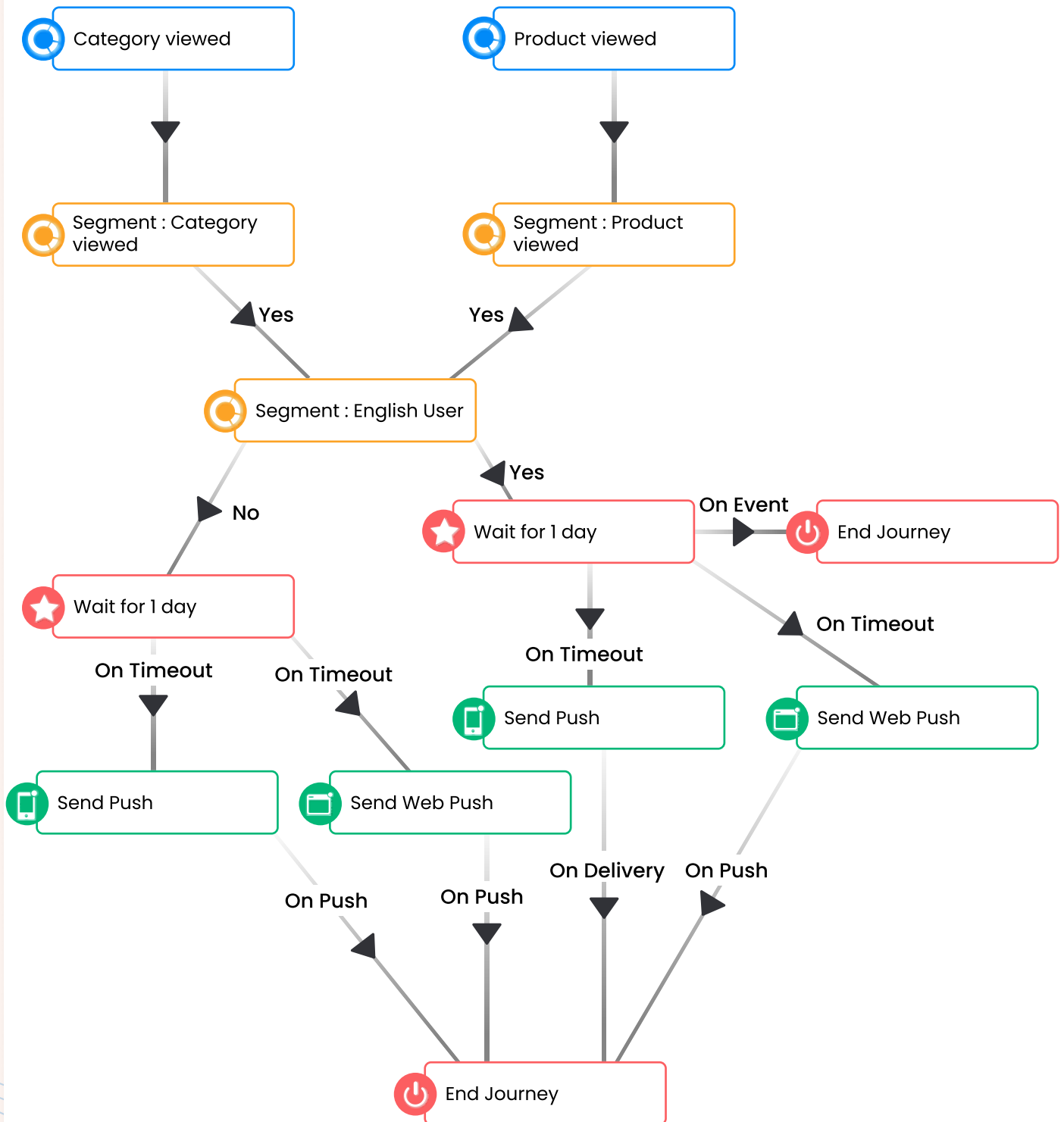
Navodit Ravi

User Engagement and Retention Manager

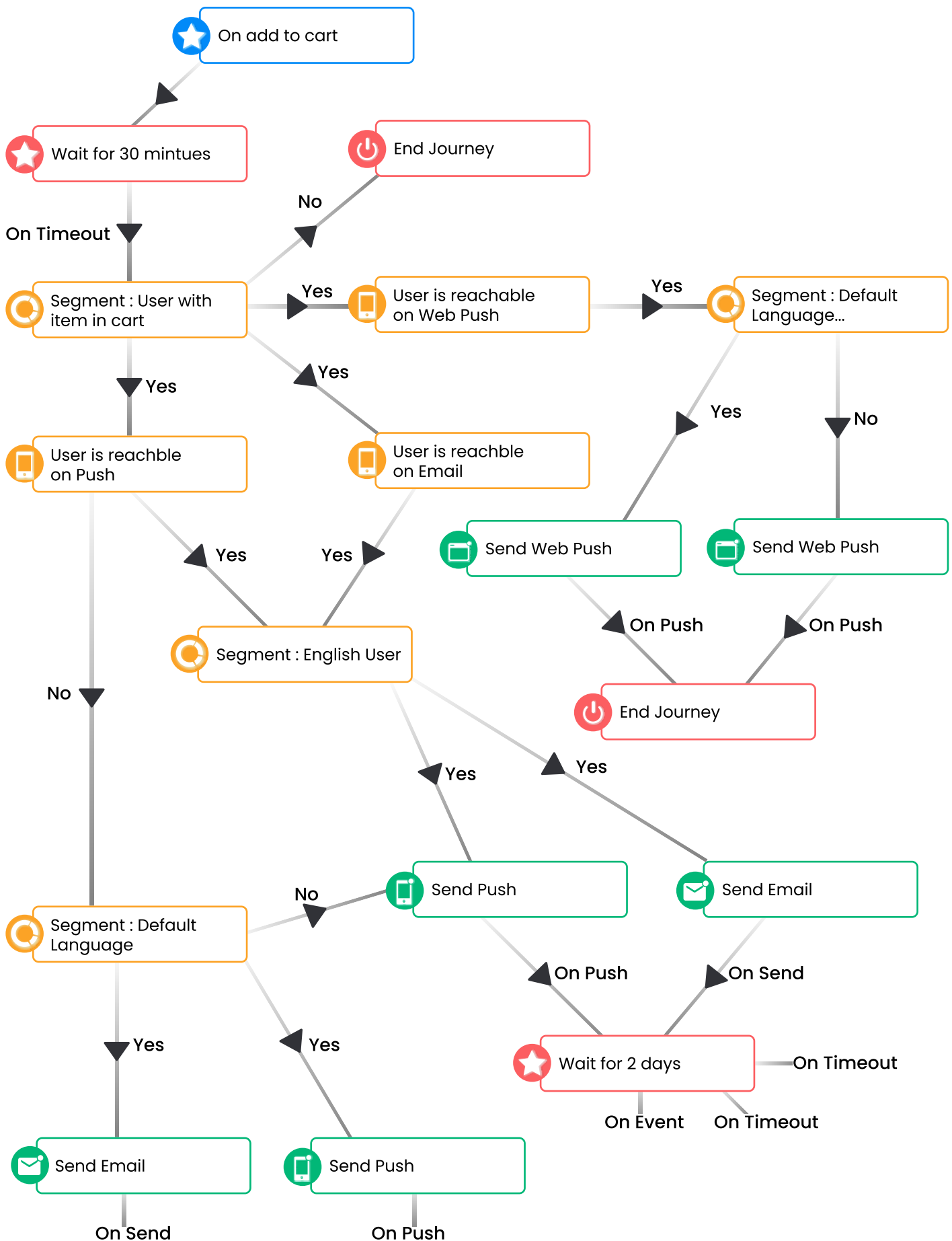


WebEngage In Action

Targeting App Users



Reducing Drop-Offs



Key Results

30%

Increase in
average open rate

67%

Reduction in cart
abandonment

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With WebEngage, email campaign management becomes easy. This easy-to-use platform allowed us to efficiently manage email campaigns and cut down on manual efforts that usually go into personalization. We can now send hyper-personalized emails with the help of real-time user and behavioral data that can be accessed on WebEngage's dashboard.



Arun Chinega

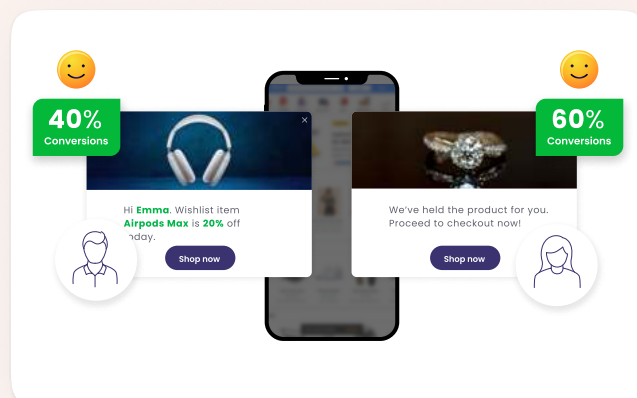
Head of Digital,
AI Musbah/HNAK.com

Use Cases for your E-commerce Platform

Does HNAK's success story inspire you? Here are some E-commerce use cases you can implement using WebEngage.

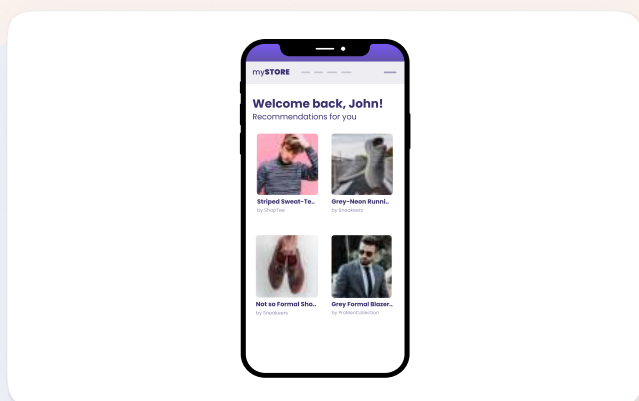
Communicate with users on critical touchpoints

Developing an understanding of touchpoints like cart abandonment and product wishlisted and creating communication-based on that, 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 a lot simpler.



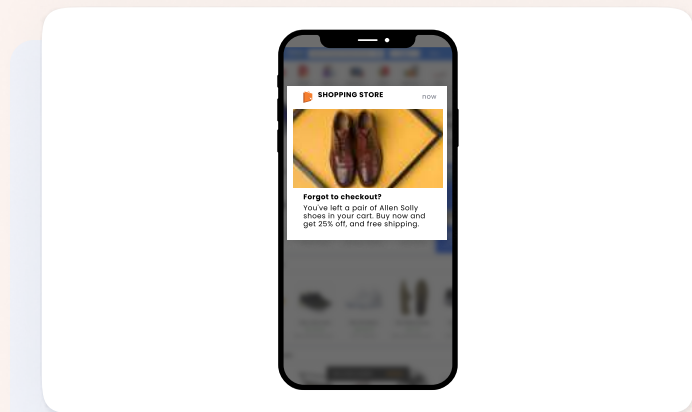
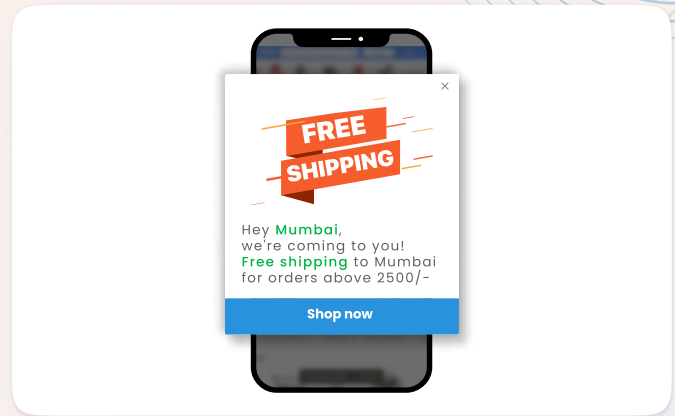
Send product recommendations

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



Target users with location-based messages

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

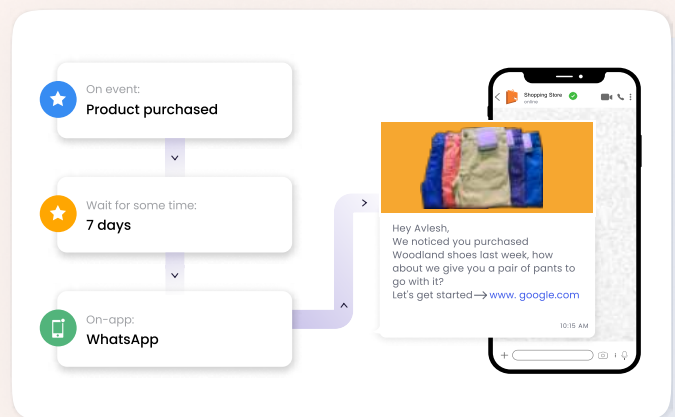


Increase cart value

Use automated workflows to target and nudge users to increase their cart value to avail free shipping, sell complementary products, bundle deals, offers, etc., thereby providing higher revenue for each conversion.

Cross-sell or Up-sell to boost course purchases

Give your users the experience of what you have to offer by exposing them to add-ons through attractive upsell/cross-sell opportunities. Encouraging them to customize their packages through different offerings enables them to relish a comprehensive experience and boost your revenue.



Loved the Case Study?

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

[Schedule my free demo](#)



WebEngage is a new-age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, and orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience. The platform helps brands drive revenue from 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, and Online Retail. The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, etc. For more information, visit webengage.com or follow WebEngage on Twitter and LinkedIn.



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