Happilo

Happilo, a Rising Health Food Brand, Achieves Up To A ~**300%** Increase In Conversions With WebEngage's Web Personalization

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Founders & CEO Vikas Nahar	**SPOC** Nikita Agarwal
Industry Food and Beverage Services	**Founded** 2016
Website happilo.com	**HQ** Karnataka, India

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WebEngage has been instrumental in targeting our users accurately. With their Web Personalization engine, we could experiment with different campaigns, measure performance, and optimize web experiences to deliver unique experiences to each user.
The customer success and support teams worked tirelessly to ensure we've gotten all our nuances right. We're excited to see how our journey with WebEngage unfolds.

Nikita Agarwal
DGM Marketing | Happilo

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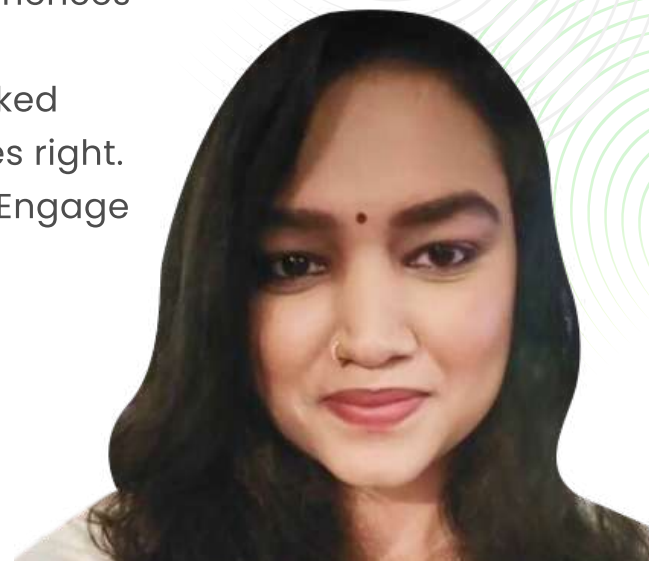
Key Features

The Happilo team began by deploying WebEngage's personalization stack on their platform. By incorporating & analyzing user attributes & behavior, the team enabled users to engage with them holistically, thereby giving them the optimal platform experience.

Features used:
- Website personalization - [In-line](#)

An in-line campaign (web personalization) enables you to create personalized experiences for your website for each user based on different custom events and user attributes.

About Happilo

Based out of Bengaluru, India, Happilo is a gourmet health food brand that strives to give its users one of the largest collections of dry fruits & snacks for a quick fix to mid-meal hunger pangs.

Their offerings include dry fruit & nuts, berries, several spreads, dry fruit bars, brittle nut mixes, trail mixes, and more. Happilo successfully delivers close to 1 million packs every month and has built a solid reputation by serving its customers with a premium range of healthy gourmet snacking options since 2016.

An FSSAI-certified company, the products have zero cholesterol and are gluten-free. Happilo products are available across all airport stores, e-Commerce platforms, modern trade & class general trade stores.

WebEngage

Happilo & WebEngage -

A Collaborative Effort

Due to the ease of access, friendlier UI, and an all-in-one seamless full-stack Retention OS, Happilo decided to onboard WebEngage for an omnichannel experience. After successfully onboarding other channels, the Happilo team focused on enhancing the website experience for all its users – thereby coming to Web Personalization as their primary feature.

🎯 Company's Objectives & Challenges

The Happilo team onboarded WebEngage to increase its Customer Lifetime Value (CLTV) and reduce the Customer Acquisition Cost (CAC). Moreover, they wanted to achieve the following with WebEngage:

- Improve retention rate
- Improve repeat order frequency

Their challenges included:

- Lack of personalized & relevant content for users
- Low user retention rates

Happilo began integrating and running website personalization use cases to solve these challenges and achieve their objectives. Instead of building their website with codes and complex text stacks, they integrated all their data on the WebEngage platform.

WebEngage

WebEngage In Action

The website is one channel that has a 100% open rate. Happilo realized this and aimed to give its users a rich experience beyond static websites.

The team was already personalizing its emails and push notifications, when they recognized the potential of WebEngage's web personalization suite.
Naturally, they wanted to take it a step further and incorporate the channel into their ongoing personalization efforts.
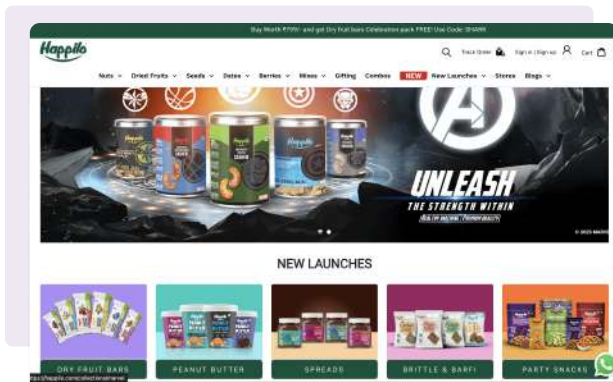
Objective #1:

Improve Retention Rate By Recovering Cart Abandoners
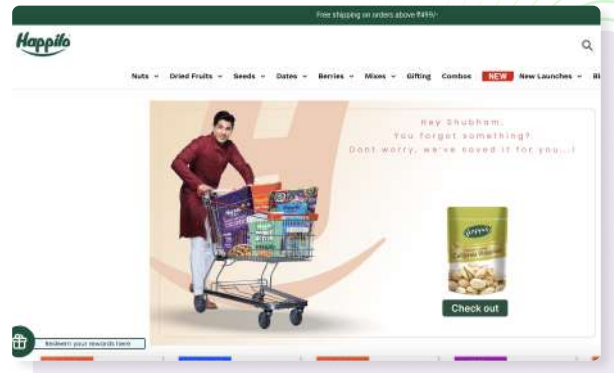
Audience: Known & unknown users

Solution: To solve the problem of a low retention rate, Happilo ran cart abandonment campaigns with our Web Personalization engine. The campaign enabled the brand to track user lifecycle stages and tailor real-time communication to seamlessly engage and retain potential buyers.

Moreover, it also enabled the team to provide dynamic experiences to each user, giving them a holistic website experience, each time.

WebEngage

Static Experience | Dynamic Experience


Objective #2:
Improving Repeat Order Frequency By Predicting Users' Next Purchase Day

Audience: Known users

Solution: To tackle repurchasing & replenishment issues, Happilo ran restocking campaigns. After buying a product, the team identified what users added to cart, tracked the time they would usually buy the same product, and nudged them to repurchase it when they were likely to run out of stock. For instance: If a customer buys a product on the 1st of every month, a reminder is sent to users around the 25th-30th, based on their next purchasing timeline.

Happilo Web Personalization - Use Cases & Impact

Cart Abandonment | Replenishment
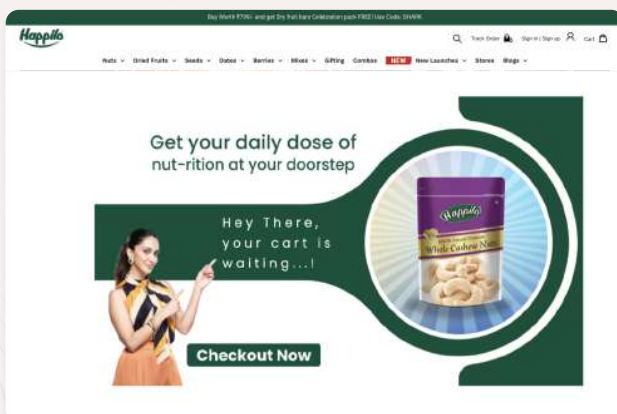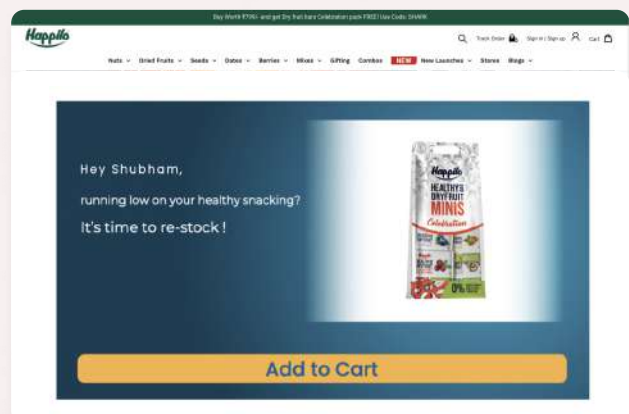
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Overall Impact

Use Case	Average Control Group Conversions	Average Conversion Rate
Cart Abandonment	1.80%	6.95%

Use Case	Average Conversion Rate
Replenishment	15.61%

By onboarding WebEngage, the Happilo team was able to achieve:

15% ▲
Increase In Conversion Rate Via **Repeat Purchases**

286% ▲
Uplift In Conversions While Targeting **Cart Abandoners**

WebEngage

The Way Forward

The way forward for Happilo will be focused on further improving its retention rate to 25% and beyond. They will drive campaigns by incorporating WebEngage's Recommendation & Catalog engine to drive down their repeat order frequency from every 60 days to every 30 days.

Moreover, they want to position themselves as a snackable brand, not just one that sells dry fruits. The foodtech team wants to also try out new AI/ML features with predictive segmentation, send intelligently, and more.

And lastly, Happilo intends to improve its brand presence, and we're so excited for them. We wish Happilo all the best for their future endeavors.

Web Personalization Use Cases

There's much more you can do with Web Personalization with the WebEngage dashboard. Explore our Web Personalization engine today:

- **Incentivize New Users Towards Their First Transaction:** Lead new users to make a successful first transaction through a personalized website banner.

- **Run Replenishment Campaigns:** Nudge users to restock items purchased.

- **Run Referral Programs:** Acquire new users through a referral program for existing users.

- **Provide Location-Based Offers:** Device-based segmentation for personalized offer communication.

- **Drive User Loyalty:** Gamify user experience and increase repeat purchases.

WebEngage

Loved the Case Study?

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

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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 existing 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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