

INNOVIST

Innovist, a personal care brand, boosts its repeat purchases by 28%

HQ
India

Founder
Rohit Chawla

Industry
D2C

Founded
2018

“

“The WebEngage Startup Program has given us the right direction to think about retention-led growth early in our journey. Using the WebEngage Retention Operating System, we’ve grown our repeat purchases by 28% and continue to grow it even further. The WebEngage advisory team is intelligent and supportive.”

Rohit Chawla | 
Founder & CEO at Innovist



WebEngage

**Startup
Program**

June, 2022



INNOVIST

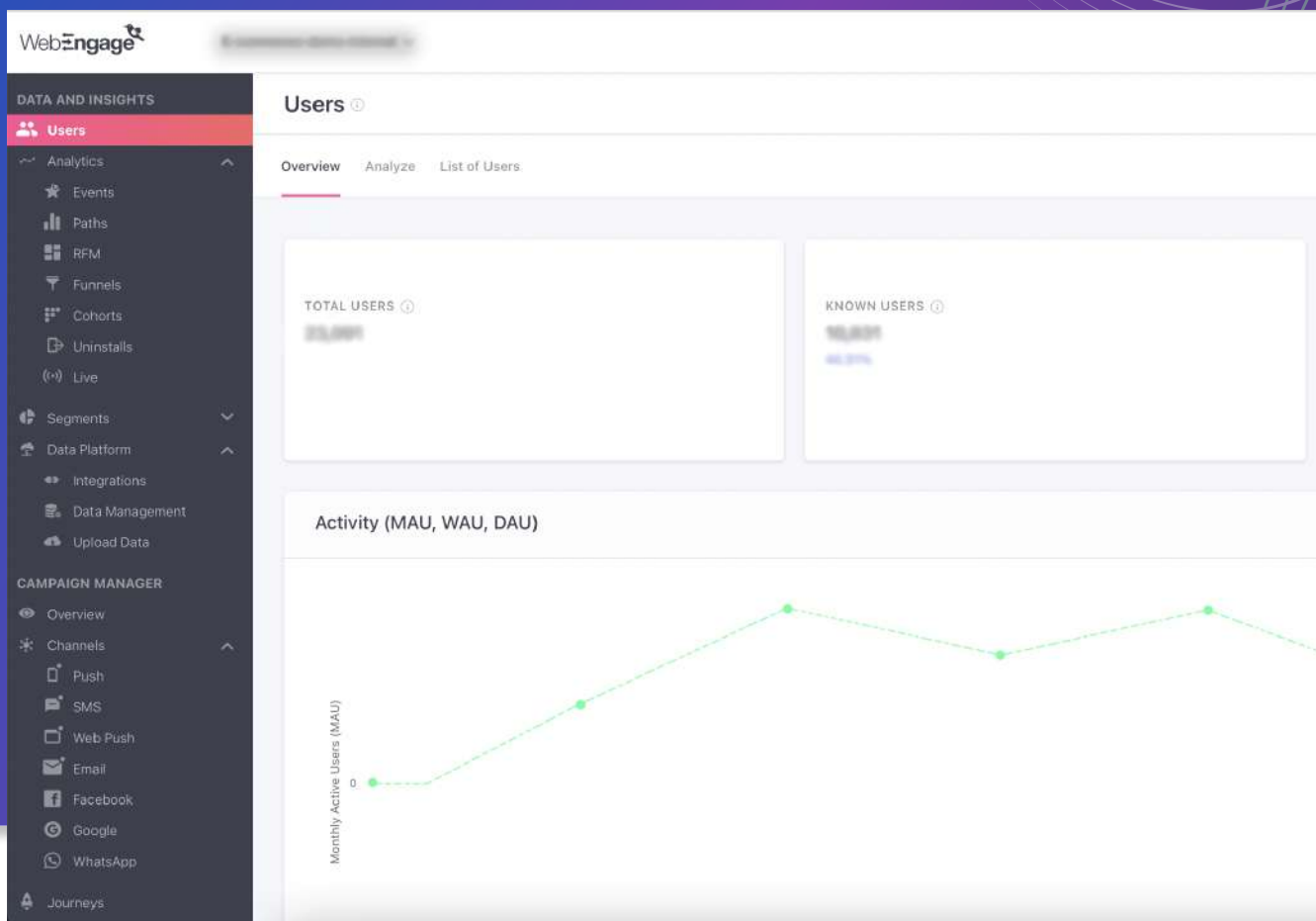
Meet our champs from the WebEngage Startup Program's **Class of 2020 – 21**

Innovist's objective is to help people cure their hair & skin problems by offering them personalized products. To achieve their goals, Innovist had to explore growth avenues and scale quickly.

That's when Innovist discovered the WebEngage Startup Program and decided to enroll themselves.

Why did **Innovist** join the **WebEngage Startup Program?**

1. WebEngage's experience of driving growth for companies of all sizes: early-stage startups, mid-market brands, and enterprises.
2. Easy and faster execution of personalized user engagement campaigns at scale.



Getting started with the **WebEngage Dashboard**

The Onboarding team at WebEngage collaborated with the team at Innovist to understand their user lifecycle. Based on this understanding, both the teams worked towards bringing all the customer data on one platform, i.e. the WebEngage dashboard, for a unified view of each user.

The next step was to configure the required user events, attributes, SDK integrations, and so on. Faster integration helped Innovist to get started with the WebEngage platform in just a couple of weeks and implement several engagement campaigns.

Exploring engagement strategies via WebEngage Advisors

After getting hands-on with the WebEngage platform, the advisory team at WebEngage provided regular mentorship to the team at Innovist. This helped in adopting new and effective strategies for user engagement and retention. The WebEngage advisors created a constant feedback loop, which substantially reduced the iteration and course correction cycle.

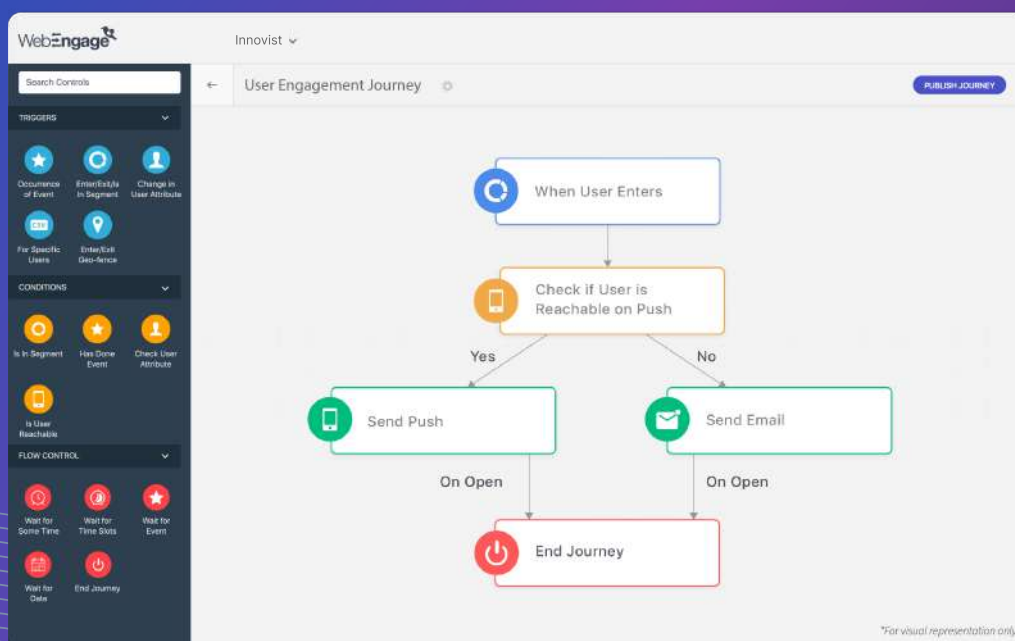


“Our repeat purchases have progressively increased. Earlier, we were using different communication channels, but now with WebEngage’s omnichannel communication, we have a single platform that spans the entire spectrum. We are now able to get access to important insights which otherwise are not available. And especially, we got expert consultation from the WebEngage team on running effective campaigns that helped us increase our retention rates, and in turn, our revenue.”

Rohan Chowdhury

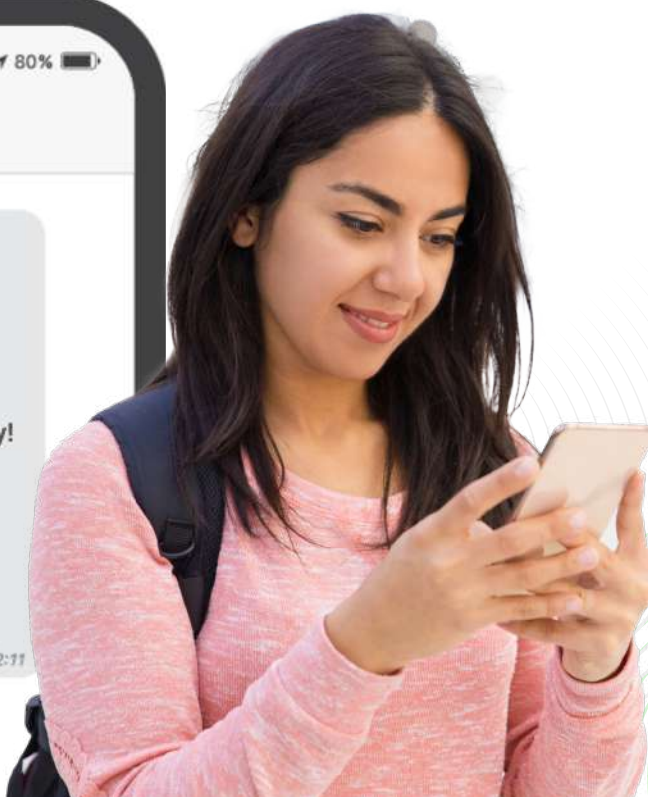
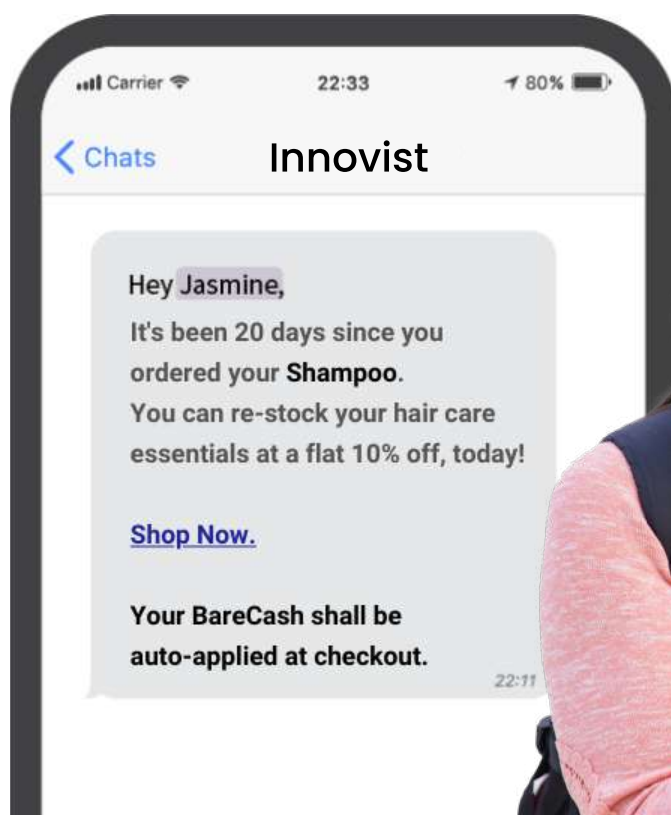
Performance Marketing at Innovist

The team at Innovist also got access to a hub of resources, including help guides, [success stories](#), tips, hacks and insights. After creating a robust engagement strategy, Innovist was now ready to implement those strategies on the WebEngage platform. This enables them in making swift decisions and utilizing the WebEngage platform. **Using the WebEngage's Journey Designer, Innovist was able to create numerous multichannel engagement journeys to engage their customers.**



Drive Repeat Purchases & Increase User Retention

Returning customers make up about 1/3rd of all online shopping revenue (source: [Yotpo](#)). Hence retaining customers in the long run is a proven strategy to grow your revenue and increase your profitability. The team at Innovist understands that cracking retention at an early stage can set them up for accelerated growth. So they wanted to **encourage existing customers to purchase again by sending them relevant communication on their preferred channels like Email and WhatsApp.**



As a result of sending the right communication to the right customers at the right time through the right channel, Innovist has witnessed:

28%

increase in repeat purchases

20%

increase in Average Order Value (AOV)

35%

uplift in total transactions

Loved the Case Study?

Grow your business and build a brand with the WebEngage Startup Program.

Apply Now



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 platform 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 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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