

## Invesko **Achieves A 400% Boost In MAUs** In Six Months With WebEngage Startup Program

**Industry**  
FinTech

**Founded in**  
2023

**HQ**  
Singapore

## About **Invesko**



**Invesko** is a Singapore-based technology provider that connects Southeast Asia to third-party financial services and products. Its platform services are offered by various entities, each with distinct terms, investor protections, and associated risks.

They allow users to invest in stocks and ETFs with a minimum investment of \$1, offering rewards in cash and stocks as users build their portfolios. With a thriving community of thousands of satisfied customers, live customer support, and zero commissions, Invesko enables users to succeed financially.



**WebEngage's expertise and support are the core of our success in streamlining our user onboarding process, reducing drop-offs, and boosting conversion rates. We're now seeing a 70% uplift in conversions in the first four months of joining the WebEngage Startup Program. It's been an amazing partnership and we're looking forward to continuing with the team.**

**Walter Boo**  
COO, Invesko



# Key Features **Used**



App push



In-app  
notifications



SMS



Email

## Invesko's Objectives



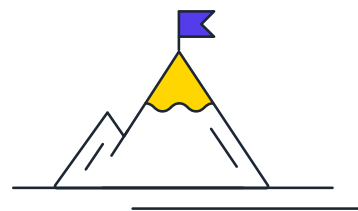
- Improve customer acquisition and retention rates.
- Streamline user onboarding and verification processes (KYC).
- Boost the investment platform's conversion rates.
- Improve overall user experience to drive long-term retention.

## Solving challenges with a marketing automation platform

The team at Invesko was looking for a marketing automation platform to:

- Automate and personalize user engagement to reduce user drop-offs.
- Optimize sign-up and KYC workflows to help with their user conversion.
- Nurture leads through targeted communication.
- Analyze user behavior and insights.

# Invesko's Challenges In Driving The Objective



- Manual user engagement processes lead to high drop-off rates.
- Inefficient sign-up and KYC workflows which hindered conversion.
- Lack of personalized communication made lead nurturing difficult.
- Insufficient insights into user behavior and preferences to allow for better personalization.

## Collaboration with the WebEngage Startup Program



To solve for user retention and engagement early in their journey, Invesko partnered with the **WebEngage Startup Program**. Invesko's goal was to make user onboarding easier, have better conversion rates, and improve retention in the long run.

Here's how Invesko has implemented some of the use cases with WebEngage:

### A. Driving app user acquisition via WebEngage's Journey Designer

Using WebEngage's journey designer, Invesko attracted new users and encouraged them to complete the registration on the app using channels like push and in-app push notifications. They did this by setting up campaigns via the Journey Designer.

### Boost user sign-ups and registrations using Push notifications:

The campaign aimed to re-engage users who've installed the app but not yet completed the sign up process.



### Target audience:

Users belonging to the audience segment of *"app installed, but not signed up"*.



### Objective:

To achieve an uplift in user sign-up conversions.

## Here's how the journey went for push notifications:

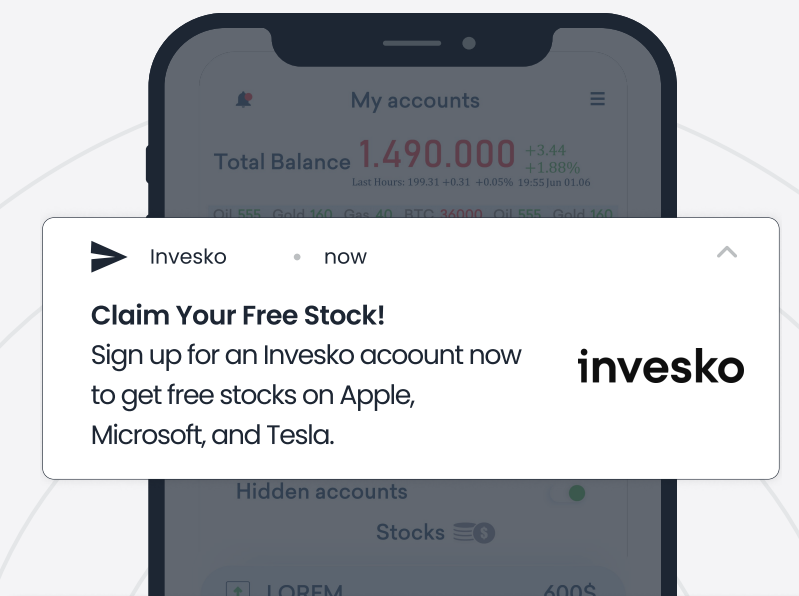
- The initial trigger occurs when a user clicks the signup button.
- The first reminder is sent 30 minutes after the initial trigger, notifying users via web push and email to complete their sign-up.
- A second reminder is sent 6 hours after the initial trigger via web push notification to re-engage users.
- A final reminder is sent 6 days after the initial trigger, and a targeted email is sent to encourage users to complete their abandoned sign-up.

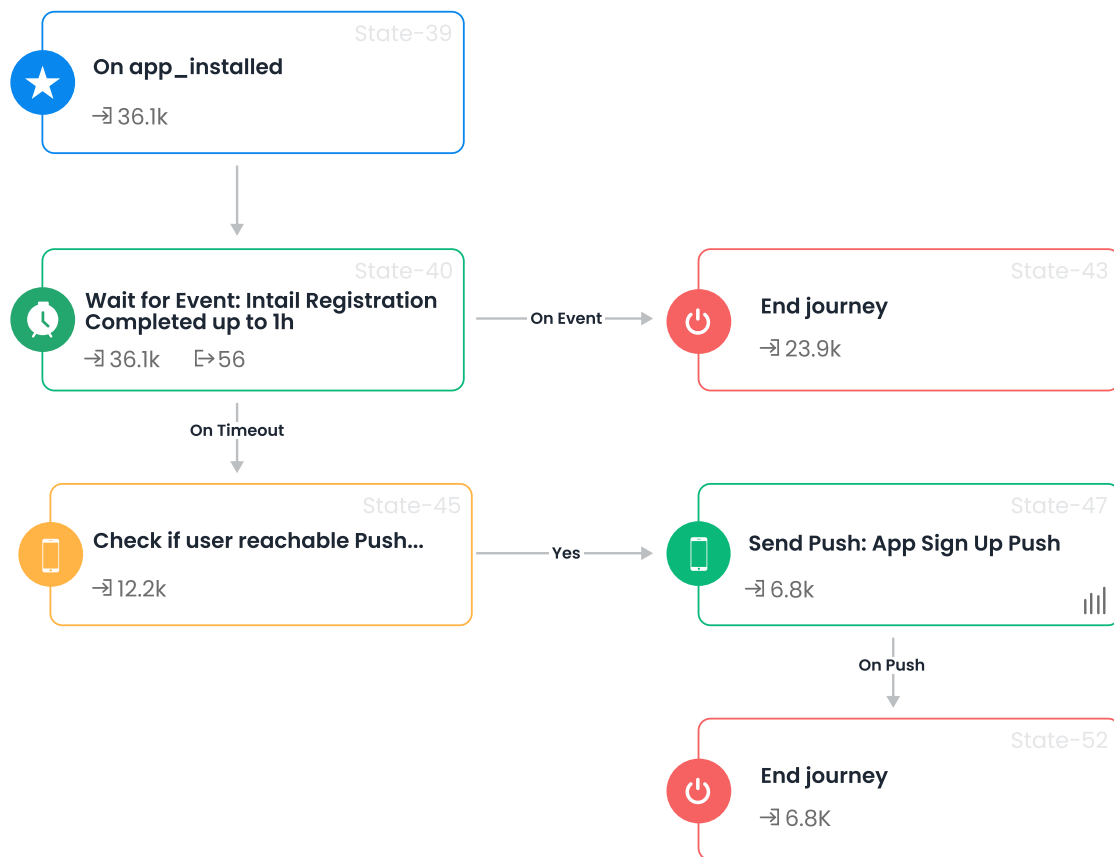


### Exit trigger:

Account creation or cancellation.

*Sending timely reminders in this campaign helped to reduce drop-offs from sign-ups and increased user registration with **Invesko**.*





## Journey Impact

Invesko saw a **98% uplift in sign-ups** by leveraging the journey designer feature.

Invesko knows that a smooth onboarding experience for its users is indispensable. For this, it ensures verification completion immediately after sign-up, with an emphasis on how users can get full access to the platform quickly and securely.

They also ran a campaign that pushed users who had signed up but not completed the verification process, which had an overall impact of a **400% uplift in MAU** in six months.

## B. Driving revenue with a high-converting funnel

Once users register on the Invesko app, they are further engaged with personalized push notifications to drive their first transactions and become active investors.

They did this by setting up campaigns via journey flows to:

- Increase first deposits by users through push notifications.
- Boost stock purchases by users.

The campaign aimed to encourage users who signed up but hadn't added deposit funds to complete this step and get started with using Invesko.



### **Target audience:**

Users who completed the sign-up process but hadn't deposited funds



### **Objective:**

To drive users to deposit funds and activate their accounts.



### **Trigger:**

User completes the sign-up process.



### **Exit trigger:**

User successfully deposits funds.



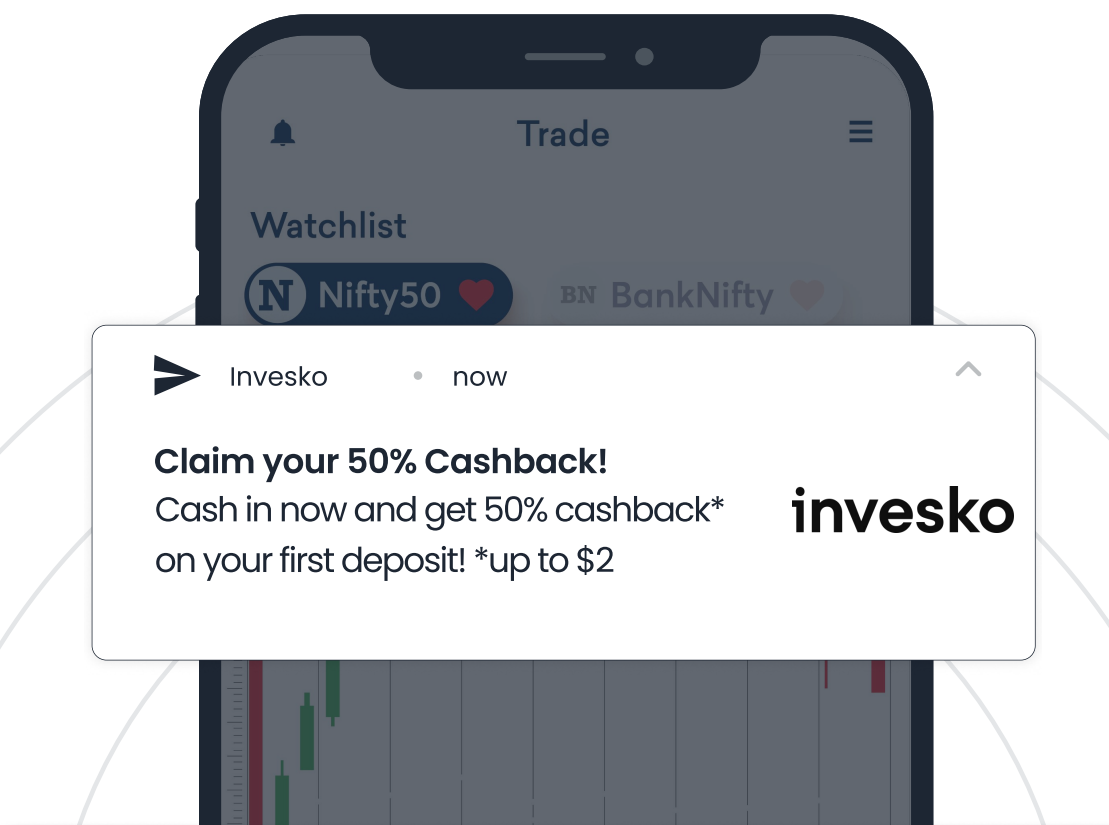
### **Timeline:**

The campaign runs for 4 months, with strategically timed reminders to encourage users to take action.

## Here's how the journey is crafted to ensure the user deposits funds:

- Upon completing the sign-up process, users receive an initial notification encouraging them to deposit funds.
- Reminders are sent at strategic intervals, reminding users to complete their deposits and activate their accounts.
- Throughout the 4-month campaign, users receive personalized messages and offers, incentivizing them to take action.
- Once a user successfully deposits funds, they exit the journey flow, having achieved the desired outcome.

*Implementing this targeted campaign helped achieve the goal of driving users to deposit funds, activate their accounts, and use Invesko for more of their investment needs.*



## Journey Impact

230% increase in Clickthrough rates via in-app push notifications in 4 months, resulting in a **70% increase in conversions**.

## Overall Impact

400% ↑

Uplift in MAU in six months.

98% ↑

Initial Registration Conversion (IRC) from app install to sign-up had a 98% uplift, hence indicating efficient onboarding processes.

230% ↑

increase in Clickthrough rates via in-app push notification, resulting in an overall 70% increase in conversions within four months.



# The Way Forward



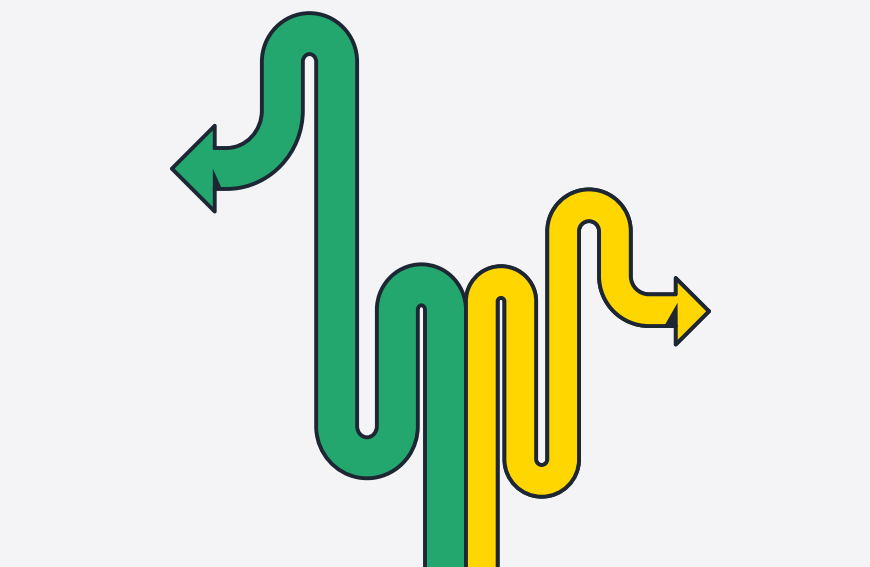
## Product Initiatives:

- Invesko wants to further optimize email campaigns for higher open rates and engagement.
- The team also wants to implement new journey flows using campaigns like Daily Check-In to engage existing users and Win Back campaigns to re-engage users who've uninstalled the apps.



## Company-Level Objectives:

- Invesko wants a seamless user experience across platforms that can help improve user engagement, such as regular logins, portfolio monitoring, and transactions.
- The team also wants to drive growth and development by expanding the user base and increasing the average user portfolio value.



# Use Cases

## *Still not convinced?*

Here are some use cases you can implement using the WebEngage Startup Program:

- ◆ **Maximize cross-sell opportunities with portfolio-based profiling.**
  - WebEngage's CDP gives you a 360-degree view of your investor's risk appetite. Use this information to drive cross-sell and up-sell campaigns.
- ◆ **Automate important communication at each lifecycle stage**
  - Keep investors informed with relevant messages, including SIP renewals through a series of omnichannel sequences, delivered at the most opportune time.
- ◆ **Drive Platform Activation with Highly Personalized Communication**
  - Map out the investor journey from KYC completion to the first investment, send highly personalized communication, and boost revenue by 30%.
- ◆ **Improve Investor Retention Rate with Event-based Triggers**
  - Retain investors through wealth persuasion campaigns, encouraging investments, and increasing conversions.



# 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 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.

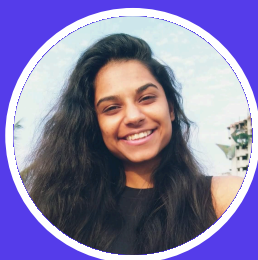
*Ready to supercharge your startup's growth? Learn more about the program and [apply here](#).*

**APPLY NOW**

## CREDITS



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