

Juicy Chemistry witnesses a **4.5X** growth in Email Conversions in May '22

Key features used

- Segments
- Test Email/SMS/WhatsApp

HQ

Coimbatore,
India

Industry

Beauty and
personal care

Founders

Megha and
Pritesh Asher

Founded

2014

“

When there is a balanced collaboration between partners and dedicated teamwork in delivering a solution, that's where the magic gets created. With WebEngage, we were able to create just that magic! The entire customer success team has worked tirelessly with our teams to ensure that our problems are solved. And that kind of close relationship and close collaboration is what we have enjoyed with WebEngage.

Pritesh Asher

Co-founder and CEO

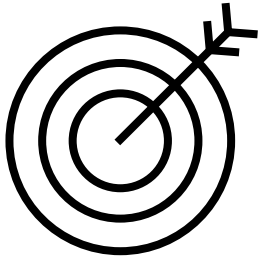


About Juicy Chemistry

Founded in 2014 by husband-wife duo Megha and Pritesh Asher, Juicy Chemistry was established to provide simplified skincare. The D2C brand offers a 100+ product range of natural and organic skincare products consisting of basics from cleansers, toners, and moisturizers to innovative naturally-activated serums. In 2022, the brand set up its flagship store in Chennai – a mark of its foray into the offline retail space.



Objectives

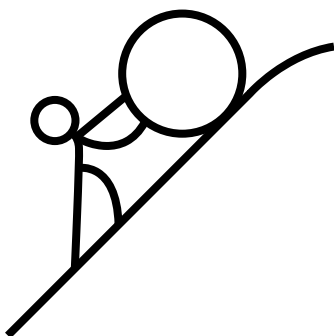


Juicy Chemistry's online business is split between its website and mobile application, with most shoppers preferring the website. The business also caters to a range of shoppers, from loyalists to variety-seeking, one-time shoppers.

Hence, the main objective was:

- To tailor and maximize the impact of communications on each persona, and
- Track the effectiveness of campaigns and the impact generated

Challenges



- Lack of access to data and metrics
- Unable to create dynamic segments to target users better
- Detailed analysis of conversions, such as the type of conversion (Click-Through, Send-Through, Open-Through) or user-level conversions data
- Centralizing all journeys across retention channels (Email, WhatsApp, and SMS) to ensure a richer, seamless user experience

Why Webengage

While another service provider that Juicy Chemistry previously engaged with provided primary data and metrics, certain features remained absent. WebEngage became one of the most effective user engagement and retention platforms. Juicy Chemistry wanted to solve specific issues rapidly, and the team at WebEngage seemed ready and eager to help. WebEngage's analytics, segmentation, personalization, and engagement channels help businesses get a 360° view of their users, products, and campaigns, which we also aimed to achieve. The easy-to-use dashboard made it simple to compare the impact of each channel of engagement and helped growing businesses maximize the impact of retention.

Webengage In Action

WebEngage allowed Juicy Chemistry to test email communications ensuring higher inboxing in non-promotional folders. The vast array of analytics available on the platform allowed Juicy Chemistry to experiment with channels, segments, timings, and messaging, resulting in better engagement. Consequently, this has led to a higher relevance among the returning users and improved conversions.

Key Results / Impact

4.5X

Growth in Email Conversions
and 2x improvement in Email
Open Rates
(in May compared to
JFM Quarter in 2022)

30%

Growth in the contribution
of retention channels
toward overall revenue

Solution

Juicy Chemistry was able to improve the overall health of their retention efforts. Using fewer sharply targeted communications, they improved the share of retention within overall revenue, and they continue to optimize channels, segments and spends using detailed analytics from WebEngage. They also witnessed a 4.5x growth in Email Conversions in May, as compared to the JFM Quarter in 2022.

“

WebEngage has been a driving tool in increasing the overall health of our retention efforts. Managing, creating, analyzing, and modifying live segments on the go made such an impact, especially in terms of conversions. Within six months of using WebEngage, we have witnessed an excellent jump in our marketing Email Open Rates and growth in the contribution of retention channels.

Adithi Hulyalkar

Content Head, Juicy Chemistry



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, orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience.

The platform helps brands drive more 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, Online Retail.

The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstory, and many more.



Varshitha Thatipi | 
Customer Success Manager, WebEngage

Prakhya Nair | 
Content Writer, WebEngage



TALK TO US TODAY

+1 (408) 890-2392 | +91 (022) 6110 2400

