

WebEngage Revolutionizes Customer Identity Resolution For Kapiva In Just 8 Weeks

Industry
Healthtech

Founded in
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HQ
Mumbai, India

About Company

[Kapiva](#), a prominent brand in the health and wellness industry, has carved a niche for itself by offering high-quality and authentic Ayurvedic products. With a mission to bring the goodness of Ayurveda to modern lifestyles, Kapiva has gained a loyal customer base that values the brand's commitment to natural and holistic well-being. Their wide range of products, including herbal supplements, juices, oils, and skincare items, are meticulously crafted using traditional Ayurvedic formulations and the highest quality ingredients.

With a customer-centric approach, the D2C brand prioritizes the well-being of its consumers and continuously strives to deliver products that promote a balanced & healthy lifestyle. Through its collaboration with WebEngage, the team has further enhanced its customer experience by leveraging the power of data-driven insights and personalized marketing strategies.



Harnessing The Power Of Customer Data Platform (CDP):



The Need for CDPs

In the age of information overload, businesses are bombarded with a deluge of customer data from various sources, such as social media, email campaigns, website analytics, and transactional data. Without a centralized and efficient system to collect, organize, and analyze this data, businesses can struggle to make sense of it all. This is where Customer Data Platforms (CDPs) come into play – they have emerged as a crucial tool for marketers and businesses to harness the power of data-driven insights.

CDPs can be thought of as an evolved CRM that performs the functions of a DMP but for structured, semi-structured, and unstructured first-party data.

A CDP does this and more.



The Role of WebEngage's CDP

Implementing a CDP like WebEngage offers several benefits for businesses. First and foremost, it displays 360° user views by consolidating data from multiple sources and platforms. This unified view empowers marketing teams to make data-backed decisions and drive more targeted campaigns. Moreover, a CDP facilitates effective data management, ensuring the accuracy and integrity of customer data. This in-depth understanding of each customer allows businesses to craft highly personalized and targeted marketing campaigns that resonate with individuals on a deeper level, fostering loyalty and driving exceptional growth and, therefore, retention.

The CDP is more than just a data exercise; it's a holistic approach to customer insights.

Armed with these valuable findings, businesses can iteratively fine-tune their marketing approaches, delivering truly individualized experiences that leave a lasting impact on customers.

Let's deep-dive into how Kapiva leveraged WebEngage's CDP to solve its data challenges.



Problem Statement & Challenges

Problem Statement: Data silos and incomplete ICP hindering marketing automation efforts

Kapiva faced a significant challenge in implementing marketing automation due to data silos and an incomplete Ideal Customer Profile (ICP). The presence of data silos created barriers to consolidating customer information from various sources, resulting in an incomplete and fragmented view of their target audience. This lack of comprehensive customer profiles hindered Kapiva's ability to leverage the full potential of marketing automation strategies.

To address this issue, they sought a solution that would unify their customer data and enable the implementation of personalized and targeted marketing campaigns, driving enhanced customer engagement and business growth.

The company needed a solution to consolidate its data and provide a holistic view of its customers.

Their primary challenges in succeeding were as follows:

- 01** Giving their dashboards and user journeys a fresh start by having holistic user data profiles without duplication or errors.
- 02** Not losing data during migration since there is constant activity happening on both dashboards.
- 03** Not losing a single day of activity due to migration since campaigns were to continue, and events were to be tracked simultaneously while the migration happened simultaneously.



How It Was Done

01

To address Kapiva's challenges, WebEngage took a systematic approach to resolve customer identity issues. The process involved migrating user data and eliminating duplicates to ensure data accuracy. Additionally, event data was mapped to specific users, which required close coordination with the onboarding team. WebEngage also provided new user IDs and mapped historical events to these IDs, ensuring seamless data integration.

The migration process was meticulous in replicating the older dashboard's user profiles, journeys, campaigns, and segments without any duplication. Channel configuration was also set up on the newer dashboard, including SMS, email, WhatsApp, push notifications, and web push.

02

03

Parallely, Kapiva's technical team seamlessly integrated the required Software Development Kits (SDKs), ensuring a smooth transition. Moreover, WebEngage provided support for web push token migration, working closely with the dev ops team to prevent any disruption to the user experience or the need for users to opt-in again.



CSM Efforts

Throughout the migration process, WebEngage's dedicated Customer Success Manager (CSM) played a pivotal role. They meticulously prepared strategic plans, defined timeframes, and vetted every step to mitigate the risk of repeating any erroneous actions.

The customer success team ensured no data loss during the migration process, guaranteeing a seamless transition for Kapiva.

The Way Forward

Thanks to the combined efforts of the WebEngage and Kapiva teams, the customer identity resolution project was a great success. The D2C brand now has a comprehensive understanding of its users, allowing them to build a coherent user flow and derive valuable data-driven insights. With WebEngage's CDP in place, Kapiva is well-equipped to deliver personalized experiences and drive impactful marketing campaigns.

Conclusion:

WebEngage's ability to resolve customer identity challenges within just 8 weeks demonstrates its expertise in the field of customer data management. By leveraging WebEngage's CDP, businesses can overcome data silos, gain holistic user views, and unlock valuable data-driven insights. The successful collaboration between WebEngage and Kapiva serves as a testament to the power of effective data democratization and its impact on business growth.

To revolutionize your customer experience and unleash the potential of your data, integrate WebEngage into your marketing stack today.

About WebEngage

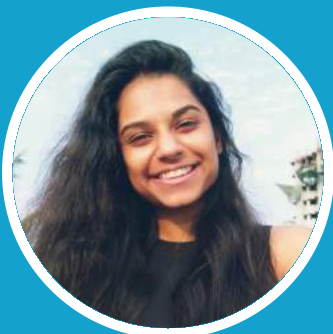
WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value.

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 Adani, Bajaj Auto, IKEA, MakeMyTrip, Yes Securities, L&T SuFin, Eureka Forbes, Akasa Air, etc.

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Credits



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