LOTS Achieves An Impressive 74x ROI With Gamification Powered By WebEngage

Industry	Founded in	HQ
Wholesale (B2B)	January 2017	Delhi NCR, India

About
LOTS Wholesale Solutions:

Established in India in January 2017, **LOTS Wholesale Solutions** is a wholly-owned subsidiary of CP Axtra Public Company Limited, Thailand's leading Cash & Carry operator in wholesale for professional business operators.

With over 30 years of experience serving B2B customers in Thailand, the company arrived in India with an aim to meet the ever-evolving needs of its members by providing them with a range of products—fresh produce, packaged food, small & medium appliances, stationery, and more. LOTS has been catering to Retailers, HoReCa (Hotels, Restaurants, and Caterers), and Service Providers (Government institutes, medical facilities, educational institutes, etc.).

In addition to its 5 stores, e-commerce portal and over 1,00,000 registered business members, the company has expanded its reach in Delhi NCR to provide quicker online deliveries.

USPs:

LOTS Wholesale Solutions distinguishes itself in the Indian B2B wholesale market through several unique selling propositions (USPs):

1 Technological Integration: LOTS leverages advanced technology to enhance its supply chain and customer experience. This includes real-time tracking, demand forecasting, and a business development application that personalizes distribution strategies.

2 Strategic Expansion Plans: Demonstrating a commitment to growth, LOTS has outlined plans to establish multiple stores within a specific timeframe, aiming to strengthen its presence and serve a broader customer base.

3 Customer-Centric Services: The company offers a range of services tailored to its business members, including maximum stock availability, transparent pricing, timely delivery, and an omnichannel approach that blends online and offline experiences.

4 Sustainability Initiatives: LOTS incorporates eco-friendly practices in its operations, such as energy-efficient lighting and plans for solar power installations, reflecting a commitment to environmental responsibility.

"

WebEngage has been an integral part of our marketing success story at LOTS Wholesale Solutions. The platform's ability to personalize campaigns and engage users across channels has been a game-changer for us. Using features like RFM modeling and gamification, we've not only boosted customer engagement but also significantly improved our wallet share. The insights provided by WebEngage have empowered our team to make data-driven decisions, resulting in higher ROI and stronger customer retention. It's a must-have tool for any marketing leader looking to maximize impact.

Nishant Rayirath | in
Managing Director, LOTS

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Key Features Used

Personalization

Tailored experiences within apps based on user behavior and preferences. Personalized home screen recommendations and dynamic in-app banners.

Omnichannel Engagement

Push notifications, SMS, and WhatsApp campaigns with dynamic, personalized content. Automated campaigns based on user lifecycle and behavior.

Gamification

Features like *Spin the Wheel*, *Scratch Cards*, and *Off-Site Surveys* were used to enhance user engagement.

Analytics and Insights

Revenue dashboards and engagement analytics for real-time performance tracking.

Journey Designer

Visual journey creation to map and automate user engagement at every stage

Net Promoter Score

Customer experience metric that measures customer loyalty.

LOTS' Objectives

Main Objectives

Enhancing Customer Engagement Through Gamification
- Objective: Boost user interaction and engagement with the brand through interactive gamification features like 'Scratch Cards', 'Spin the Wheel', and Off-Site Surveys.

- Key Metrics: Higher participation rates, increased activation post-gamification, and higher redemption of gamified rewards.

Leveraging RFM Modeling for Retention and Reactivation
- Objective: Identify customer segments (e.g., "At Risk," "Need Attention") and deploy targeted campaigns to retain high-value customers and reactivate dormant ones.

- Key Metrics: Improved retention rates, better conversion from RFM segments, and uplift in engagement within the 'About to sleep', 'Hibernating', 'Lost' and 'Need attention' segments.

Other Objectives

1 | **Increasing Customer Retention**
Use RFM insights to create retention-focused campaigns, such as incentives for repeat purchases.

Goal: Reduce churn and improve month-on-month retention rates.

2 | **Driving Cross-Sell and Upsell Opportunities**
Use RFM data to identify high-value customers who are likely to purchase products.

Goal: Increase product adoption across categories.

3 | **Boosting Brand Loyalty**
Foster loyalty through engaging gamified experiences and personalized offers, creating a stronger emotional connection with the brand.

Goal: Improve Net Promoter Score (NPS) and customer satisfaction ratings.

4 | **Improving Redemption Rates for Gamified Rewards**
Provide contextual nudges or reminders to users who have participated in gamified campaigns but have not redeemed their rewards.

Goal: Maximize conversions through gamification initiatives.

Challenges In
Driving The Objective

LOTS faced several challenges in achieving their goal. Some of these challenges are as follows:

Limited Customer Engagement and Interaction

- Objective: Boost user interaction and engagement with the brand through interactive gamification features like 'Scratch Cards', 'Spin the Wheel', and 'Off-Site Surveys'.

- Key Metrics: Higher participation rates, increased activation post-gamification, and higher redemption of gamified rewards.

Lack of Advanced Customer Segmentation Methods

- Challenges in identifying and targeting high-value or at-risk customers effectively.

- Lack of additional insights to better segment users for business growth.

Limited Data-Driven Campaigns

- Difficulty in leveraging data insights to create contextual, personalized campaigns that align with customer behavior.

- Absence of actionable insights to optimize campaigns and track ROI effectively.

Suboptimal Retention Strategies

- High churn rates among inactive or hibernating customers due to inadequate re-engagement efforts.

- Insufficient use of RFM modeling to target and convert at-risk segments effectively.

Manual Processes and Scalability Issues

- Manual campaign execution leading to delays and inefficiencies, especially for personalized and multi-channel strategies.

- Inability to scale campaigns effectively across growing customer bases.

Lack of Omnichannel Engagement

- Fragmented communication across platforms, resulting in inconsistent user experiences.

- Challenges in delivering unified messaging through push notifications, SMS, WhatsApp, and in-app notifications.

Why Did LOTS Pick WebEngage?

LOTS Wholesale Solutions subscribed to WebEngage to address key business needs, including:

❯ Enabling First Transactions

Driving first-time purchases was a priority, requiring personalized engagement strategies to convert users into paying customers.

❯ Reactivation of Dormant Customers

Revitalizing inactive or dormant customers by re-engaging them with contextual offers, promotions, and nudges.

❯ Personalized Communication

Delivering tailored messages that resonated with each user, improving relevance and engagement.

❯ Multi-Channel Engagement

Reaching users across various channels—email, push notifications, WhatsApp—ensuring consistent and timely communication.

❯ Data-Driven Decision Making

Using analytics to continuously refine campaigns and make informed decisions that drive better results.

❯ Enabling Scalable Growth

Automating and personalizing user journeys, enabling LOTS to scale their engagement efforts without losing quality.

❯ Retention

Focusing on keeping users engaged long-term with targeted re-engagement strategies and personalized offers.

❯ Gamification

Adding elements of gamification to increase user interaction and keep the experience engaging.
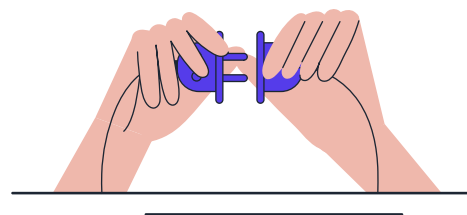
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"

WebEngage has been pivotal in transforming how we approach customer engagement at LOTS Wholesale Solutions. With advanced features like RFM modeling and dynamic personalization, we've been able to segment and target customers more effectively than ever before. The gamification campaigns have been a hit with our audience, driving both engagement and sales. The support and analytics capabilities offered by WebEngage ensure that we're always optimizing and achieving our marketing objectives. It's a platform I'd highly recommend to any brand looking to elevate its marketing game

Navni Jain | in
General Manager - Marketing, LOTS

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WebEngage In Action

1 | Wallet Share Optimization

Objective: Maximize the share of spending directed toward LOTS from existing customers

Strategy:

- Personalized Campaigns: Using WebEngage's Journey Designer, LOTS created highly personalized journeys that recommended products based on their RFM analysis.

- Channel Integration: Engaged users through multiple channels (push, in-app, SMS and WhatsApp) with consistent messaging, ensuring higher visibility and action rates.

Results:

13% Wallet share*
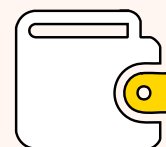
Wallet share = WebEngage's contribution to overall sales; calculated basis pre-onboarding vs post-onboarding WebEngage.

2 | Gamification: Scratch Cards and Spin the Wheel

Objective: Increase customer engagement, incentivize purchases, and drive brand loyalty through interactive experiences

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Scratch Cards

Implementation:

- Scratch Cards were integrated as part of post-purchase or engagement journeys. Users received virtual cards as rewards for actions such as completing a purchase or referring others.

- Rewards varied, including discounts, free products, or cashback credits, creating excitement and a sense of gamified loyalty.

- Engagement Strategy:

  a. Campaigns to announce Scratch Card availability were sent through push notifications and emails.

  b. Users were nudged to redeem rewards through timely follow-ups.

- Impact:

  a. Increased activation rates post-scratch campaigns.

  b. 154x ROI on these offers achieved through strategic reward allocations and redemption campaigns in August, and 137x in September.

Engagement Overview
Scratch Card

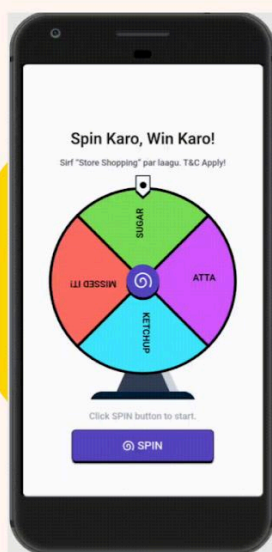| Impact		
Metric	Oct'24	Nov'24
View %	38%	31%
Spin %	67%	68%
Activations %	6%	10%
ROI (Offers)	57x	74x

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Spin the Wheel

Implementation:

- Deployed for engagement during specific campaigns, like festive seasons or product launches.

- Users spun the wheel to win dynamic rewards ranging from discounts to free shipping, incentivizing immediate purchases.

- Engagement Strategy:

- A series of reminder notifications ensured users completed the spin and redeemed their rewards.

- Rewards were tied to redeem freebies at their store.

- Impact:

    a. Boosted engagement metrics with over 10% activation rate.

    b. 74x ROI in November using gamification.

Engagement Overview
Spin The Wheel

Spin Karo, Win Karo!
Sirf "Store Shopping" par laagu. T&C Apply!

Click SPIN button to start.

SPIN

Impact		
Metric	Aug'24 {12th – 18th}	Sep'24 {5th – 15th}
View %	29%	7%
Spin %	68%	60%
Activations %	14%	10%
ROI (Offers)	154x	137x

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3 RFM Modeling for Retention and Reactivation

Objective: Segment customers based on Recency, Frequency, and Monetary value to drive tailored campaigns for retention and reactivation.

Implementation:

- LOTS used WebEngage's RFM modeling to divide customers into actionable cohorts such as *About to sleep*, *Hibernating*, *Lost* and *Need attention*.

Targeted campaigns were crafted for each cohort:

- About to Churn: Users who're on the last stages of dropping off as customers.

- Lost: For users who have significantly dropped off and are difficult to reach.

- Hibernating: For users who have been inactive for a period but are still within reach.

Results:

- M0 Retention improved by 10%, and M1 Retention by 11% post-RFM campaigns.

- Significantly reduced churn in the "At Risk" and "Hibernating" segments.

4 Journey Designer for Add-to-Cart Use Case

Objective: Address cart abandonment by creating an automated and personalized re-engagement journey.

Implementation:

- Step 1: If cart remains abandoned, send a nudge within 2 hours.

- Step 2: Add urgency in the final step with messaging. For instance, "Your cart is missing you.... you're one step away from delivery!"

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- Step 3: If the cart remains abandoned, send an exclusive discount offer within 48 hours.

- Step 4: Add urgency in the final step with messaging like, "Last chance! Your cart expires in 2 hours."

Results:
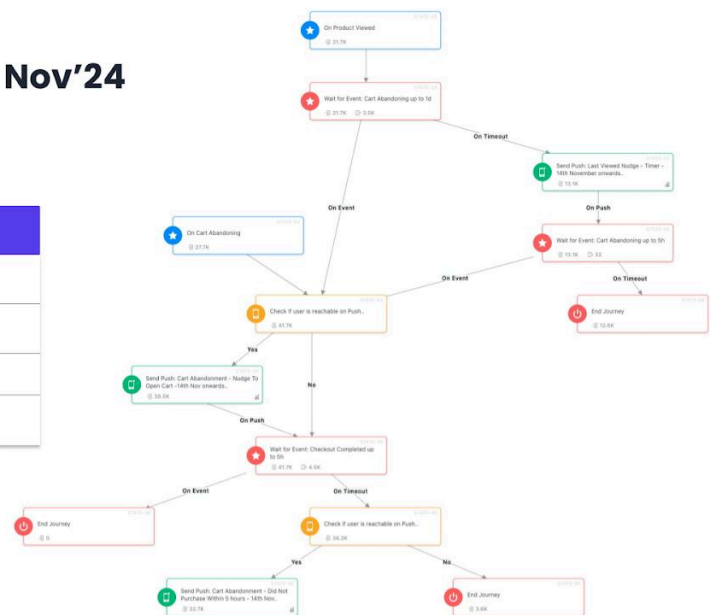
- Improved cart recovery rates and a 16.40% uplift in conversion rates through the automated journey.

Engagement Overview

Cart Abandonment Journey - Nov'24

Metric	Target	Control
Entries	44,453	1,498
Conversion Rate	10.18%	8.74%
Conversions	4,525	131
TG vs CG Uplift		16.40%

Add-to-cart Journey

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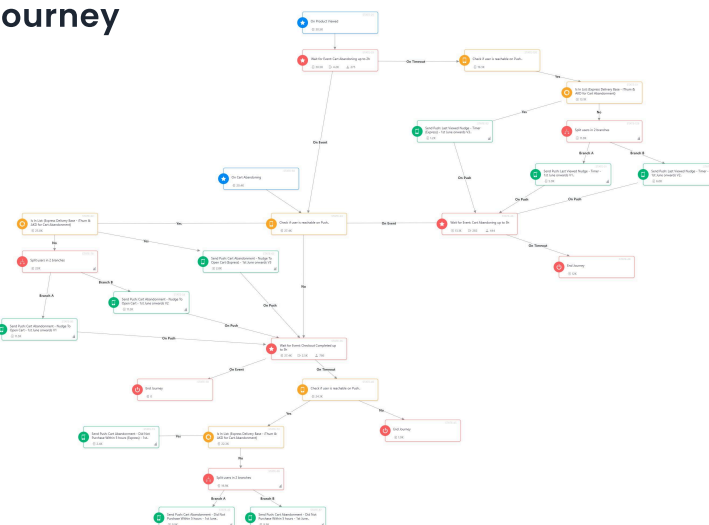
5 | Other Automation Journeys Ran Via the Journey Designer

- Loyalty Program Nurturing Campaign

- Free Handling Fee Automation

- NPS Journey

Loyalty Program Nurturing Campaign

Free Handling Fee Automation

Column 1
- If User is in segment or enters segment Current Month Order Count greater than.. — 2.6K
- Proceed from this block on Any Day between 05:00am - 11:55pm.. — 2.6K
- Check if user is reachable on Push.. — 2.6K
  - No
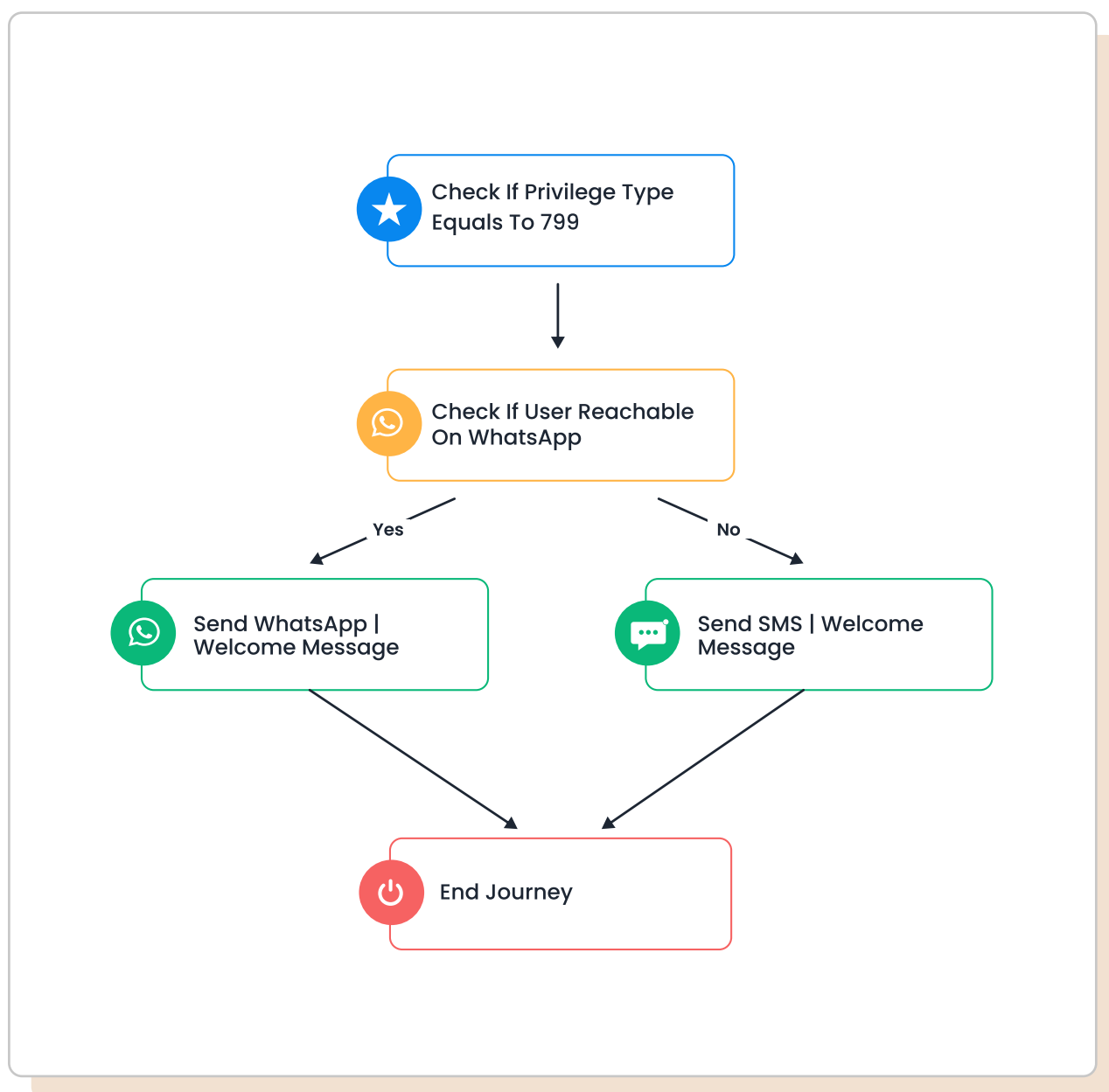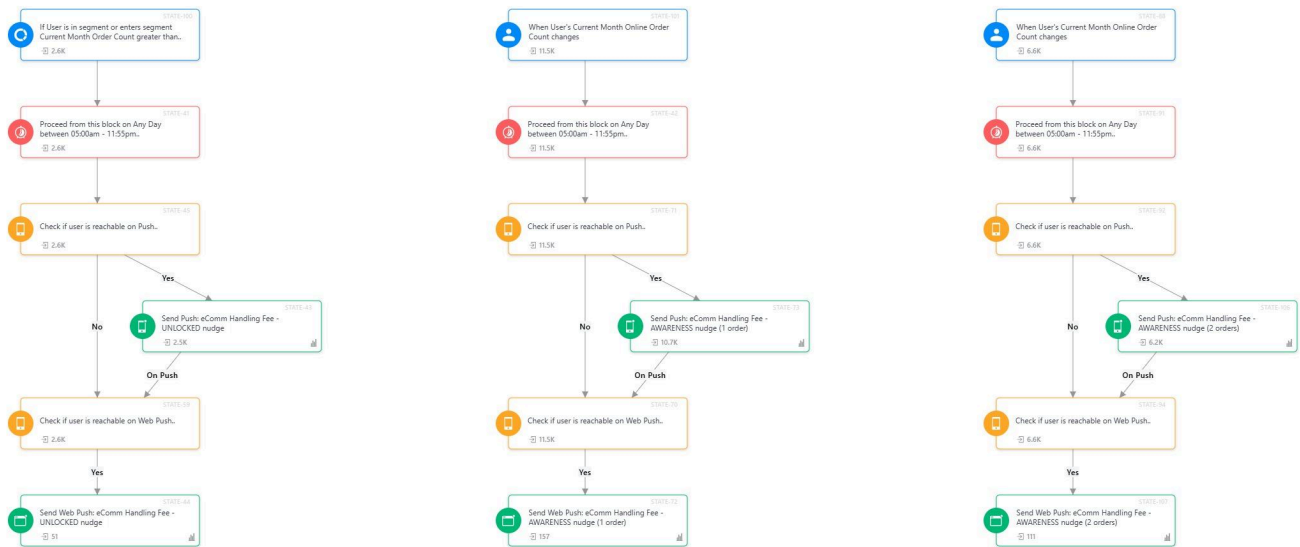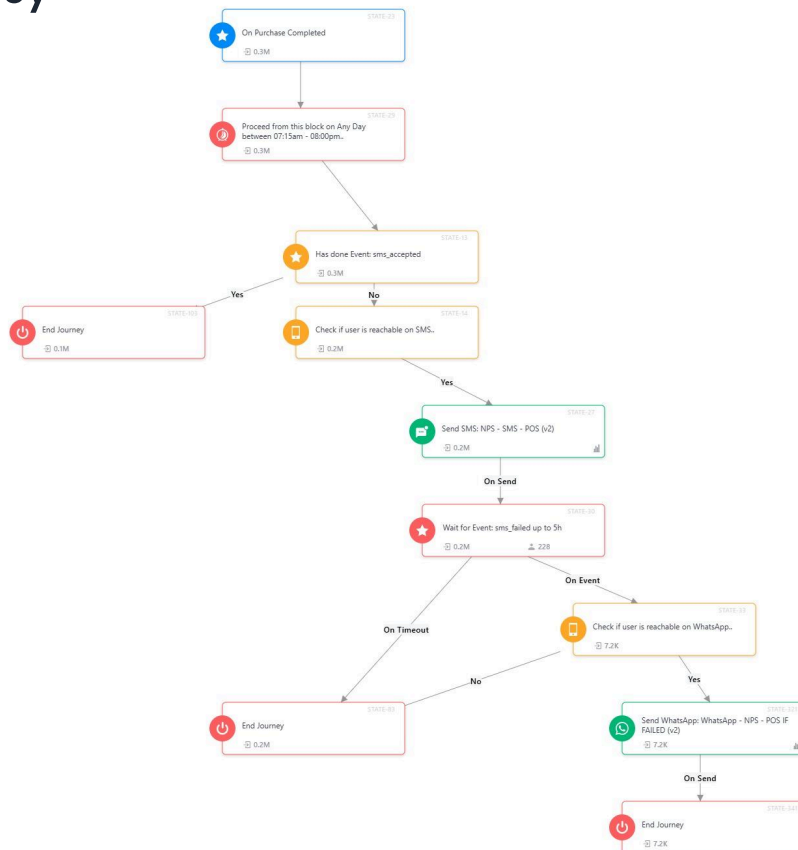 - Yes → Send Push: eComm Handling Fee - UNLOCKED nudge — 2.5K → On Push
- Check if user is reachable on Web Push.. — 2.6K
  - Yes → Send Web Push: eComm Handling Fee - UNLOCKED nudge — 51

Column 2
- When User's Current Month Online Order Count changes — 11.5K
- Proceed from this block on Any Day between 05:00am - 11:55pm.. — 11.5K
- Check if user is reachable on Push.. — 11.5K
  - No
  - Yes → Send Push: eComm Handling Fee - AWARENESS nudge (1 order) — 10.7K → On Push
- Check if user is reachable on Web Push.. — 11.5K
  - Yes → Send Web Push: eComm Handling Fee - AWARENESS nudge (1 order) — 157

Column 3
- When User's Current Month Online Order Count changes — 6.6K
- Proceed from this block on Any Day between 05:00am - 11:55pm.. — 6.6K
- Check if user is reachable on Push.. — 6.6K
  - No
  - Yes → Send Push: eComm Handling Fee - AWARENESS nudge (2 orders) — 6.2K → On Push
- Check if user is reachable on Web Push.. — 6.6K
  - Yes → Send Web Push: eComm Handling Fee - AWARENESS nudge (2 orders) — 111

NPS Journey

- On Purchase Completed — 0.3M
- Proceed from this block on Any Day between 07:15am - 08:00pm.. — 0.3M
- Has done Event: sms_accepted — 0.3M
  - Yes → End Journey — 0.1M
  - No → Check if user is reachable on SMS.. — 0.2M
    - Yes → Send SMS: NPS - SMS - POS (v2) — 0.2M → On Send
      - Wait for Event: sms_failed up to 5h — 0.2M — 228
        - On Timeout → End Journey — 0.2M
        - On Event → Check if user is reachable on WhatsApp.. — 7.2K
          - No → End Journey
          - Yes → Send WhatsApp: WhatsApp - NPS - POS IF FAILED (v2) — 7.2K → On Send → End Journey — 7.2K

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6 | Conclusion

Collaborative Exploration: LOTS and WebEngage are actively exploring advanced analytics and data science models to define more granular user personas and derived attributes for improved targeting.

Future Vision:

- Continued focus on driving deeper customer engagement and retention.

- Leveraging data insights to scale wallet share, refine gamification strategies, and enhance the efficacy of RFM-based campaigns.

Overall Impact

1. **Push Notifications:**

- Conversion Rate Uplift: 583x increase compared to pre-WebEngage campaigns.

2. **WhatsApp Campaigns:**

- Conversion Rate Uplift: 15x increase over the control group.
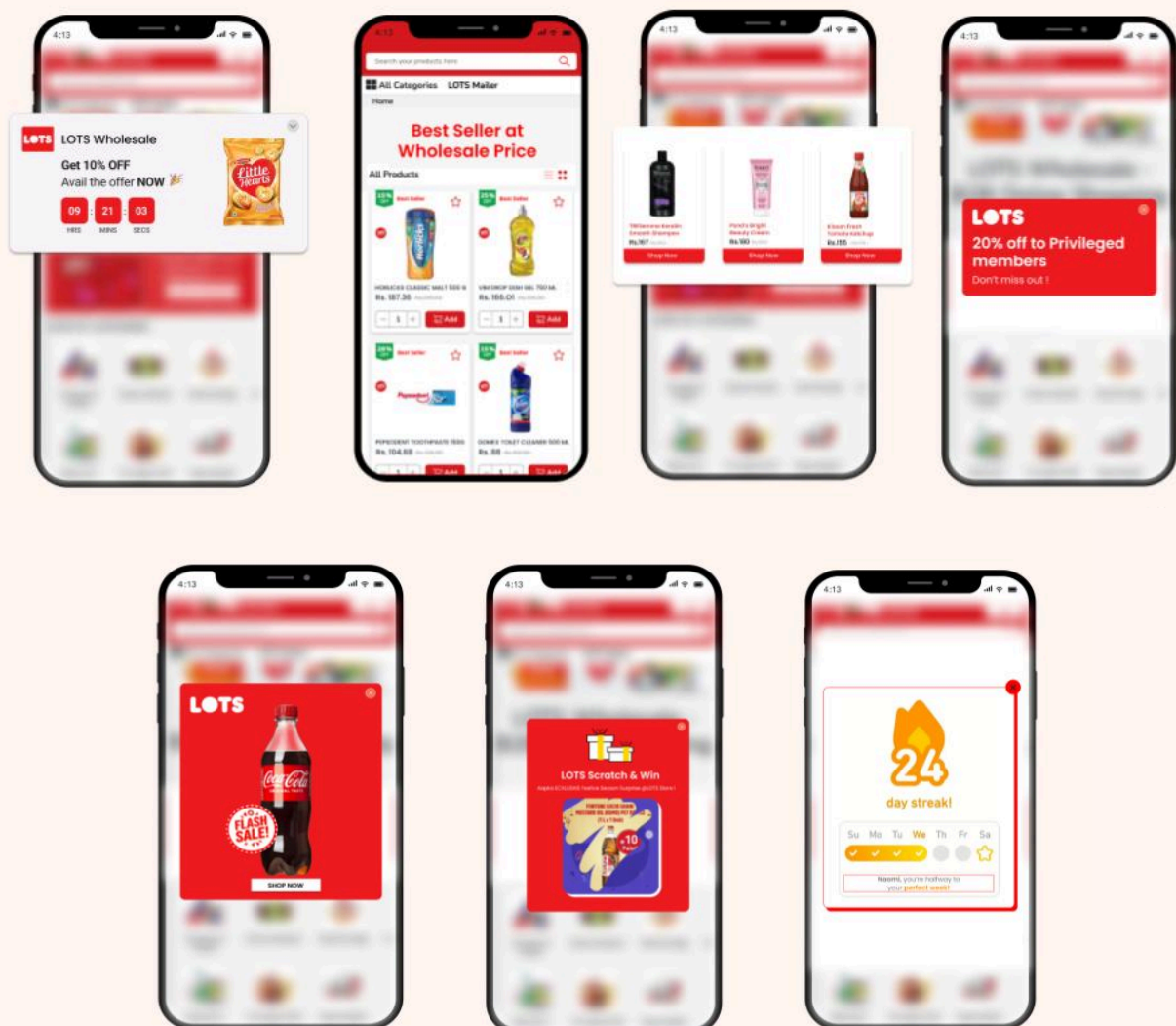
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Gamification Impact

1. Scratch Cards:

- Achieved an ROI of 74x with targeted Scratch Card campaigns.
- Increased engagement rates, with 68% participation from targeted users.

2. Spin the Wheel:

- Achieved an ROI of 57x, demonstrating the success of interactive gamification features.

Journey Designer

The Way Forward
For LOTS

The Way Forward for LOTS Wholesale Solutions with WebEngage.
Based on the Roadmap with WebEngage, here are the next steps for LOTS:

Driving In-Store Engagement with Geo-Fencing

Objective: Enhance customer experiences by delivering real-time, location-based personalized messages when customers are near or inside LOTS stores

Implementation: Create virtual perimeters (geo-fences) around retail stores. Trigger personalized push notifications or SMS when users enter or exit the defined area.

Examples:

"Hey [Name], you're near our store! Drop by for a complimentary coffee and exclusive deals."

"Our latest collection is in-store, just a few steps away!"

Transforming Retail Experiences with App Personalization

Objective: Tailor in-app experiences based on user behavior and lifecycle stages.

Features: Personalized Home Screens: Showcase relevant products, categories, or offers on the app's homepage.

Dynamic In-App Banners: Display custom banners with offers or updates based on demographics and purchase patterns.

Use Cases:

Recommend restocks to users who haven't shopped in months.

Offer personalized discounts for users based on their last store visit.

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Unlocking Retail Potential with Product Catalogs

Objective: Enhance customer engagement with dynamic and automated content leveraging the product catalog.

Key Use Cases: Personalized Product Recommendations: Suggest items based on browsing or purchase history.

Abandoned Cart Recovery: Automate reminders for users to complete their purchases.

Back-in-Stock Alerts: Notify customers when their desired items are available again.

Price Drop Notifications: Engage users with alerts about discounts on products they've viewed.

Advanced Campaign Strategies

First Purchase Incentives: Encourage users to make their first purchase quickly with exclusive discounts like "Your first 20% off is waiting!"

Feedback and Engagement Campaigns: Gather user feedback and reward them with coupons to strengthen loyalty.

Conclusion:

LOTS Wholesale Solutions is strategically positioned to elevate customer engagement and drive retail success with WebEngage's advanced capabilities. By integrating geo-fencing, app personalization, and catalog-driven campaigns, LOTS aims to deliver seamless, hyper-personalized experiences that maximize wallet share and foster customer loyalty. The focus remains on exploring innovative solutions and scaling marketing efforts for long-term growth.

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Use Cases

Still not convinced?

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

◆ **Communicate with users on critical touchpoints**

Develop an understanding of touchpoints like cart abandonment and product wishlisted and send communication accordingly, show intent to serve the customer better, and design better user and customer experiences in the long run. Enhancing user and customer journey mapping exercises also becomes a lot simpler.

◆ **Send product recommendations**

Show your users customized and relevant content through a catalog of recommended products that will further increase cart value, boost revenue, show brand consistency, and give a holistic, personalized experience.

◆ **Target users with location-based messages**

The key benefit of geotargeting is to increase customer experience through personalization. The user's product use and behavioral patterns/buying history give you an idea of the products/services they're looking for and what you can target them accordingly.

◆ **Increase cart value**

Create minimum order value for free shipping, selling complementary products, bundle deals, offers, etc., paves the way for users to increase their cart value and thereby provide higher revenue.

◆ **Cross-Sell or up-sell to boost course purchase**

Exposing your users to add-ons through attractive upsell/cross-sell opportunities will give them an experience of what you have to offer. Encouraging them to customize their packages through different offerings will enable them to relish a comprehensive experience and boost your revenue.

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Closing Testimonial

"

As a marketing manager at LOTS Wholesale Solutions, WebEngage has made my job incredibly efficient and impactful. Features like Journey Designer and the gamification tools, including Scratch Cards and Spin the Wheel, have enabled us to craft engaging customer journeys that truly resonate. The platform's omnichannel capabilities have been instrumental in ensuring seamless communication, driving higher conversions, and reducing cart abandonment. WebEngage doesn't just provide a tool; it provides a strategy to win. "

Rohan Kapoor | in

Senior Manager - Marketing, LOTS

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About WebEngage

WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. With a robust customer data platform, you can get a unified view of your customers, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

WebEngage goes beyond a marketing automation platform and powers user engagement for thousands of enterprise brands worldwide. It works across several industries, including E-Commerce, Edtech, Fintech, Foodtech, Media and 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.

With a mission to humanize the world's websites and apps, we now power over one billion messages sent daily to customers across 50+ countries and 20+ industries.

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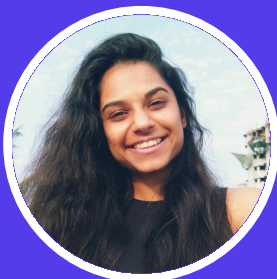
Senior Content
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Nishit Shetty | in

Manager, Community
& Customer Marketing
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