How Labayh Improved Conversion Velocity, Repeat Sessions & Long-Term Retention Using WebEngage

About Labayh

Labayh is one of the leading mental health and wellness platforms in the MEA region, connecting individuals with licensed therapists through fully confidential online sessions. Built with cultural sensitivity at its core, Labayh empowers users to speak freely with Arabic & English-speaking specialists through private chat, audio, or video sessions – anytime, anywhere.

Unique Selling Propositions

Culturally relevant mental health support with licensed regional specialists

Completely private and anonymous user experience

Multi-format therapy sessions (chat, voice, video)

AI-assisted therapist matching

Comprehensive emotional wellness tools, including 12+ free assessments

The Problem: Making Mental Healthcare Accessible, Private & Habit-Forming

The mental health ecosystem in the region lacked:

- Platforms built for Arabic-first audiences
- Safe, private, stigma-free therapy environments
- Consistent digital engagement to support long-term wellness
- Data-driven personalisation for diverse user needs

Labayh set out to change that – helping millions of individuals access therapy affordably, privately, and in a way that feels culturally understood.

Objectives at a Glance

Improve new-user activation and drive faster first-session conversions

Increase repeat-session frequency month over month

Strengthen long-term retention through emotional check-ins and mood tracking

Reactivate high-intent users who browse consultants but don't complete bookings

Reduce early uninstall rates and build sustained product habit loops

WebEngage in Action

Labayh partnered with WebEngage to build a complete lifecycle engagement system – focusing on personalisation, real-time nudges, and therapeutic continuity.

1. Faster Activation With Personalised Onboarding

WebEngage helped Labayh build multi-scenario onboarding journeys based on:

- **Mood assessment behaviour**
- **Time spent exploring consultants**
- **Session format preferences (chat/audio/video)**
- **Last action performed**

This reduced decision anxiety and guided users towards their first session faster.

2. Intelligent Conversion Journeys for Therapist Selection

Using behavioural triggers and funnel analytics, Labayh deployed journeys that activated when users:

Viewed multiple consultant profiles without booking

Clicked "Book Now" but dropped during payment

Added balance but didn't schedule a session

Contextual nudges – via push, in-app, and WhatsApp – reminded users of session benefits and improved clarity around consultant fit.

3. Recovery Flows That Reduced Payment Drop-Offs

Automated flows targeted users exiting at:

These behaviour-sensitive reminders meaningfully improved conversion velocity.

4. Building Emotional Habits Through Mood Tracking

Consistent check-in reminders encouraged users to log their mood, build self-awareness, and engage regularly with the app accelerating emotional routine formation.

5. Increasing Repeat Sessions With Post-Session Guidance

After every session, users received:

Therapist follow-up prompts

Gentle reminders to continue their journey

Guidance on when to schedule next sessions

This strengthened continuity and trust.

6. Dormant & Lapsed User Reactivation

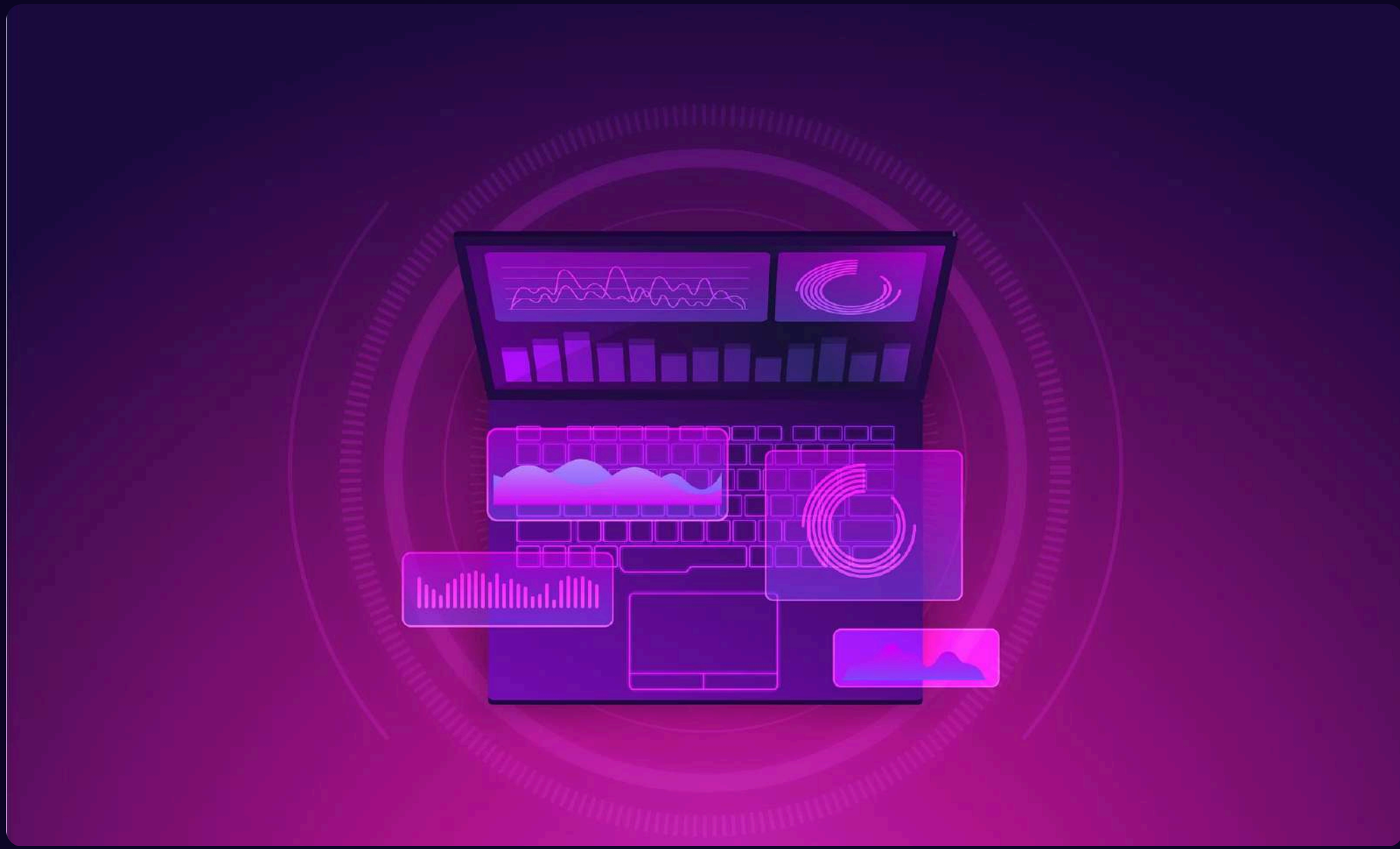
Labayh reactivated high-intent users through:

- Tailored win-back journeys
- Motivation-driven nudges
- Psychologically relevant reminders
- Personalised consultant suggestions

7. Uninstall Reduction Through Early Engagement

Early-stage reassurance messages reduced anxiety around therapy and improved app stickiness – cutting uninstall rates significantly.

Impact: What Changed With WebEngage



1. First Purchase Funnel Uplift (Signup → Payment Completed)

67%

Conversion rate improved

3.2hrs

Time to convert reduced

→ New users activated faster than before, reducing hesitation and speeding up their path to the first session.

2. Conversion Funnel Efficiency Improved (Consultant Clicked → Payment Completed)

10%

Funnel uplift

3.4hrs

Average time to convert reduced

→ Users found the right therapist faster and completed bookings with higher confidence.

3. User Return Rate Growth

5%

Session repeat uplift (M0)

7%

Session repeat uplift (M1)

23%

Session repeat uplift (M2)

→ Users returned more consistently, building healthier therapeutic routines.

4. User Rebooking Growth

3%	14%	45%
M0	M1	M2

→ A strong rise in long-term engagement and session continuity.

5. Mood Tracker Engagement Increased

12%

Monthly usage increased

→ Users adopted emotional self-awareness habits, improving product stickiness.

6. Uninstall Rate Reduced

31%

Early-stage uninstall rate dropped

→ Better onboarding, smoother journeys, and reassurance-led communication created higher trust.

7. Control Group Performance Uplift Across Core Journeys

80%

Uplift across key customer drop-off journeys

→ Demonstrates the strong impact of timely, reassurance-led communication in reducing friction and improving progression through critical moments.

Voices From the Labayh Team

> ***WebEngage strengthened our ability to support patients at the exact moment they need help.***
>
> *The platform helps us maintain privacy, understand behavior, and deliver the right message with cultural sensitivity. It's now a core part of how we improve lives at scale*
>
> – **Basim Albelad,** Founder, Labayh

> ***WebEngage made our engagement predictable and meaningful.***
>
> *The automation, segmentation, and funnel visibility helped us understand patient behaviour deeply and act quickly. It's improved every major KPI we track.*
>
> – **Mohammed Goda,** Growth Marketing Manager, Labayh

From Our Growth Consultants

> *Working with Mohamed Goda has been one of the most seamless and high-impact collaborations we've executed. His deep product and TAM understanding enabled precise, relevant, fast-moving initiatives – and the results show it.*
>
> – **Rohan Ratna**, Sr. CSM, WebEngage

Why This Worked

Because Labayh shifted from:

From: One-size-fits-all messaging

To: Personalised emotional guidance

From: Manual reminders

To: Automated, behaviour-led journeys

From: Stagnant funnels

To: Continuous funnel optimisation

From: Standalone channels

To: Multi-channel orchestration

WebEngage became a core growth engine, aligning patient needs with operational efficiency.