

How Laverne Built a Data-Driven CRM Engine to Drive Customer Engagement

Laverne is a premium fragrance brand with a strong digital presence in KSA. With consistent customer interest and brand affinity, Laverne had built a strong foundation for growth.

The next opportunity was to deepen customer relationships by making engagement more relevant, timely, and personalized across the customer journey.



Unlocking CRM Potential Beyond Campaign Execution

Strong Customer Engagement. Limited Lifecycle Personalization.

Despite strong brand equity and consistent traffic, Laverne's CRM potential remained untapped.

Customer communication was largely driven through campaigns, creating an opportunity to build a more structured engagement approach through:

Deeper customer segmentation

Behavioral targeting

Automated lifecycle journeys

Better visibility into CRM contribution

The goal was to move from campaign-led communication to a customer-led engagement model.

Building Personalization Around Customer Signals

Turning Customer Behavior Into Relevant Engagement

WebEngage helped Laverne build a stronger CRM foundation by combining customer insights, segmentation, and multi-channel engagement.

The approach focused on:

1

Behavior-based segmentation

Customer groups were created based on engagement patterns, intent signals, and lifecycle stages to enable more relevant communication.

2

Channel orchestration

Laverne activated multiple engagement channels including WhatsApp, Email, Push, and Onsite to reach customers across key touchpoints.

3

Performance visibility

Campaign performance and CRM contribution were tracked to identify what drove customer engagement and business impact.

4

Journey foundation

The platform enabled Laverne to build the foundation for automated customer journeys across important lifecycle moments.

Scaling WhatsApp-Led Customer Engagement

Building Direct Conversations With Customers

WhatsApp became a key growth channel for Laverne's CRM strategy.

Through improved targeting and channel activation:

979%

WhatsApp performance
grew QoQ

78%

WhatsApp contribution of
channel mix

This enabled Laverne to engage customers through a more direct and high-intent communication channel.



Improving CRM Contribution Through Relevant Engagement

From Customer Reach to Customer Value

The CRM framework helped Laverne improve the effectiveness of customer engagement initiatives.

27.8%

CRM contribution

5.3% to 27.8% increase in CRM contribution

804.5%

QoQ growth

QoQ growth in campaign-attributed performance

+1.86

SAR ARPU uplift

Among targeted users compared to control groups

These improvements demonstrated the impact of more relevant customer communication and stronger audience targeting.



Building the Foundation for Always-On Customer Journeys

Moving Beyond Promotional Campaigns

With the CRM foundation established, Laverne is expanding towards automated lifecycle engagement.

Key journey opportunities include:



Browse abandonment



Product abandonment



Checkout abandonment



Category-based engagement



Dormant customer reactivation



High-value customer journeys

This enables Laverne to move from one-time campaign moments to continuous customer engagement.

The Impact of CRM-Led Growth

Laverne strengthened its customer engagement approach through:



Improved CRM contribution



Stronger WhatsApp-led engagement



More structured customer segmentation



Better visibility into campaign performance



A foundation for scalable lifecycle automation

WebEngage helped Laverne build a more data-driven CRM model focused on relevance, personalization, and long-term customer engagement.

LAVERNE

The Brand Team Talks



We wanted CRM to become a stronger growth lever for Laverne, with better use of customer data, clearer segmentation, and more relevant engagement. WebEngage gave us the foundation to move toward a more structured, data-driven approach and understand the impact CRM was creating across the customer journey.

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