

## Filipino Healthtech Company **MedsGo** Boosts Order Placements By **22%** With The WebEngage Startup Program

Industry	Founders	Founded in	HQ
Healthtech	Alex Goryainov and Yulia Kachalina	2023	Philippines

## About **MedsGo**

**MedsGo** is revolutionizing the way Filipinos manage their health. This innovative offline and online pharmacy offers a convenient alternative to traditional drugstores.

MedsGo puts a vast selection of medicines at your fingertips, allowing customers to browse & order prescription and over-the-counter medications from the comfort of their homes.

MedsGo ensures their customers receive the medications they need regardless of the location. Their nationwide medicine delivery service gets any order straight to the customer's doorstep, saving them precious time and effort.

MedsGo prioritizes customers' wellness by partnering exclusively with licensed distributors. This guarantees the authenticity and quality of all the medications they deliver.

Beyond delivering medicine, they strive to be a comprehensive healthcare resource. Their platform offers informative articles and helpful guides on various health topics, empowering customers to make informed decisions about their well-being.



"Thanks to the WebEngage Startup Program, since our partnership, we've simplified our customer journey, created personalized campaigns, and reduced product drop-offs more effectively, resulting in increased revenue. WebEngage remains our top-tier brand, and we look forward to a continued successful partnership."

**Alex Goryainov** |   
CEO and Co-founder, MedsGo

## Key Features Used



Email



Web Push



On-site Notifications

## Company's Objectives



To build an omnichannel platform for their customers, where they can bring value to them at every point—**both online and offline.**

**MedsGo wanted to leverage a marketing automation platform to**

- Boost its users engagement
- Increase the number of campaigns and communication with users
- Drive up the number of transactions
- Reduce the user drop-offs in the transaction funnel

# MedsGo's Challenges In Driving The Objective



Navigating product purchase flow from offline stores to online stores



Bridging the gaps in the user's journey through maximizing touch points, thereby reducing the drop-offs



Increasing transactions by sending personalized campaigns to drive user engagement, thereby leading to retention



Using and monitoring segmented campaigns to prompt users to buy more, thereby increasing overall revenue

## MedsGo's collaboration with WebEngage Startup Program

With a retention-first approach, MedsGo sought a marketing automation platform to help solve its user engagement and retention needs. That's when it came across the **WebEngage Startup Program: Southeast Asia Cohort**, which not only provided access to the WebEngage tool along with free credits but went a step beyond by providing the right support and guidance via a dedicated retention consultant to implement the best strategies. Being an early-stage startup, this helped MedsGo see transformative results with WebEngage's guidance.

# Leveraging the WebEngage platform

- ✓ Using a platform like WebEngage was important for MedsGo to improve its user engagement and boost the number of transactions.
- ✓ At each stage in the user's lifecycle, there are touch points to help reduce user drop-offs and send targeted campaigns to increase their overall revenue.
- ✓ Moreover, since WebEngage is an integrated tool, the Customer Data Platform (CDP) can help consolidate data, making it easier to monitor user behavior on the online store.
- ✓ MedsGo also needed to create custom events to track user activity and improve engagement; using WebEngage as a marketing automation platform has formed a holistic solution that satisfied all their needs.

## WebEngage In Action

### KPI & Business Outcomes:

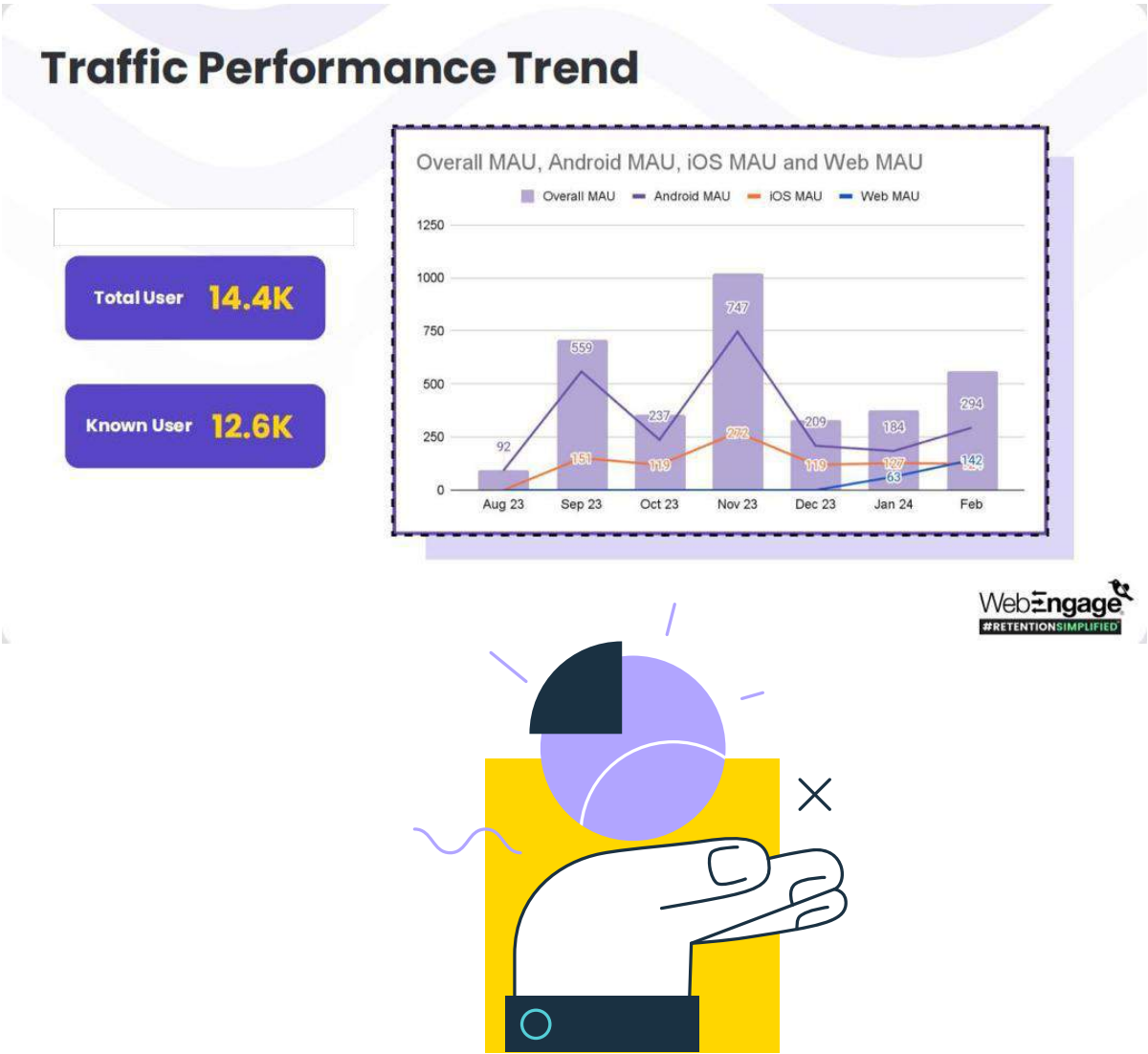
Based on MedsGo's initial objectives, their focus has been increasing user engagement and transactions. Over the past six months, they have observed a significant increase in engagement metrics, including a **16%** boost in email open rates and a **31%** boost in user sign-ups. With continuous tracking and improvement in communication strategies, MedsGo focuses on providing a superior customer experience.

Regarding transactions, they have seen growth in metrics such as **'added to cart'** and **'order placed,'** with an average conversion rate of **21%** and **22%**, respectively. These conversion rates notably exceed industry benchmarks, typically ranging from 2.1% to 3%.

Use case	Conversion	Benchmark
Added to cart	21%	2.1% - 3%
Order placed	22%	

### Platform Adoption:

The team successfully implemented multiple use cases, such as welcoming new users, churn prevention campaigns, Checkout completion, add-to-cart campaigns, and cross-sell and upsell. Additionally, they have integrated three channels seamlessly—Email, Web Push, and On-site notifications—resulting in a healthy **adoption rate of 80%**.





## Overall Impact:

- ✓ Currently, MedsGo boasts a total user base of 250K, with 105K Monthly Active Users (MAU). The upward trend in MAU indicates positive growth in alignment with its strategic objectives.
- ✓ While on-site notifications have emerged as the leading driver of conversions on the channel performance front, email continues to demonstrate consistent engagement and conversion rates.
- ✓ In terms of the transaction funnel, the team successfully reduced drop-offs from "*Product Viewed to Added to Cart*". January 2024 witnessed a 37% increase in users proceeding from product views to adding items to their cart, indicating the efficacy of their 'add to cart push' journey.



# Here's how MedsGo implements its checkout journey via WebEngage dashboard:

MedsGo effectively targets and encourages users who have added items to their cart but have not completed the checkout process. This proactive approach ensures a seamless shopping experience while maximizing conversion rates. MedsGo uses communication channels, **like on-site notifications and emails**, to engage with users.



## **Onsite Notification for Prompt Checkout Completion:**

Upon placing an order, if a user hasn't completed the checkout within 30 minutes, MedsGo triggers an onsite notification, strategically nudging users to finalize their purchase.



## **Segmented Targeting for Enhanced Effectiveness:**

MedsGo targets two distinct segments:

- Users who **have viewed** the web push notification.
- Users who **haven't seen** the web push notification yet.



## **Consecutive Email and Onsite Notification Campaign:**

Both segments receive a series of emails and on-site notifications designed to incentivize checkout completion:

- **First Email:** Users receive an email showcasing the products added to their carts, along with a compelling call-to-action to complete the checkout process.
- **Second Email (24-hour delay):** A follow-up email is triggered, offering additional discounts and promo codes to entice users further to proceed with their purchase.
- **Onsite Notification (3-day delay):** Users who still haven't completed their checkout receive an onsite notification alerting them about limited stock availability for the medicines in their cart. This sense of urgency prompts users to take action, resulting in over **22% uplift in orders placed**.

## Top Campaigns:

Over the past six months, the team has executed numerous campaigns with two standout performers:

- **'Add to Cart' Push Journey:** This campaign delivered 1.6K messages and achieved a conversion rate of 12.7%. Audience testing revealed a significant difference in conversion rates between the test and control groups, indicating the campaign's effectiveness.
- **Valentine Campaign:** The Valentine's Day email campaign resulted in a revenue of 12K Pesos. With an ROI of 367 times, this campaign proved highly profitable, underscoring the value of monthly and seasonal email campaigns.



## The Way Forward for MedsGo

- On a product level, the team aims to leverage WebEngage's personalized campaigns to ensure the right communication with its customers and increase retention.
- The team also wants to increase the transaction funnel by retargeting inactive users with email, web push, and on-site notifications.
- Product purchases from offline stores can improve by integrating the customer's offline data with WebEngage's first-party database, leveraging the underutilized data.
- On a company level, MedsGo wishes to improve further its current conversion rates for the number of orders placed by another 3% in the coming months.



# Use Cases

Not convinced? Here are some use cases you can implement using the WebEngage dashboard:

- ✓ Convert your visitors into buyers with effective lead-capturing mechanisms using intuitive on-site surveys to capture your visitors based on their interests or targeting them via Facebook or Google ads using the WebEngage dashboard increases your chances of converting more of your web visitors.
- ✓ Abandon journey (preventing drop-offs)  
The more people see your site, the more potential customers you will have. The number of people who stay on your website beyond just visiting and dropping off increases the value of those customers. The number of visitors to your website becomes the number of opportunities your business has to give an impression, generate qualified leads, share your brand, and build relationships, thereby leading to selling your product/service, gaining new clients, and helping grow your business.
- ✓ Nudge users towards repeat purchases.  
It is common knowledge that repeat purchasers spend more on your business or website, are easier to sell to, promote your business, and help you build customer retention rates. Who wouldn't want that?
- ✓ Send reminders for upcoming bookings (experiences, hotels, flights, etc.)  
There are always a bunch of experiences to sell to the user. Remind your users that your services exist among a sea of other services that many may provide and that you stand out from the crowd, emerging as a winner in world-class travel.
- ✓ Drive more conversions through AI-based recommendations.  
Show your users customized and relevant content through a catalog of recommended products to increase cart value, boost revenue, show brand consistency, and give a holistic, personalized experience.

# About the WebEngage Startup Program



WebEngage Startup Program is a growth accelerator for early-stage consumer startups across the globe. Since its inception in 2020, the program has helped over 300+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth \$25000, and dedicated customer success.

The platform enables startups to deliver an exceptional customer experience and build customer loyalty, increase the Customer Lifetime Value (CLTV), and lay the foundation for retention-led growth from day one, paving the way for creating sustainable business.

Ready to supercharge your startup's growth?

**Apply Now**

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