

Mero School witnesses a **2x MoM** increase in MAU through In-App Campaigns and Push Notifications

Key features used

- Journey designer
- Push notifications
- Emails

HQ

Kathmandu,
Nepal

Industry

Edtech

Founders

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Founded

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WebEngage helped us reach our customers quickly and target the right audience to grow our company and appropriately engage them holistically. The onboarding is seamless, and the customer support from the WebEngage team is beyond par. We wish them all the best, and can't wait to see what features they bring for our perusal in the near future.

Jolly Amatya

Chief Executive Officer, Mero School





About Mero School

Online learning is a mission.

India has a thriving base for edtech. However, Nepal saw its first advent into the edtech sectors only during the pandemic's beginning. The mindset in the country still perpetuates the idea of technology being a boon and not a bane to children's education. Hence, encouraging people to use an online platform becomes difficult. But the mindset has been changing, slowly but surely, over the past two years because of the pandemic. And this is where **Mero School** stepped in.

Mero School is an online learning app that provides video classes covering every base intended for school and bachelor's level curricula, like Engineering, Management, Science, and various language classes. The school bases its standards on the Nepal government's curriculum and believes all students should have access to high-quality learning experiences.

Developed by IT company Asterisk Technology, their focus is only on Nepal, aiming to teach and transform technology in quality and distance education. They provide students with multiple online opportunities to further their education and acquire the knowledge they need in their courses. The education and courses they provide are in Nepali and are available at very affordable prices along with multiple offers, thereby paving a pathway to cater to the rural areas of Nepal.

With interactive and engaging video content, Mero School strives to enhance the conventional way of learning through high-quality distance education. It supports better learning and understanding with rigorous online learning opportunities.

Objective

To increase the user base, engage with them, and build a strong foundation for customer retention.

Challenges

- Increase awareness about the brand among the general public
- Lack of the right tools to onboard end-users and engage with them
- Inability to convert unknown users and unlock their full potential

Why WebEngage

WebEngage was the first among its competitors to reach out to Mero School to promote and build its business. It provided the perfect platform for omnichannel marketing, push notifications, and email marketing. WebEngage possessed the necessary capabilities to help Mero School reach unknown users and help convert them to known users, which was a significant hurdle for Mero School.

As an object to proliferate online teaching, retaining users was always vital for Mero School, and so was hyper-personalization. The primary reasons why the school picked WebEngage's services.

WebEngage in action

WebEngage was the first digital marketing platform for Mero School, which onboarded us from the get-go, having already seen the journey through Merolagani.

With the help of thorough in-app campaigns and push notifications, the brand saw an increase in engagement, win-back purchases, and, consequently, revenue.

It saw a rapid increase in first-time user conversion since retaining customers was their North Star metric.

1. Expanding user base with email campaigns

Earlier, they had 30K known users. The number soon skyrocketed to a whopping 120K known and unknown users with the help of email engagement.

2. Engaging with push notifications

They could also track unknown users, see their journey and convert them accordingly if they allowed push notifications. They could also leverage push notifications to target (reachable) unknown users on their platform for a successful sign-up.

3. Win-back campaigns

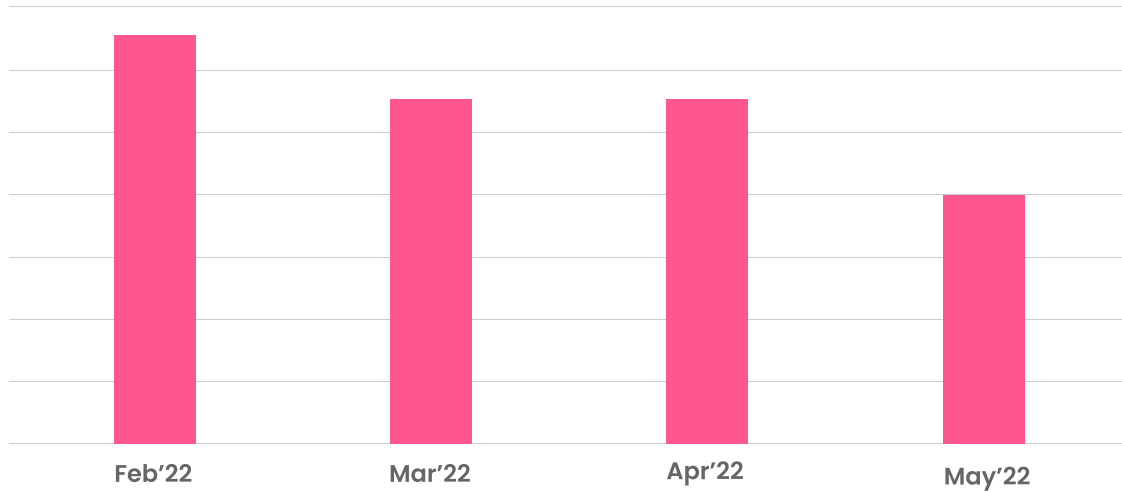
With the help of multiple solutions provided by WebEngage, win-back campaigns helped Mero School retain and engage with existing customers.

4. In-app personalization campaigns

Boosting engagement was the main target for in-app campaigns run by Mero School for successful engagement with end-users.

Analytics

Occurrences



The WebEngage Impact

80% ▲

increase in unknown-to-known conversion user base since inception.

Use Cases for your Edtech business

Does Meroschool's success story inspire you? Here are some Edtech use cases you can implement using WebEngage.



Improve student attendance and maximize video consumption

Understand engagement trends across different course modules and times of the day and bring more students to your live video classes. Contextual messages have emerged as rocket fuel to increase viewership, improve attendance to your live classes, and ultimately the bottom line.



Accelerate your free-to-paid conversions

Identify 'premium students' from your vast top-of-the-funnel and help them understand the full range of your product's capabilities and value to fasten the adoption of paid subscriptions amongst your free users by 20%.



Build a wholesome onboarding experience for your subscribers

As teachers and students come up to speed with your product through experiential learning, te builds their confidence, cuts down on service calls by up to 33%, and increases adoption by 40%.



Boost course completion rates with less effort

Users start their tests/courses but don't complete them. Onsite gamification, real-time parent-teacher communication, and keeping parents involved with nudges about their children's absenteeism minimizes the course drop-off rates by 20%.



Motivate your dormant students with one-to-one engagement

Solve for lack of motivation and bring users back to your platform. Execute contextual multi-channel and value-driven campaigns to revive your churning user base by about 15% within three months.



With multichannel targeting capabilities in a single platform, WebEngage has helped us identify the right opportunities for growth and act upon them to deliver an end-to-end holistic experience to our students and customers.

Manish Kumar Sah
Project Manager, Mero School



Loved the Case Study?

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WebEngage is a new age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience. The platform helps brands drive more revenue from existing customers and anonymous users across ten communication channels. 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, Online Retail. The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, and many more.

For more information, visit webengage.com or follow WebEngage on Twitter and LinkedIn.



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