Merolagani increases its total user base from **8.9L to 35L through WebEngage's conversion tactics**

Key features used

- Push notifications
- Email marketing
- SMS

HQ	**Industry**
Nepal	Fintech
Founders	**Founded**
Atit Lal Shrestha, Sandeep Jalan	2011

"

WebEngage helped us channel our communication effectively with its Journey Designer. We created automated, multi-channel workflows that increased ROI on inbound traffic and reduced search drop-offs across channels. Moreover, engagement with the app audience through In-app and Web push for the website proved an excellent asset. It has increased the engagement time matrix and positively affected our overall business numbers.

Jolly Amatya | in

Chief Executive Officer, Merolagani

About company

Merolagani provides its end users with live stock quotes, news, announcements, annual and quarterly reports, analysis, and portfolio management tools. They aim to spread financial literacy, information, and training to the general public about the scenario of the share markets in Nepal and the NEPSE.

Merolagani is a part of Asterisk Technology, an IT company promoted to build systems for the Nepalese capital market. The financial company intends to achieve transparency and clarity through a customer-centric approach, in which the customer's business objectives enjoy top priority. In a nutshell, they don't intend just to market and sell their products and services but also to provide the best services and products that enable their customers to optimize their output and assist in attaining their goals and objectives.

Merolagani also poses as a media platform for news pieces related to the share market, corporate, automobile, and other sectors.

They have six primary services:

1. Portfolio tracker
2. Analyze market
3. Analyze watchlists
4. Newsletters published
5. Technical lesson and analysis
6. Suggestions for what's good to buy and sell

USPs:

- Accuracy of information provided
- More than 80% of its predictions are accurate
- The user base of Merolagani - 36 lakhs of repeat engagers (known and unknown users)

WebEngage

Objective

To increase the active user base by retaining dormant users and sending campaigns to educate general people.

Challenges

After the share market crashed, fewer people wanted to keep up-to-date with news/information related to stocks, hence:

- Getting people to engage with push/email notifications was hard
- Incentivizing people to engage with the brand became a task, and
- Retaining dormant users and working with their portfolios turned out to be a hurdle

Why WebEngage

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

Retention was always vital for Merolagani, and so was hyper-personalization, another plus point due to which the financial platform picked WebEngage's services.

Solution

WebEngage was the first marketing platform in use for Merolagani. The fintech brand was able to engage with the rural audience after onboarding WebEngage. Trying to reach tier 2 and tier 3 areas has always been a task, but by leveraging the dashboard analytics, journey designer, and A/B testing, Merolagani could crack through the shell.

WebEngage
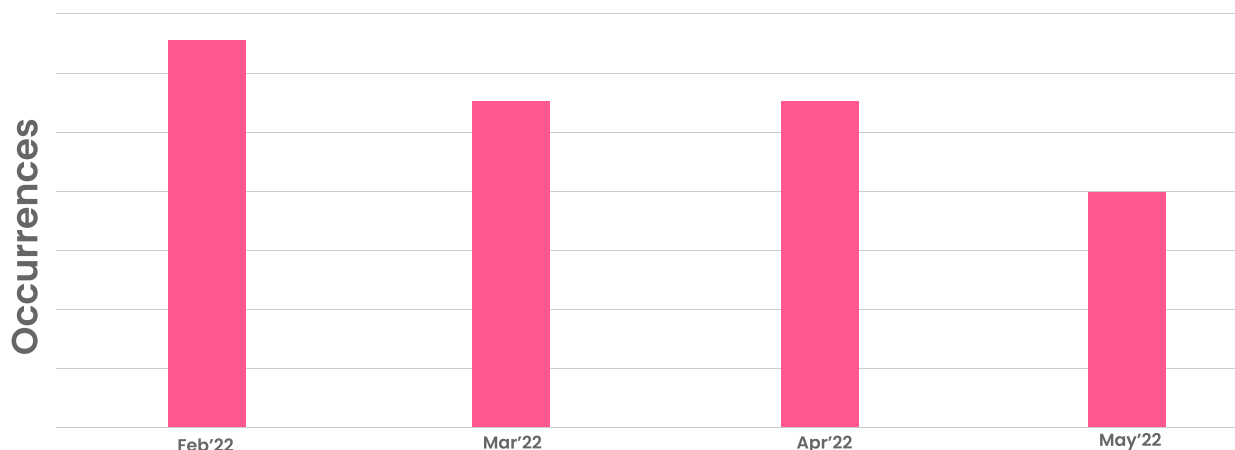
Moreover, <u>known and unknown users</u> saw good engagement and conversion rates.

There was increased engagement time on the website and a sharp increase in reactivating dormant users/unknown users.

They were able to track known and unknown users, understand the journey (through Paths), and devise a conversion strategy.

Impact

40%

win-back rate in the first month

Increase in the total user base, going from **8.9L** to

35L ▲

since Oct 2021

WebEngage

Use Cases for your Fintech business

Does Mero Lagani's success story inspire you? Here are some Fintech use cases you can implement using WebEngage.

Maximize cross-sell opportunities with portfolio-based profiling

WebEngage's CDP gives you a 360-degree view of your investor's risk appetite. Use this information to drive cross-sell and up-sell campaigns.

Automate important communication at each lifecycle stage

Keep investors informed with relevant messages, including SIP renewals through a series of omnichannel sequences, delivered at the most opportune time.

Drive Platform Activation with Highly Personalized Communication

Map out the investor journey from KYC completion to the first investment, send highly personalized communication, and boost revenue by 30%.

Improve Investor Retention Rate with Event-based Triggers

Retain investors through wealth persuasion campaigns, encouraging investments, and increasing conversions.

> " Win-back and renewal campaigns have contributed significantly to our overall revenue and have improved our North Star Metric, i.e., conversion rates. We are glad we onboarded WebEngage and got to see the best of their features. WebEngage enabled us to realize our mission to reach out to a wide range of customers and engage them holistically.

Ricky Singh | in

Head Sales and Training, Merolagani

WebEngage

Loved the Case Study?

Get a free product walkthrough. Talk to our automation experts for custom solutions.

Schedule my free demo

WebEngage

WebEngage is a new-age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, and orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience. The platform helps brands drive revenue from existing customers and anonymous users across 10+ 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, and Online Retail. The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, etc.

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

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