



Metro Shoes X WebEngage | Turning Product Discovery into a Conversion Engine

Metro Shoes, a flagship brand under Metro Brands Ltd., has been a trusted name in Indian footwear for decades. Known for its blend of heritage, style, and accessibility, Metro serves millions of customers across India through its expansive retail and growing digital footprint.

As digital traffic scaled, the objective sharpened: make product discovery as intelligent as the catalog itself, so users find the right fit faster, and intent converts more consistently.

The Reality

Metro had data. Transactions were flowing. Campaigns were running.

What the team needed was a definition and a decision-ready structure to align exposure with intent across categories, cities, and value cohorts.

As acquisition channels scaled, the top of the funnel expanded rapidly, setting the stage for deeper engagement and more refined conversion efforts.

That's where WebEngage came in.

WebEngage acted as a CDP combined with an insights engine, stitching together the signals that matter for discovery and conversion:



User identifiers

Phone numbers, email IDs



Behavioral signals

Browsing activity, purchase history



Affinity signals

Category interactions, product preference patterns



Value signals

AOV bands, purchase frequency, recency

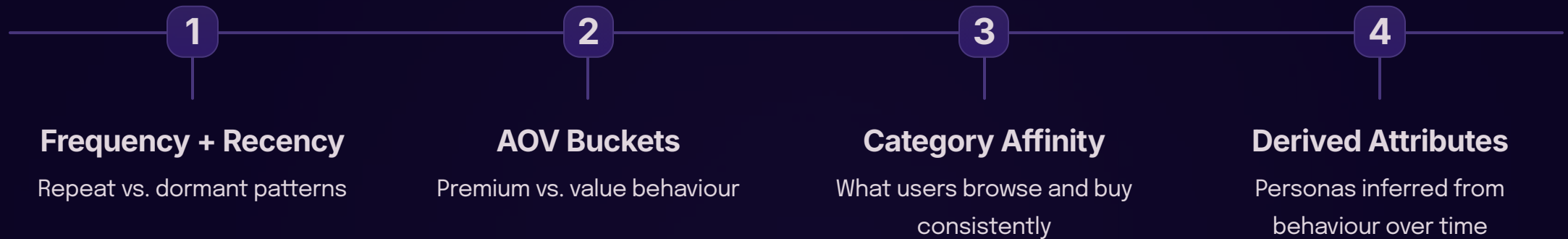
The Outcome

This created dynamic user profiles and actionable cohorts, which Metro could activate across journeys, onsite nudges, and channel strategy.

From Data Points to Defined Users

Once the core signals were unified, the next step was making the database usable for decisions, who to engage, what to show, and when to push.

WebEngage helped Metro turn raw activity into interpretable segments using:



With this, every user moved beyond "identified" to "understood."

The Cohorts Metro Activated



This segmentation layer became the foundation for city-led discovery, affinity-based recommendations, and sharper journey targeting—so exposure matched intent across the funnel.

Categorical Intelligence at Scale

Metro's catalog diversity required categorical clarity.

Through analysis of user buying and browsing patterns, WebEngage mapped:

-  **Category Depth**
Which categories users interacted with most
-  **Range Sensitivity**
Which product variations users preferred
-  **Cross-Category Migration**
How users transitioned between different product types
-  **Seasonal Spikes**
Understanding when to elevate specific products

This enabled product-specific exposure rather than blanket merchandising.

❑ Users browsing formal shoes were not interrupted with festive-heavy pushes.

❑ Athleisure explorers were not led into premium occasion wear by default. The journey aligned with user behaviour.

Need help finding your next fit ?

Browse our trending Collection now



Best Seller

Best Seller



New Arrival

Party



Sale

On Sale



City-Level Segments & Inference Modelling

One of the strongest analytical layers emerged at the city level.

Behavioural clustering revealed that product engagement patterns varied significantly by geography.

Example: Mumbai users showed consistently higher interaction with Kolhapuris.

This insight did two things:

1 Elevated Exposure

Existing Mumbai users received elevated exposure to Kolhapuris.

2 Earlier Introduction

New users entering from Mumbai were introduced to Kolhapuris earlier in their browsing journey, based on aggregated behavioural inference.

Right exposure began at the first visit.



Affinity-Based Recommendations

Recommendations were driven by:



Past Purchases



Category Depth of Browse



Cross-Sell Patterns



AOV-Based Segmentation

- Premium buyers received curated higher-value recommendations.
- Frequent buyers were nudged toward complementary categories.
- High-intent sessions triggered sharper product suggestions.

Every recommendation carried behavioural logic.

Recent items Viewed

User ID +918xxxxxx517

Men Elephant Casual Clogs



Men Brown Casual Slippers



Men Brown Casual Slippers



Channel Efficiency as a Revenue Lever

Behavioural intelligence extended into channel governance. Analysis revealed performance asymmetry:

34%

WhatsApp Revenue

From just 17% volume

30.5%

Web Push Revenue

From only 1.8% volume

60%

SMS Volume

with 20% revenue contribution

1.7x

RoAS Improvement

As channel strategy aligned with revenue-impact signals

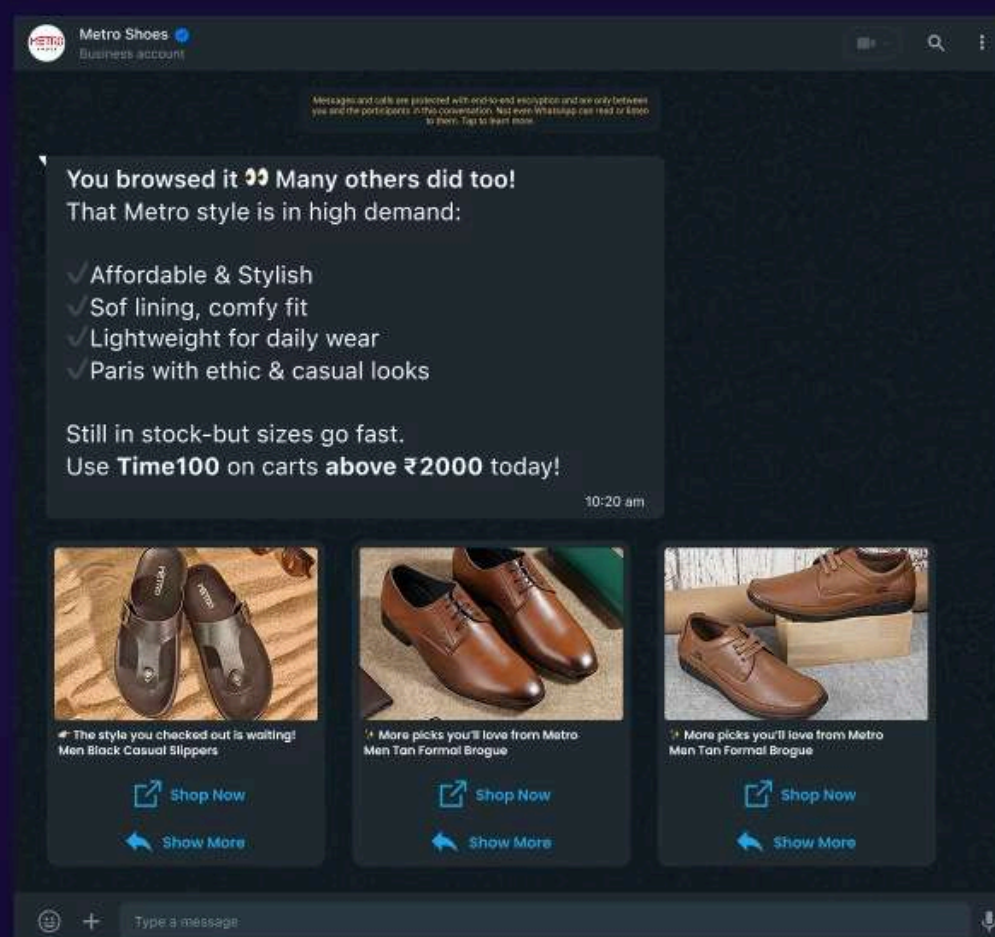
Journey Concentration

Channel allocation shifted from volume-based sending to revenue-weighted execution.

Two optimised journeys drove **60%+ of journey-led revenue.**

The top five journeys **contributed ~84%.**

That focus helped the team refine what worked and scale with discipline. The result was sharper targeting, cleaner exposure, and measurable uplift.



Overall Impact

From March to December 2025, Metro saw sustained structural uplift:

120%

Increase in Website
Conversion Rate

1.9x

Improvement in
Click Rate

1.7x

Increase in RoAS

Stabilising in the ~10-14 range across months

3.5%

Uplift in Average
Order Value

60%+

Journey Revenue
driven by two optimised flows

~1780%

Growth in Click-Through
revenue

Journey's contribution to total revenue stabilised at ~19-21% **from August onwards**, indicating maturity in lifecycle optimisation and consistent performance.

Beyond performance metrics, the operating model evolved:

- Funnel-level weekly and monthly reviews enabled real-time course correction
- On-site personalisation became a measurable revenue lever
- CLM segmentation aligned directly with funnel stages
- MoM journey revenue showed sustained improvement

Discovery became data-led.

Journeys became calibrated.

Channels became accountable.

The Brand Team Talks



Shuchi Singh | Vice President, E-Commerce, Metro

Scale brings its own complexity, different cities, different categories, different customer profiles, all behaving differently. What WebEngage allowed us to do is meet that complexity with equal precision. Communication got more contextual, journeys got more relevant, and the team could execute with a clarity that directly showed up in how customers engaged with us.



Rohit Shiva | D2C Head-Ecommerce, Metro

As our digital presence grew, we wanted our engagement to grow with it, not just in volume but in quality. WebEngage has been a strong partner in that. The ability to look at customers through the lens of behavior and intent, and then act on that across journeys and channels, has brought a level of precision to our lifecycle work that we're genuinely proud of.