How Mochi Converted Insights into 2X Revenue with WebEngage

Mochi was attracting strong traffic, but something was missing – users were browsing, adding to cart, and still dropping off. The communication layer relied on a more batch-and-blast approach, meaning messages weren't aligned with behaviour, value, or lifecycle stage.

When WebEngage's Growth Consulting team and Mochi's Marketing team reviewed WebEngage's advanced funnel analytics and lifecycle data together, the gaps became clear:

Early drop-offs with limited user identification.

Low conversion rate & even less repeat rate.

Low click rates & cart recovery rate.

Poor product discovery
Typical users were seeing only 2-3 SKUs & dropping off.

These insights became the starting point for everything that followed.

About Mochi

Leading India's Fashion Footwear Revolution

Launched in 2000, Mochi Shoes has become one of India's leading fashion footwear brands, known for bold styles and youthful appeal. With a strong omnichannel presence spanning metros and Tier 2/3 cities, Mochi serves a diverse audience with trend-forward designs across casuals, formals, and ethnic wear.

As part of Metro Brands Ltd., the brand continues to blend in-store excellence with digital-first innovation to engage India's next-gen shoppers.

1. Website Engagement Through WebEngage's On-Site Nudges

Most brands focus on recovery after users drop off. Mochi took a more decisive approach – **convert users while intent is highest, within the same session.**

Instead of leaning on post-drop-off retargeting, the team maximised WebEngage's on-site capabilities to influence decisions in real time. This shift became a key driver in turning revenue performance around.

A deep dive into WebEngage's funnel analytics revealed consistent leakage across early stages:

Session Start → Product View → Add to Cart → Checkout.
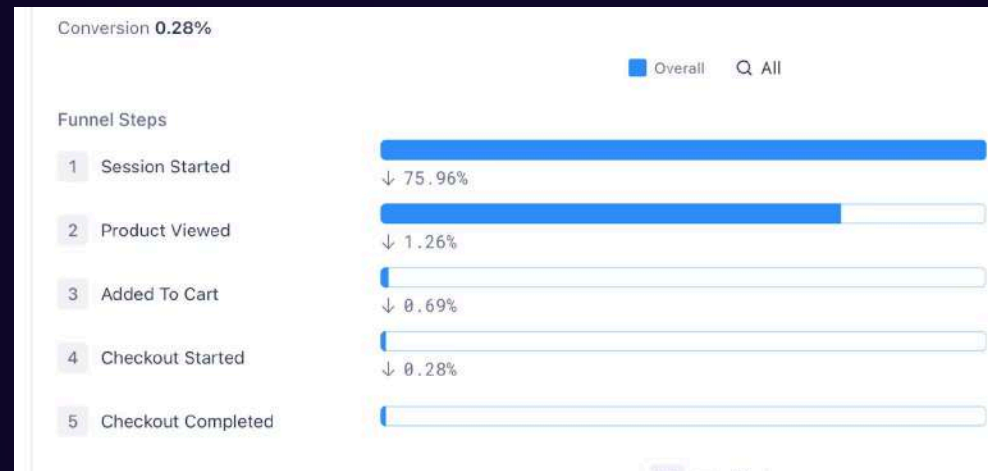
A large portion of this traffic was anonymous, leaving Mochi with limited signals to guide users or personalise engagement. Since most browsing, comparison, and shortlisting happened onsite, the website clearly offered the highest leverage.

CHALLENGE

Anonymous users moved through the funnel with minimal guidance. In a large-SKU category like footwear, users struggled to quickly find the right alternatives. Lack of discovery support increased friction, slowed decisions, and led to early exits – even from high-intent shoppers. This gap affected both conversion rate and AOV.

Solution

To strengthen the first mile of the journey, Mochi introduced:

1
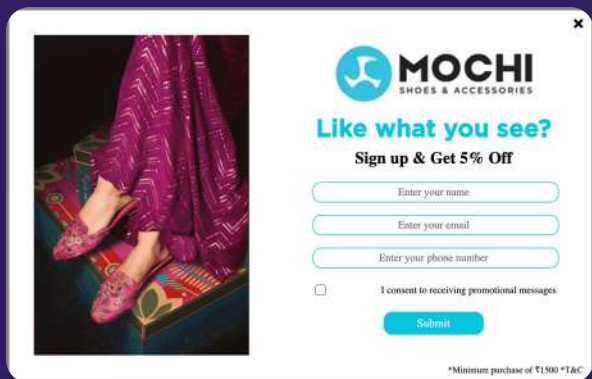
Lead Capture Prompts

Converted anonymous users into known profiles. Impact: 150,000 users added to database with 4% fill rate among viewers.
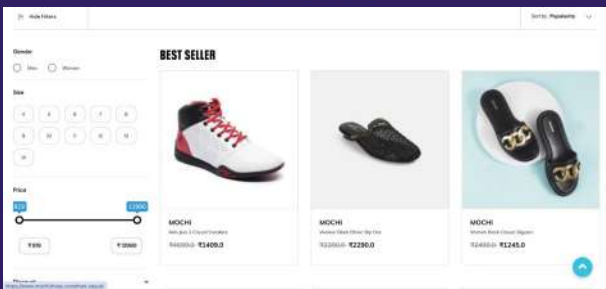
2

Dynamic Offers

Customizable top header bar with coupon codes aligned to product value, higher product value, and higher offer value.
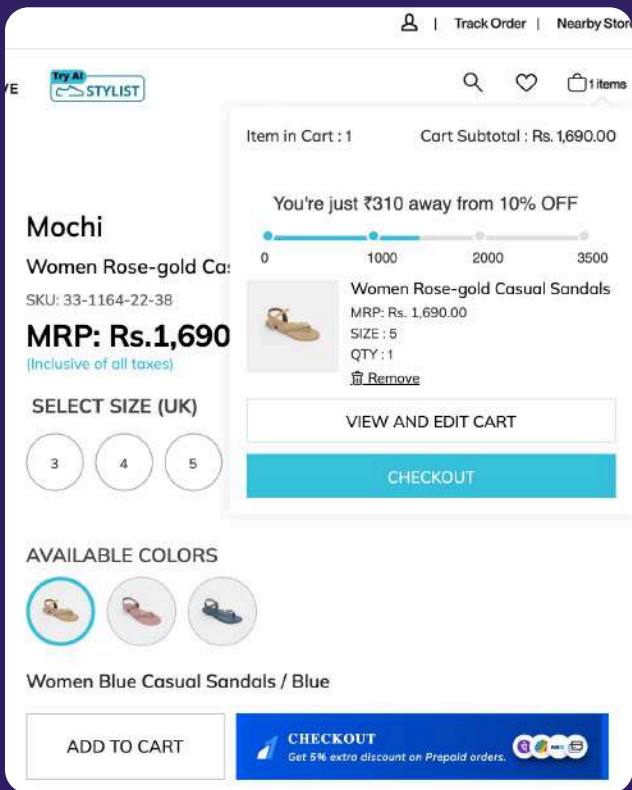
3

Geography-Based Recommendations

Top seller recommendations and collections based on browsing location to ease product selection.

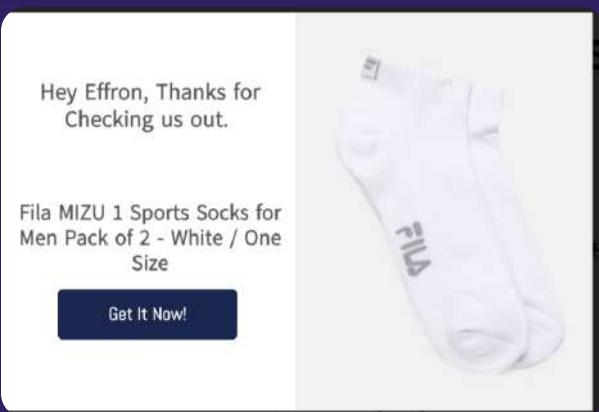**4**

AoV Boosters

Slider on add to cart page to increase average order value and include relevant "best paired with" suggestions.
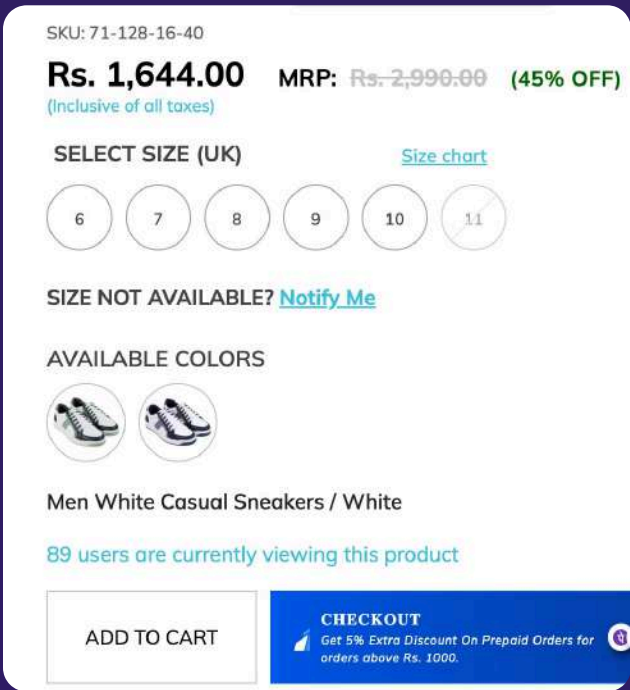
5

Checkout Reminders

Pop-up to complete checkout for the last product added to cart on next session activity.

6

FOMO Elements

PDP insertions like "96 people viewed in the last hour" and "15 purchased in the last 24 hours" to create urgency.

Impact

235%

Uplift in website conversion rate

8.5%

AOV uplift from enhanced product discovery paths

Funnel Performance: Before and After

Conversion **0.28%**

☐ Overall Q All

Funnel Steps

1	Session Started	↓ 75.96%
2	Product Viewed	↓ 1.26%
3	Added To Cart	↓ 0.69%
4	Checkout Started	↓ 0.28%
5	Checkout Completed	

Conversion **0.79%**

☐ Overall Q All

Funnel Steps

1	Session Started	↓ 74.38%
2	Product Viewed	↓ 3.57%
3	Added To Cart	↓ 1.98%
4	Checkout Started	↓ 0.79%
5	Checkout Completed	
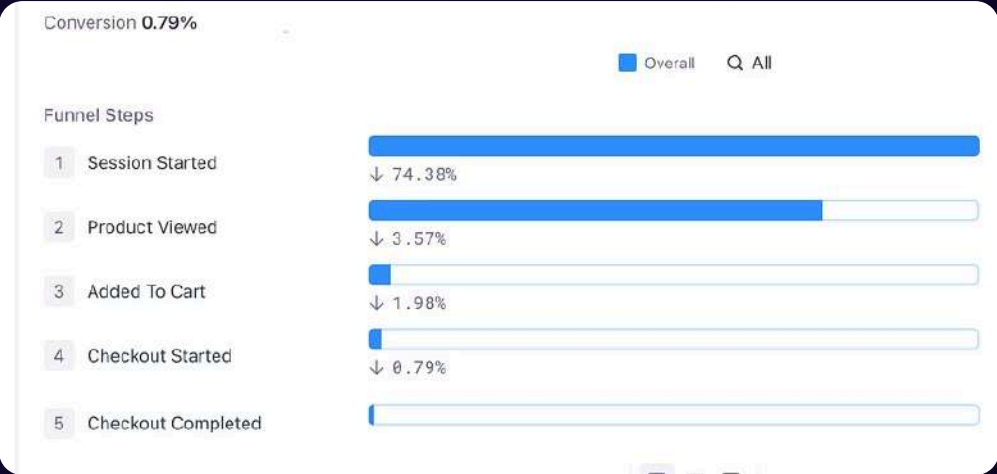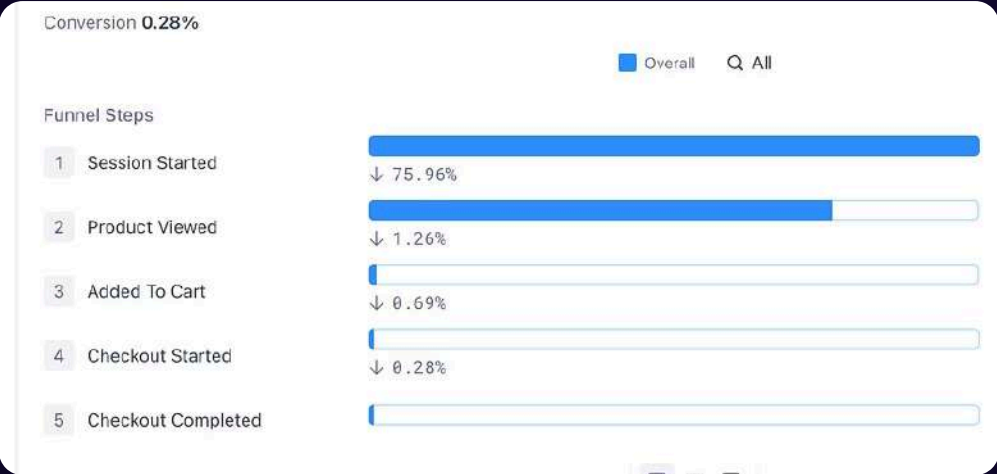
2. Redesigning Cart Recovery Around User Value & Buying Behaviour

Early performance metrics highlighted exactly where the recovery engine was stalling:

| Cart recovery value had stagnated | The conversion rate was only 0.28% | Click rates hovered around 1.8% |

Open rates plateaued at 56%

These signals made the pattern clear – users were receiving the message, but not finding it relevant enough to act. Something in the journey structure wasn't matching user behaviour.

A large portion of this traffic was anonymous, leaving Mochi with limited signals to guide users or personalise engagement. Since most browsing, comparison, and shortlisting happened onsite, the website clearly offered the highest leverage.

CHALLENGE

The root issue was straightforward: **every user received the same cart abandonment message**, regardless of their intent or the product's value.

A single flow was being used for both a ₹1,800 casual product and a ₹4,200 premium pair.

This batch-style approach couldn't adapt to:

| Price sensitivity differences | Varying levels of reassurance required | Drop-offs happening at different funnel stages |

The result: low clicks, weak recovery, and limited recovered value.

Solution

The cart recovery setup was rebuilt to reflect how users actually buy, instead of treating all carts the same.

1. Addressing Drop-Off Stages Separately

Funnel data showed two distinct drop-offs:

|	
Product View → Add to Cart	**Add to Cart → Checkout**

Each stage received its own targeted reminder, improving continuity through the funnel.

2. Product Recall & Recommendation on WhatsApp

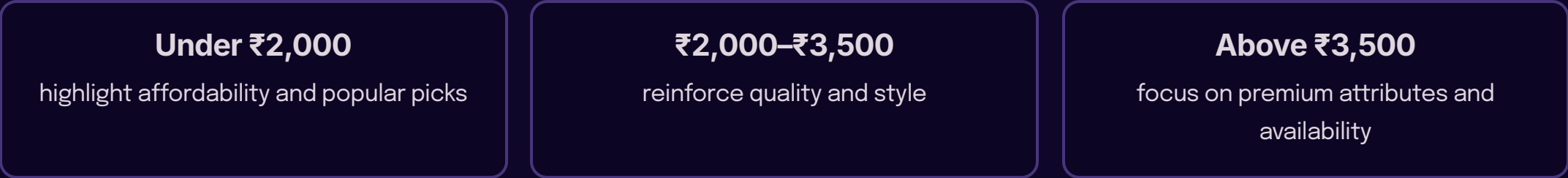This became a game-changer strategy for abandoned journeys.

Why just show users their last browsed product, when you can show 7 other best-selling products based on their browsing history?

Impact showed a 65% increase in cart recovery value.
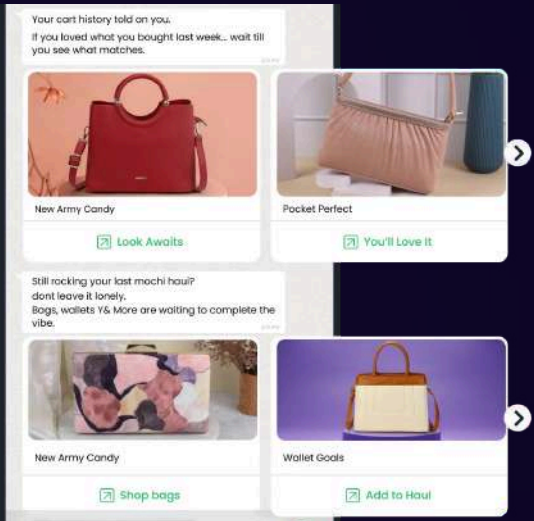
3. One Journey, Built Around Product Value

Instead of sending one uniform message, the flow now adjusts messaging based on the price band of the product abandoned:

Under ₹2,000	**₹2,000–₹3,500**	**Above ₹3,500**
highlight affordability and popular picks	reinforce quality and style	focus on premium attributes and availability

This allowed the brand to run one consolidated journey that still delivered differentiated communication where it mattered.

4. Strengthening Delivery Through a Multi-Channel Mix

To avoid dependence on a single channel and ensure messages reach the user:

WhatsApp	**Web Push**	**SMS**
was used for high-intent reminders with catalogue cards	supported exit-intent and in-session nudges	acted as a reliable fallback for time-sensitive prompts

The outcome was better coverage and improved recovery, even when primary channels didn't deliver.

Impact

12X

Cart recovery value growth

132%

Conversion rate uplift

357%

Click rates uplift

21%

Open rates uplift

3. Prioritising High-Value Segments & Fixing Discovery Gaps

Lifecycle analytics showed a clear imbalance in where effort was going vs. where revenue was coming from.

~**12**% of users (first-time buyers and early repeaters)	~**81**% of total revenue

But most of the communication volume was directed at users who were still just browsing and had not yet purchased.

This signalled a misalignment: the highest-value users weren't receiving the depth of engagement they needed, and early-stage users were receiving too much.

CHALLENGE

Repeat rates were low because:

- Focus historically stayed on first purchases, not on nurturing users after purchase.
- Brand recall dropped quickly after delivery.
- No post-purchase framework to guide users toward their next interaction or next category.

In simple words, high-value users weren't being retained, and momentum wasn't being built after the first purchase.

Solution

To address this gap, we introduced a structured retention program:

1 **Post-Purchase Journeys**

0/15/30/60/90/120/150- day engagement from delivery → usage → cross-sell → repeat, with AI-powered collections and recommendations.

2 **Multi-Channel Reinforcement**

WhatsApp, Email, SMS layered intelligently to ensure recall and relevance
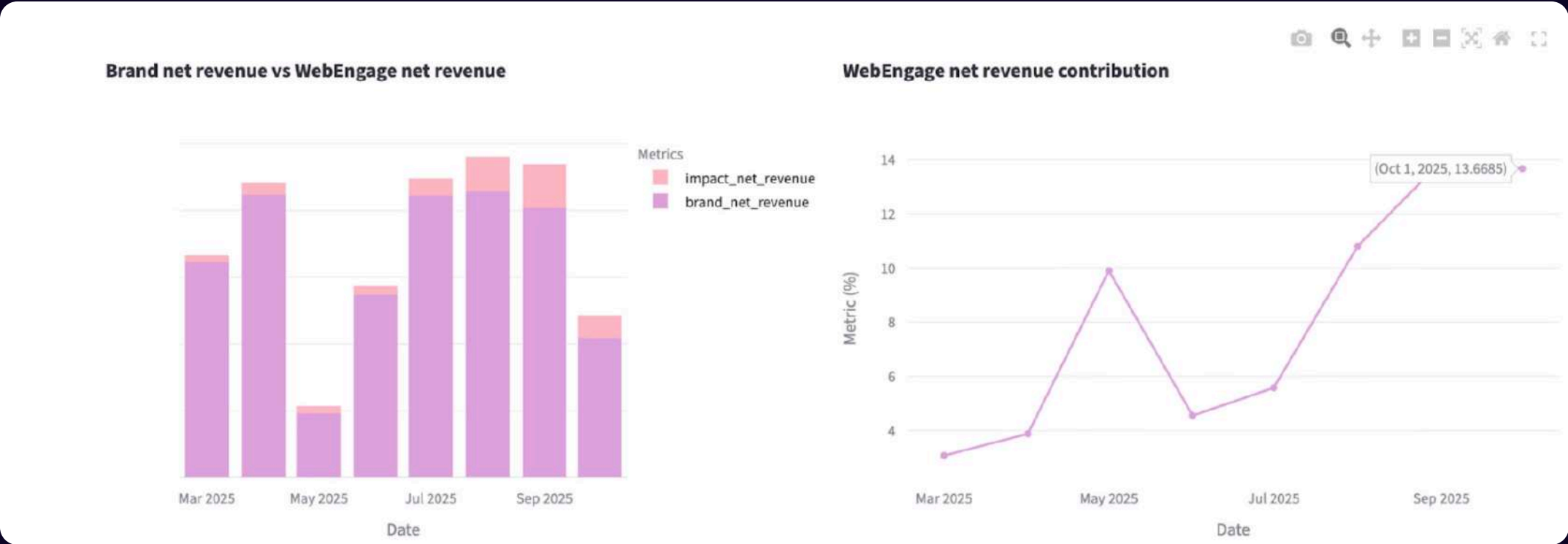
3 **Strategic Winback**

Incentives used selectively for drop-off-prone cohorts

4 **Occasion-Led Engagement**

Stronger presence during festivals, weddings, and peak-buying periods with multilingual communications

This ensured Mochi's highest-value customers received the depth of engagement needed to move from first purchase → repeat → loyal segments.

Overall Impact

Brand revenue grew 75%, with WebEngage's contribution jumping from 5% to 14% of total orders.

Brand net revenue vs WebEngage net revenue

Metrics
- impact_net_revenue
- brand_net_revenue

WebEngage net revenue contribution

(Oct 1, 2025, 13.6685)

Metric	Before	After
Website Conversion Rate	0.8%	1.1% ↑ 235%
Click Rate	1.8%	8.23% ↑ 4.5X
RoAS	4.9	35.51 ↑ 7.2X
AOV	₹1,784	₹1,936 ↑ 8.5%

Timeframe: March 1 – August 31, 2025 (unless otherwise mentioned)

Voices From the Mochi Team

"WebEngage helped us move from campaign thinking to customer thinking."

Every nudge now has context–whether it's a user revisiting a product, exploring a category, or just browsing on a Sunday. That clarity has changed how we engage and how fast we convert.

– Shuchi, Head-Ecommerce

"Bringing WebEngage into our stack was the turning point"

It gave us the power to turn intent into revenue at every step. We didn't just fix drop-offs; we rebuilt the entire customer journey with precision. Today, growth isn't accidental or seasonal for us anymore – it's engineered, predictable, and entirely in our control.
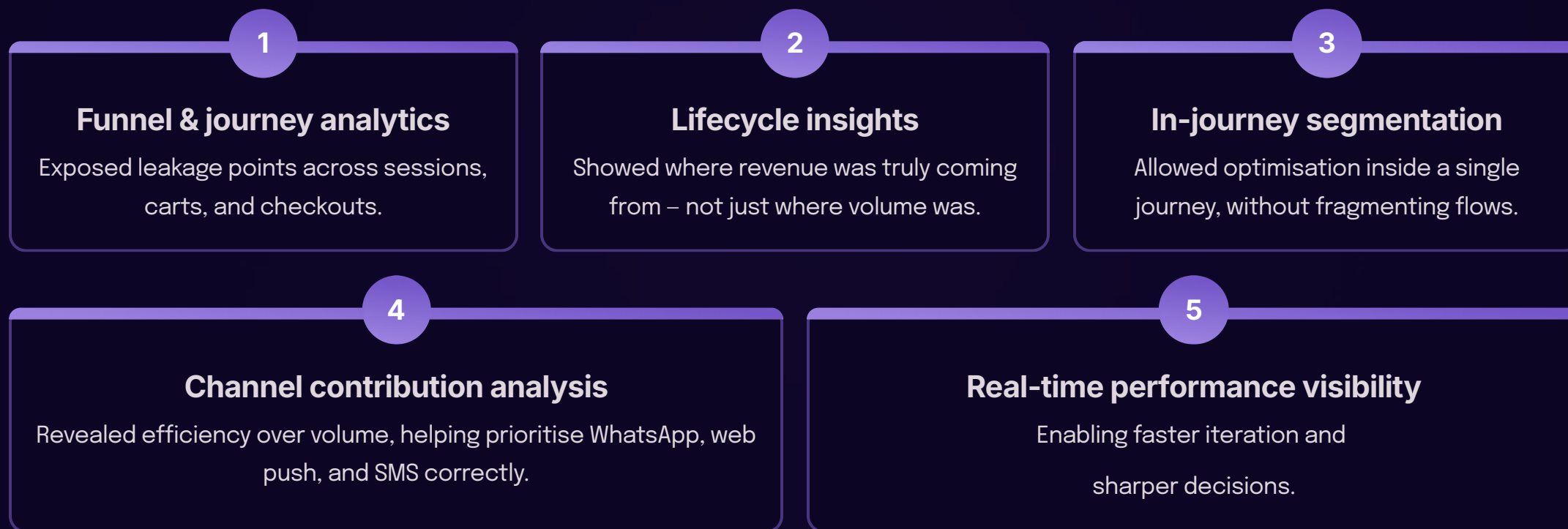
– Rohit, D2C Head-Ecommerce

WebEngage's Intelligence Layer: Turning Signals into Action

What changed the trajectory for Mochi wasn't just execution – it was visibility. WebEngage's intelligence layer brought together funnel data, lifecycle behaviour, and channel performance into a single, actionable view.

Instead of guessing where users were dropping off or which messages were working, Mochi could see – clearly and continuously.

Key capabilities that powered decision-making:

1

Funnel & journey analytics

Exposed leakage points across sessions, carts, and checkouts.

2

Lifecycle insights

Showed where revenue was truly coming from – not just where volume was.

3

In-journey segmentation

Allowed optimisation inside a single journey, without fragmenting flows.

4

Channel contribution analysis

Revealed efficiency over volume, helping prioritise WhatsApp, web push, and SMS correctly.

5

Real-time performance visibility

Enabling faster iteration and

sharper decisions.

This intelligence ensured every optimisation was rooted in data, not assumptions – and every change could be measured for impact.

Final Takeaways

Mochi's growth wasn't driven by sending more messages – it came from making smarter decisions at the right moments.

1
Convert at the point of intent
On-site engagement proved far more effective than post drop-off recovery.

2
One journey can still be intelligent
Value-based personalisation inside a single flow outperformed multiple fragmented campaigns.

3
Not all users deserve equal attention
Focusing on high-value and repeat-ready segments unlocked outsized returns.

4
Discovery matters as much as recovery
Helping users find the right product faster lifted both conversion and AOV.

5
Data should guide scale
Channel and lifecycle insights ensured effort followed revenue, not volume.

Together, WebEngage's intelligence layer and Mochi's execution turned engagement into a repeatable, measurable growth system – not a series of disconnected campaigns.

What's Next

With the foundation in place, Mochi is now focused on:

1

Scaling email as a high-value retention channel

2

Expanding AI-powered recommendations to onsite search

3

Building VIP segments for their Core users with exclusive early access

4

Testing dynamic landing pages that adapt to each visitor's browsing history

From 0.8% to 1.1% conversion.

Fragmented channels to orchestrated experiences.

Reactive to proactive journeys.

This is what performance-led personalization looks like.