Moglix, Asia's B2B E-commerce unicorn, witnesses **40% ROI** using WebEngage

WebEngage | moglix

GOALS

- Boost shopper engagement and retention
- Increase the business revenue and return on investment (ROI)

CHALLENGES

- Automating shopper engagement
- Sending personalized communication at scale

SOLUTION

Moglix leverages WebEngage's analytical capabilities like Funnel Analysis to deliver targeted, hyper-personalized engagement campaigns across multiple channels like Email, Web Push, Mobile Push and SMS. Thus increasing overall revenue and return on investment (ROI).
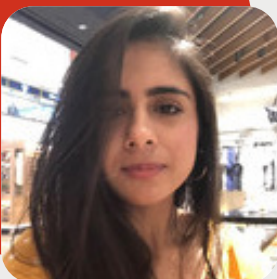
> With the help of WebEngage's Retention Operating System, we have been able to effectively engage and retain our shoppers with targeted and hyper-personalized engagement campaigns. With automated workflows, we are now able to save time and money and achieve an ROI of 40%.
>
> **-Ankita Malhotra**
> **Senior Manager - Retention, Branding & Communication at Moglix**
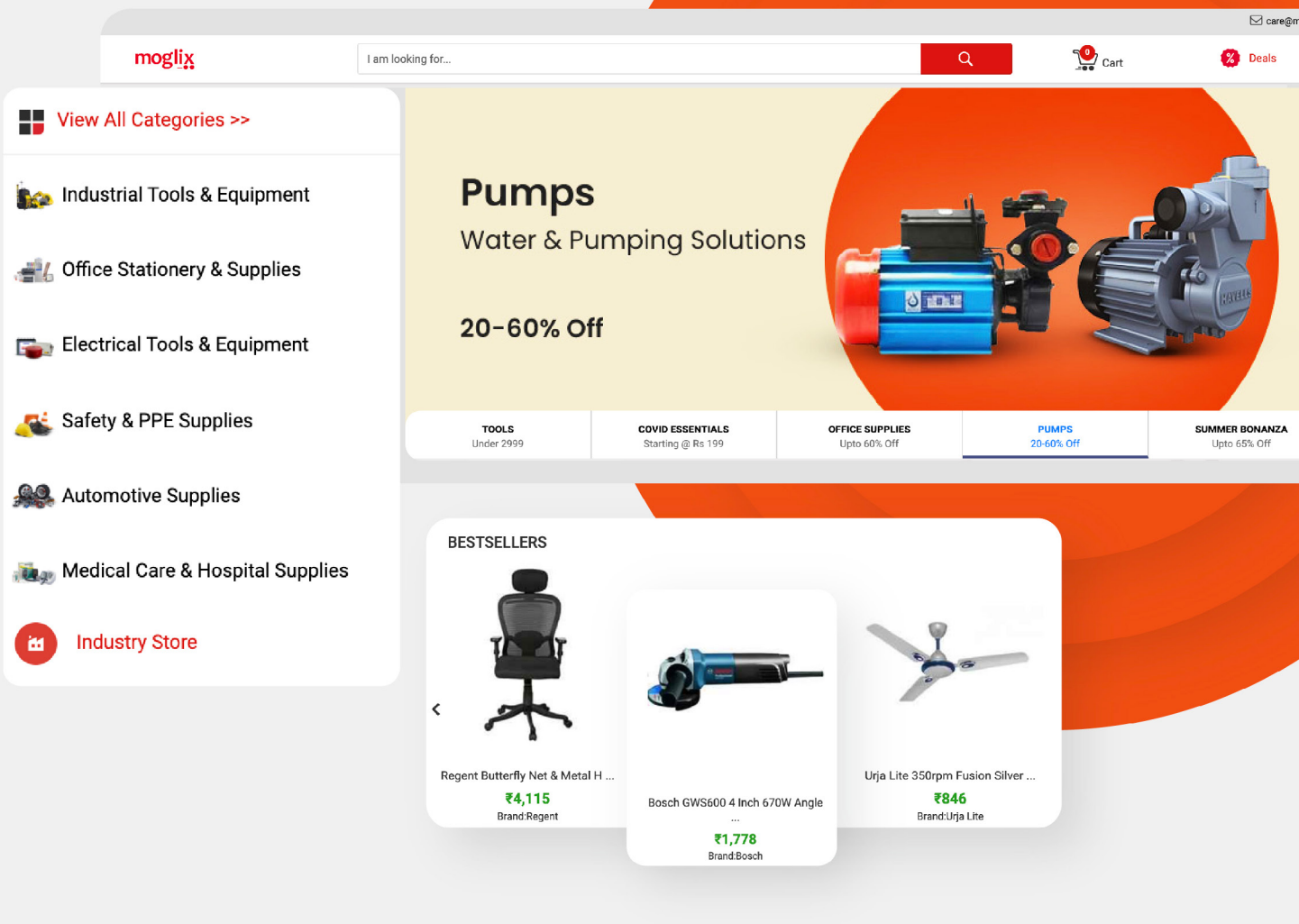
About Moglix

Founded in 2015, Moglix is a B2B E-commerce [unicorn.](#) The company is intensively inclined towards B2B procurement of industrial products like Electricals, Lightning, Power tools, Office supplies and more.

The Asia-based B2B E-commerce company has headquarters in Noida, India and 22 fulfilment centers across 35 cities, including Mumbai, Pune, Ahmedabad, Delhi NCR, Gurugram, Ludhiana, Kolkata, Chennai, Aurangabad, Pantnagar, Madurai, and Bengaluru. Moglix caters to more than 450 large manufacturing houses and over 500k+ SMEs in India. The company has 16k+ suppliers across 28 states, 8 union territories, and in several countries.

The Objective

Moglix's objective is to help shoppers save a substantial amount of money in supplies and raise the efficiency level of inventory management. Moglix aims to make online business to business and business to consumer procurement a time-saving and smooth process.

To offer a memorable buying experience to millions of shoppers, the Product & Marketing teams at Moglix were looking for a full-stack retention operating system with which they could:

- **Boost their shopper engagement and retention**
- **Increase the business revenue and Return On Investment (ROI)**

After vetting a few retention platforms available in the market, Moglix decided to partner with WebEngage.

So why did Moglix choose WebEngage?

The teams at Moglix chose WebEngage because of the following capabilities they identified:

- **In-depth analytics and Customer Data Platform (CDP) to make data-backed decisions**
- **Easy and faster execution of omnichannel shopper engagement campaigns**

As the [onboarding](#) and integration processes were seamlessly completed, the Customer Success Manager (CSM) at WebEngage started working closely with the teams at Moglix.

Both the teams identified the following challenges:

Challenges

Automating Shopper engagement

With a growing shopper base, the team at Moglix was finding it difficult & time consuming to manually conduct repetitive tasks such as setting up customer profiles, segments, campaigns, etc. **Moglix was looking for ways to manage the customer data in one place & simplify campaign orchestration to increase operational efficiency.** And, save time and manual bandwidth of their Product and Marketing teams to achieve higher ROI.

Sending personalized communication at scale

To deliver personalized experiences shoppers, it's important to have a deep understanding of what they are actually doing and connect with them on a personal level at the right moment. With a lack of a unified customer view, **the team at Moglix was finding it challenging to track shopper actions and behavior across channels and devices. And send out personalized communication in real time.**

Read on to find out how Moglix has been able to overcome and implement various use cases to drive significant impact.

Solutions

1. Encourage abandoners to place an order

Shopping cart abandonment has been one of the major issues faced by online retailers. In fact, cart abandoners account for $18 billion in lost revenue yearly, according to a Forrester research.

Moglix was facing a similar challenge. As online purchase journeys aren't straightforward, sometimes, shoppers need a little push on their path to purchase.

The team at Moglix wanted to engage the abandoners with hyper-personalized communication to encourage them to quickly add products to the cart, and eventually motivate them to purchase.

After careful consideration, WebEngage's CSM along with the team at Moglix, **came up with a data-driven approach to target abandoners with in-the-moment multi-channel communication based on Funnel Analysis.**

The team at Moglix created a Funnel using WebEngage's Funnel feature to analyze the purchase behavior of shoppers who search for products on the Moglix app and website. Four critical events were picked from the checkout flow to analyze the Funnel:
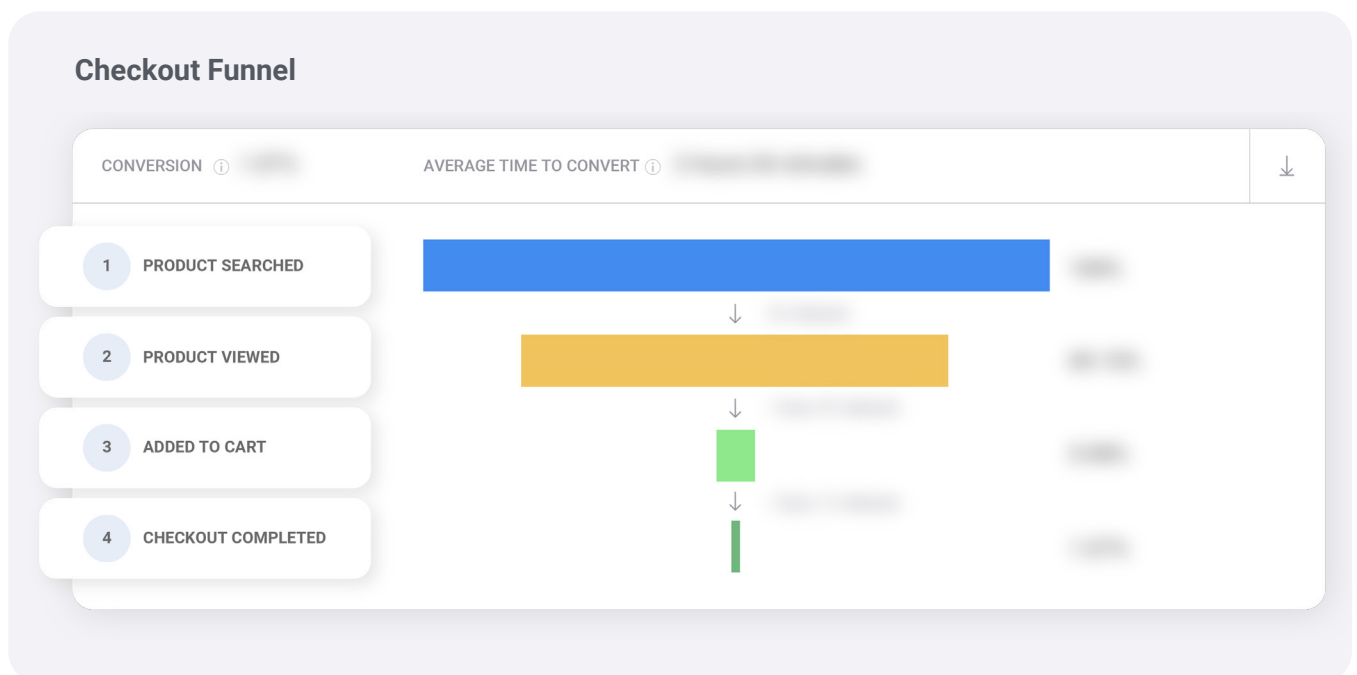
With the help of Funnel Analysis, the team at Moglix has been able to identify drop-offs in the shopper lifecycle by analyzing a few key metrics like:

• Total conversion rate
• The average time that a shopper takes to exit the Funnel
• Conversion rate between each step
• A week-wise breakdown of how many people entered the Funnel, and how many of these shoppers performed each step of the Funnel

Key Takeaways From Funnel Analysis

The team at Moglix realized that the drop-off rate between Step 2, product viewed and Step 3, add to cart, is the highest. They also observed that a considerable number of shoppers have added products to their carts, but a majority of them do not go ahead with purchasing them.

So the team at Moglix was looking to reduce the drop-offs by engaging each abandoner in a manner that leads to maximum purchases and drives overall revenue.

They created different journeys using the WebEngage Journey Designer to target abandoners at different stages of their buying process:

Journey 1: Nudge shoppers proactively to add products to the cart

The Product View Abandonment Journey starts as soon as the shopper views a product that's in stock on the Moglix app/website.

The journey then waits for some time for the shopper to add a product to the cart. If this condition is not fulfilled, the journey then checks the shopper's reachability on Web Push, Mobile Push and Email and a highly personalized communication is then triggered containing details based on the shopper's behavioral history like product viewed, etc.

Now, to make the email communication more personalized, the journey also runs an API call to provide handpicked product recommendations to the abandoner to drive conversions.

If the abandoner doesn't convert post viewing the first notification, another reminder message is triggered on the same channels, with an intent to make the abandoner add the product to the cart he/she has viewed. This is the final reminder and the journey ends whether or not the abandoner converts (where conversion event - *Add to Cart*).

This ensures that the abandoner doesn't feel bombarded with multiple messages.

Here's how the communication messages sent from this journey look like:
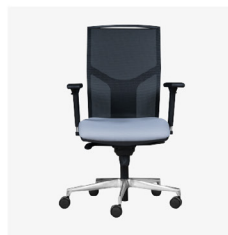
Email

moglix

We caught you...

Hi **Akash,**

We noticed you were browsing around on our site but didn't order.
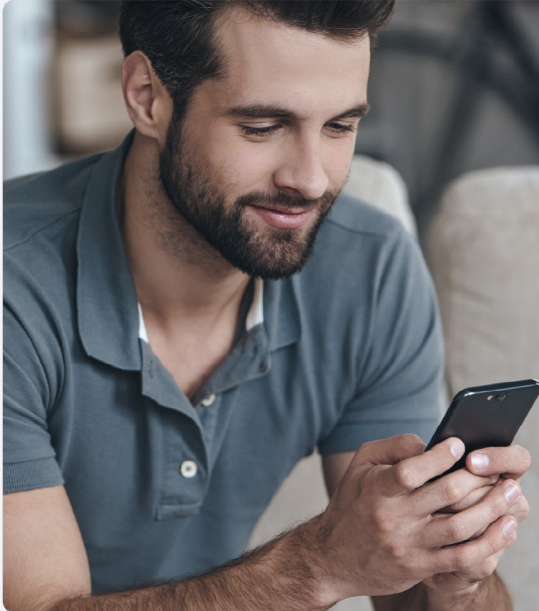Rest assured, all our products are sourced from authorized resellers, and 100% genuine.

TAKE ME BACK

Your Last Viewed Product

Regent Butterfly Net & Metal High Black Mesh Chair

SHOP NOW

Mobile Push

moglix

Hi Jesse!

Don't skip out on this one

The product you viewed last is best rated amongst our users

TAKE ME BACK

Web Push

moglix

Tanya, now that's a good choice

Complete your purchase of Stanley 1600W SDS-max demolition hammer

SHOP NOW

WebEngage

Journey 2: Convince abandoners to place the order

The team at Moglix created another journey to target shoppers who have added products to carts but have not completed the checkout process.

Here's a snapshot of the the Cart Abandonment Journey on the WebEngage dashboard:

Cart Abandonment Journey
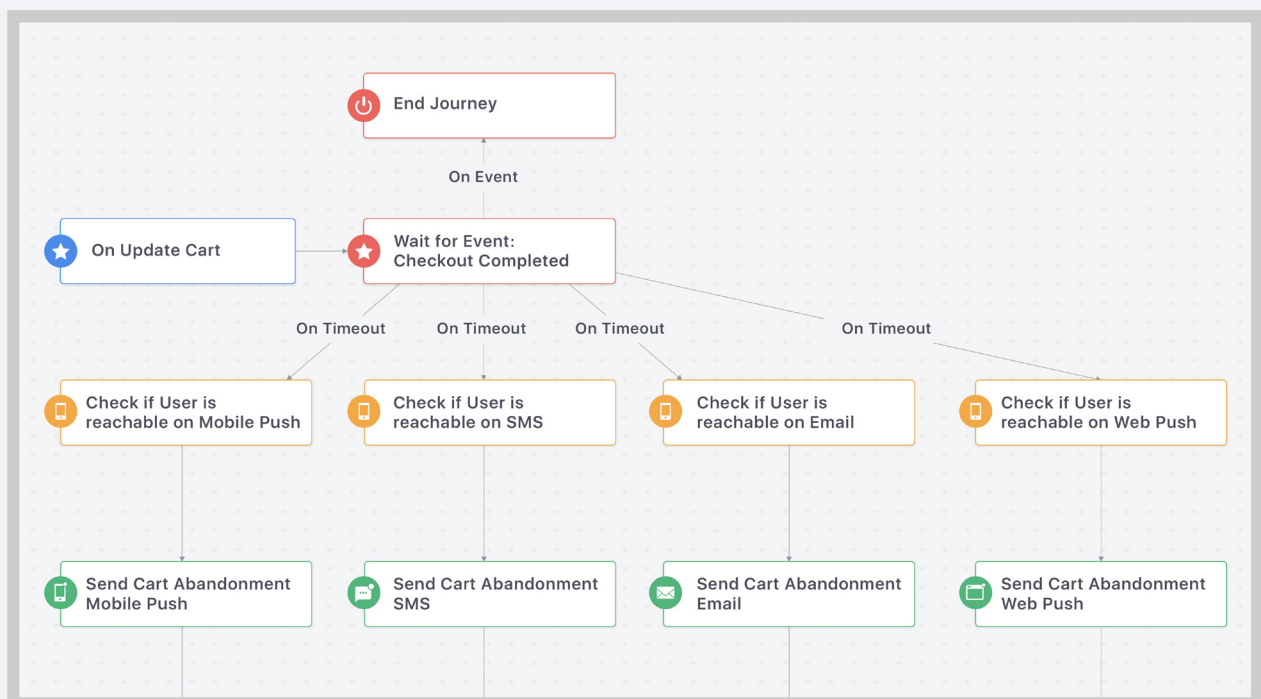
The journey starts as soon as the shopper adds products to the cart. If their actions don't converge to purchase, then the journey prompts them to do so by triggering contextual and hyper-personalized messages on different engagement channels - **Email, SMS, Web Push, and Mobile Push.**

Here's how the cart abandonment messages sent from this journey look like:

SMS

MESSAGES

MOGLIX

Hi Ajay, your cart has some amazing products left behind.
Use code: 'OFFER20' for 20% off.
Complete your order now: bit.ly/3knj

Mobile Push

moglix

Hi Shanaya!
Forgetting something BIG behind?
It's your cart that's filled with great item(s)

TAKE ME BACK

Web Push

moglix

Chirag, you've left something behind
Complete your order now!

Email

moglix

Hi **Nilay,**

Your cart just called
To check if you're doing okay

The goodies you love are waiting for you,
but they won't be forever.

Continue Shopping

Your Cart

HP 419 Black
All-in-One Wireless Ink
Tank Color Printer,
Z6Z97A

SHOP NOW

Results

60% boost in conversions by cart abandoners

20% of total shoppers retained via WebEngage

40% ROI generated using WebEngage

18% of total revenue generated via WebEngage campaigns

2. Sending real-time order status updates via Transactional Push Notifications

The team at Moglix wanted to send real-time updates to its shoppers. That's when the CSM suggested Moglix to leverage Transactional Push Notifications.

Why did Moglix choose Transactional Push Notifications?

Transactional Push Notifications are used to convey real-time updates and time-sensitive information. Such notifications are triggered when a specific milestone or scenario occurs in the shoppers' lifecycle. WebEngage [Transactional campaign API](#) enables Moglix to send critical transactional messages to its shoppers such as order placed, order shipped and order delivered.

Here's a glimpse of how WebEngage's Transactional campaign API works:

AUTOMATING TRANSACTIONAL CAMPAIGNS
With WebEngage

STEP 1:

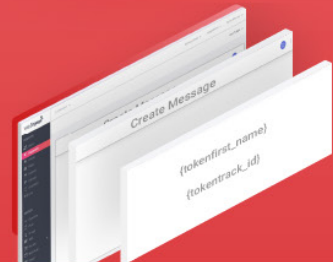Identify the trigger scenario in shopper's lifecycle

STEP 2:

Create personalization tokens in backend

STEP 3:

Add personalization tokens in message

STEP 4:

Launch the campaign

STEP 5:

Trigger the transactional campaign API

STEP 6:

Deliver a personalized message

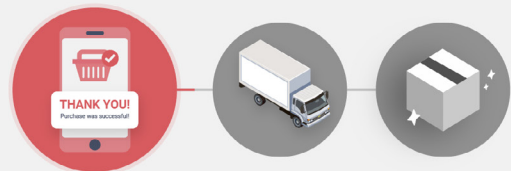Using the aforementioned process, Moglix sends timely messages to its shoppers on Mobile Push.

Mobile Push

moglix

Thanks for the order, Sameer!

Your Moglix order is confirmed. We will update you when your package gets shipped.

Mobile Push

moglix

Your Moglix order is shipped, Sameer!
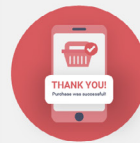Your package with Champion Step Ladder is on its way via Alka Retail. Your tracking ID is 838383.

The interesting bit about Transactional campaigns is that Moglix personalizes the message for each shopper. For example, to include Order ID in the order confirmation message above, Moglix specifies the Order ID variable in the message as {{token.order_ID}}.

The team at Moglix also ensures that such variables are prefixed with the keyword *token*. Once Moglix launches the campaign, they send the *token* as token: {"order_ID":"abc123"} in the Transactional Campaign API call for each order confirmation, so that the message gets personalized.

Results

With automated Transactional Push Notifications, Moglix offers a good experience to its shoppers by eliminating post-purchase anxiety.

## 3. Improving email campaigns' performance through expert assistance

WebEngage has a dedicated team of Email Marketing Experts. The experts analyzed Moglix's email campaigns and identified that a majority of emails weren't landing in the shoppers' inbox - leading to poor engagement. Further, they indicated that the inbox deliverability was also impacted. Now that the root cause was identified, our Email Marketing Experts suggested the team at Moglix to implement specific test cases based on the following parameters:

• Sender name
• Subject line
• Email content language
• Image to text ratio

After rigorous testing to finalize the perfect combination of the parameters, Moglix started sending out emails to its most active users. **The team started sending the campaigns to a finite set of shoppers and then gradually increased the number of shoppers, as advised by the Email marketing experts.** The emails now reach the shoppers' inbox resulting in higher engagement and improved domain reputation.

After

Domain Reputation

Reputation Group

High
Medium
Low
Bad

13   20   10   17   14   21   12   19
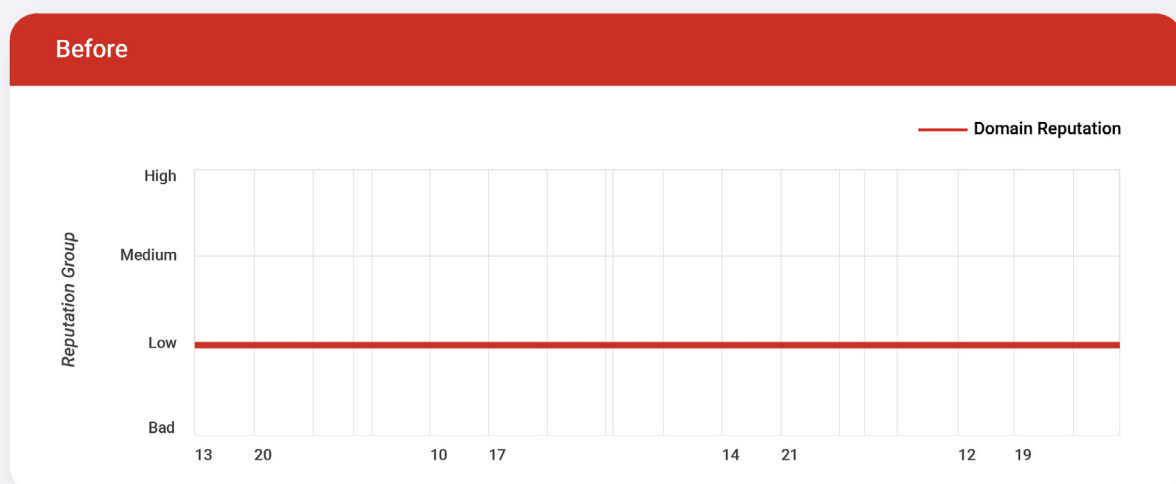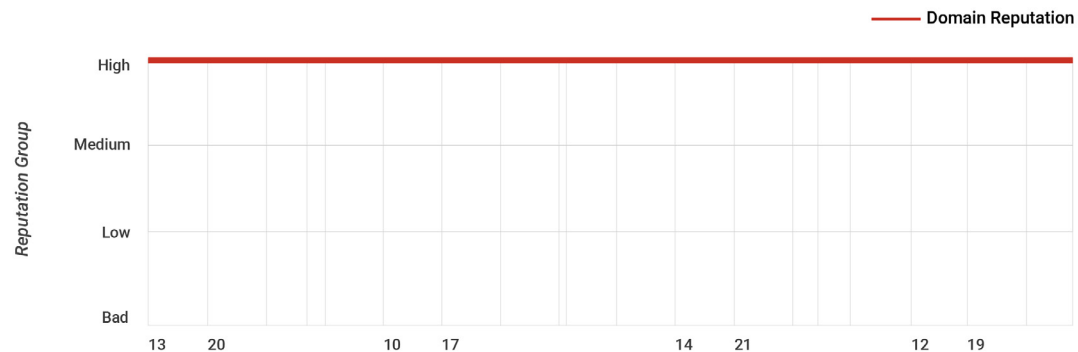
Our experts also suggested team Moglix to follow some best practices using the WebEngage dashboard. Two of them being Throttling and A/B testing.

Throttling enables Moglix to limit the number of emails that can be sent per minute using the WebEngage dashboard. Limiting the number of emails helps in reducing the risk of being considered spam by inbox providers.

Split testing (or A/B testing) allows Moglix to send the winning variation automatically and understand what nuances of email content and layout impact the overall engagement.

To continuously monitor the campaigns' performance, our team also suggested using Automated Report Scheduling on the WebEngage dashboard. Automated Report Scheduling allows WebEngage shoppers to receive scheduled campaign performance reports straight to their inbox as and when needed.

You can also customize the report frequency, delivery time, time frame of analysis and more. These automated reports can be scheduled for other channels including **Push, In-app, SMS, Web Push and WhatsApp.**

Results

With experts' assistance, Moglix leverages the best practices of email marketing - leading to a successful improvement in inbox placement rate and ROI. Moglix has been able to witness significant results through email marketing campaigns on the WebEngage dashboard.

30% ROI generated via Email marketing
10% MoM growth in shopper engagement via email campaigns
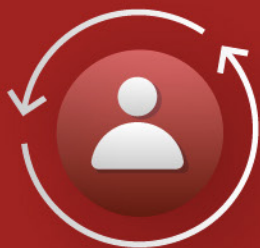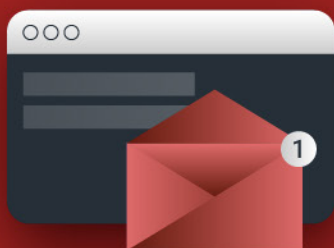**18%** boost in shopper engagement via email after using WebEngage

WebEngage

THE **WebEngage** EFFECT ON

moglix

40%
ROI generated

60%
boost in conversions
by cart abandoners

20%
of total shoppers
retained

10%
MoM boost in email
engagement

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WebEngage

WebEngage is a customer data platform and retention operating system that makes user engagement and retention simplified and highly effective for consumer tech enterprises and SMBs. The platform helps brands drive more revenue from their existing customers and anonymous users through highly contextual, hyper-personalized engagement campaigns across 10 communication channels.

Product and marketing practitioners, across the world, design intuitive user lifecycle journeys on the WebEngage dashboard to convert existing users through data-backed, timely omnichannel engagement campaigns. The platform offers in-depth product and marketing analytics for brands to track growth metrics and campaign performance effectively.

WebEngage powers the user engagement for thousands of brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, Online Retail.

TALK TO US TODAY

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