

Mortantra Sees A 46% Boost in Revenue Using Web Push with the WebEngage Startup Program

Industry
D2C

Founded in
2016

HQ
Ahmedabad, India

About Mortantra


Mortantra is a widely known jewelry brand based in Ahmedabad. It sells beautiful bespoke handcrafted Indian jewelry for weddings, events, and other occasions.

At Mortantra, you will find a wide variety of contemporary jewelry designs, such as *Kundan* necklace sets and earrings, *polki chokers*, tribal necklaces, statement *kanphool*, etc. Because jewelry is a beautiful way to enhance a person's appearance, the team at Mortantra believes it is not only meant for accessorizing the clothes and attire you have chosen to wear but also for enhancing the aura you carry as you walk draped in elegance.

Mortantra provides jewelry that will not only suit the ensemble but also be a proud memory for the wearer, and that's why most of their customers choose them for the experience.



“ The personalized and contextual communications engagement solutions provided by WebEngage Startup Program have significantly improved our conversion rates and helped our decision-making process. I look forward to continued collaboration to achieve even greater results for Mortantra. ”

Naimish Sakhpara | 
Co-founder, Mortantra

Key Features Used



Emails



Web Push



WhatsApp

Company's Objectives

What were they looking to solve with a marketing automation platform?

- Improve user engagement and retention rates with an omnichannel route.
- Eliminate data silos by consolidating customer data from multiple sources and creating a unified view.
- Increase the number of communication campaigns with a personalized approach.
- Capture leads and drive them down the engagement funnel

Company's Challenges In Driving The Objective

- Lack of marketing automation capabilities, limited efficiency, and scalability in engaging with their target audience.
- Challenges in simplifying and mapping user journeys to improve the customer experience.
- Lack of a comprehensive analytics platform to gain valuable insights and make data-driven decisions.

Mortantra's Collaboration with the **WebEngage Startup Program**

Mortantra was looking to set up the right foundation for retention-led growth by understanding the right approach to keeping their users engaged for sustainable growth.

As a new entrant in the bespoke Indian handcrafted jewelry segment, Mortantra wanted to provide its users with a holistic, engaging experience with personalized communication across all key touch points. Additionally, Mortantra intends to ensure its users are retained to boost their lifetime value and become sustainable.

That's when the brand started looking for a retention marketing platform and partnered with the [WebEngage Startup Program](#). The program helps consumer startups kickstart their retention journey by providing free access to the WebEngage platform for six months, among other benefits.

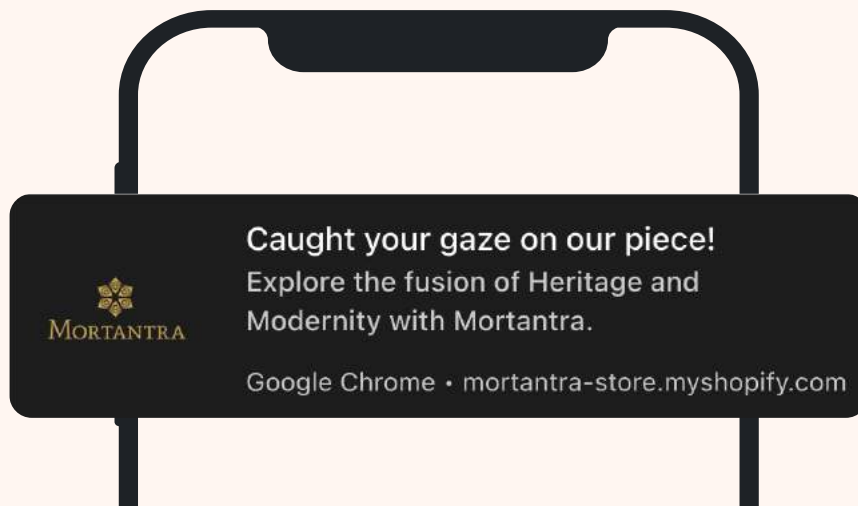
Here's how Mortantra leverages the WebEngage platform:



Driving Revenue Via Web Push Notifications

Mortantra leverages web push as a channel to drive various use cases. They were able to run campaigns to send important nudges via web push notifications to customers who had left items in their cart without completing the purchase. Some of the use cases are:

- ✔ Promoting best sellers' pieces of jewelry
- ✔ Introducing new additions and restocks
- ✔ Sharing informative guides on casual styling, etc, to drive conversions



Impact

46.34%

boost in Click-through revenue via web push.

Reducing Checkout Abandonment Via WebEngage's Journey Designer

This journey focused on customers who have started the checkout process but didn't complete it; the campaigns pushed them in the right direction.

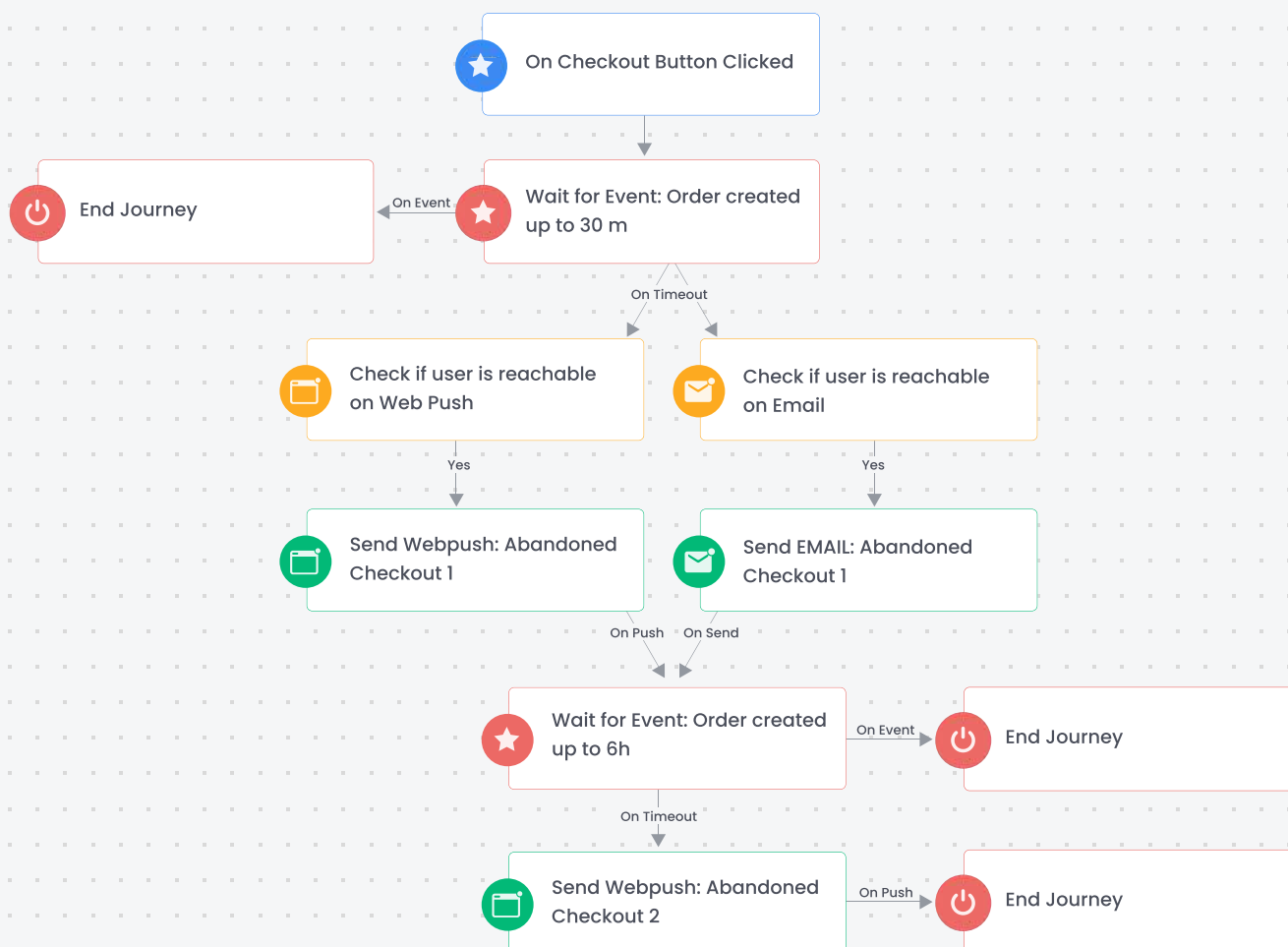
Target Segment: Every user who has abandoned their checkout process.

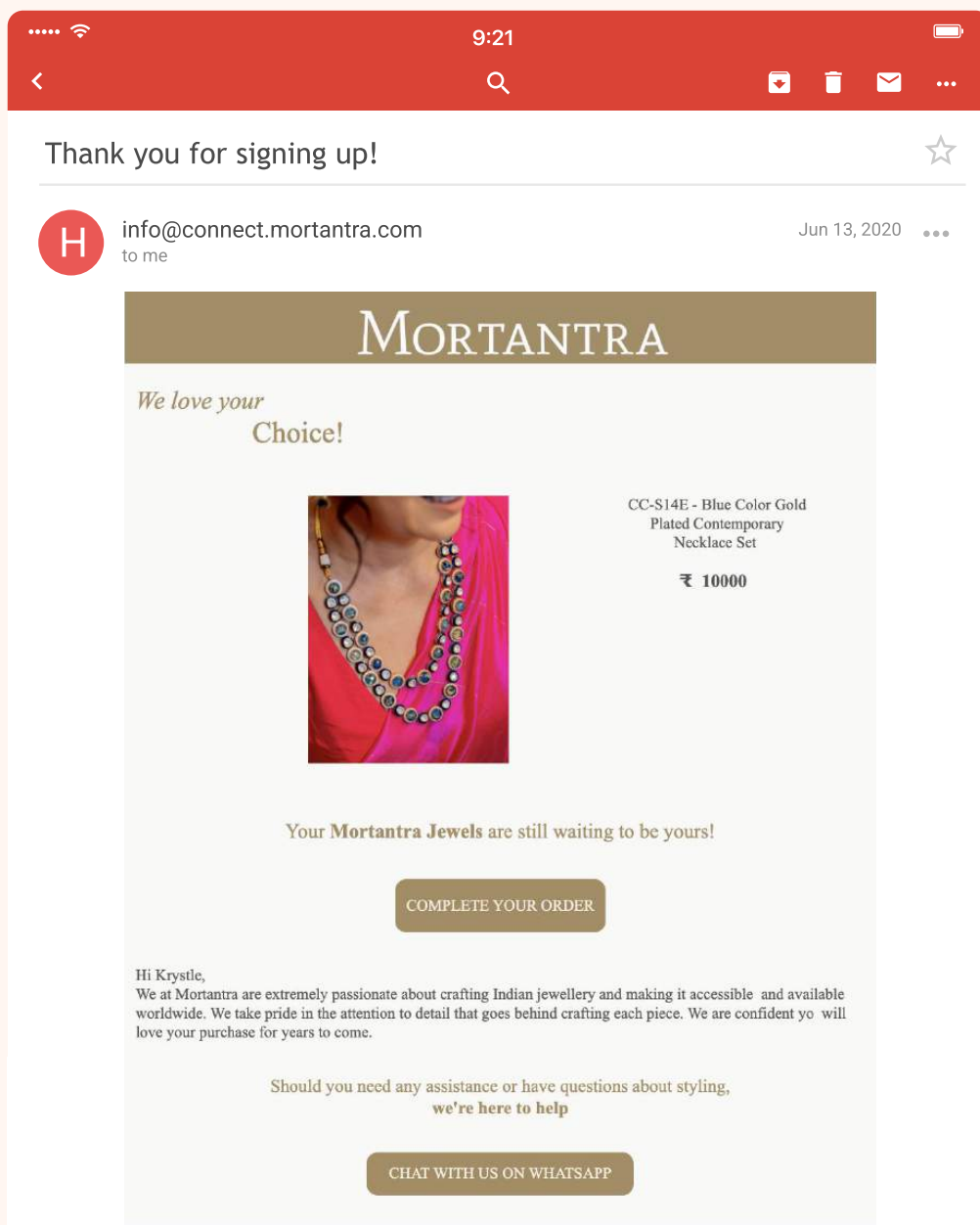
Channels Used

- ✓ Emails
- ✓ Webpush

Here's how the journey is crafted to reduce checkout abandonment:

- ✓ A defined condition checks whether the order is created within 30 minutes of a user clicking the checkout button.
- ✓ On timeout, users reachable on web push and email receive the first push message and email for abandoned checkout.
- ✓ On successful triggers, it's checked if the users have added products to the cart for up to 6 hours.
- ✓ On timeout, users get the second push message.
- ✓ Similarly, the last email gets triggered with a wait time of up to 6 days to engage users and nudge checkouts while also ensuring a non-intrusive experience.
- ✓ The journey ends for users when an order is created.





Impact

10.5% reduction in checkout abandonment rate.

38.27% boost in email open rates.

Reducing Product Abandonment

They also ran a targeted campaign for customers who have shown interest in a product and viewed the same but haven't added it to the cart. This campaign reminds them to buy.

Here's how the targeted campaign journey ran to reduce product abandonment:

- ✓ A defined condition checks whether the target segment has added the product to the cart for up to 30 minutes after entering the journey.
- ✓ On timeout, users reachable on web push receive the first push message nudging them to add products to the cart.
- ✓ Furthermore, on timeouts after a waiting period of 12 hours, users' availability is checked for email, and the first email gets triggered.
- ✓ Similarly, for up to 2 days, a combination of web push and email gets triggered to boost cart checkouts by first checking the availability of users on both channels. The journey ends for users when an order is created, or the product is successfully added to the cart.

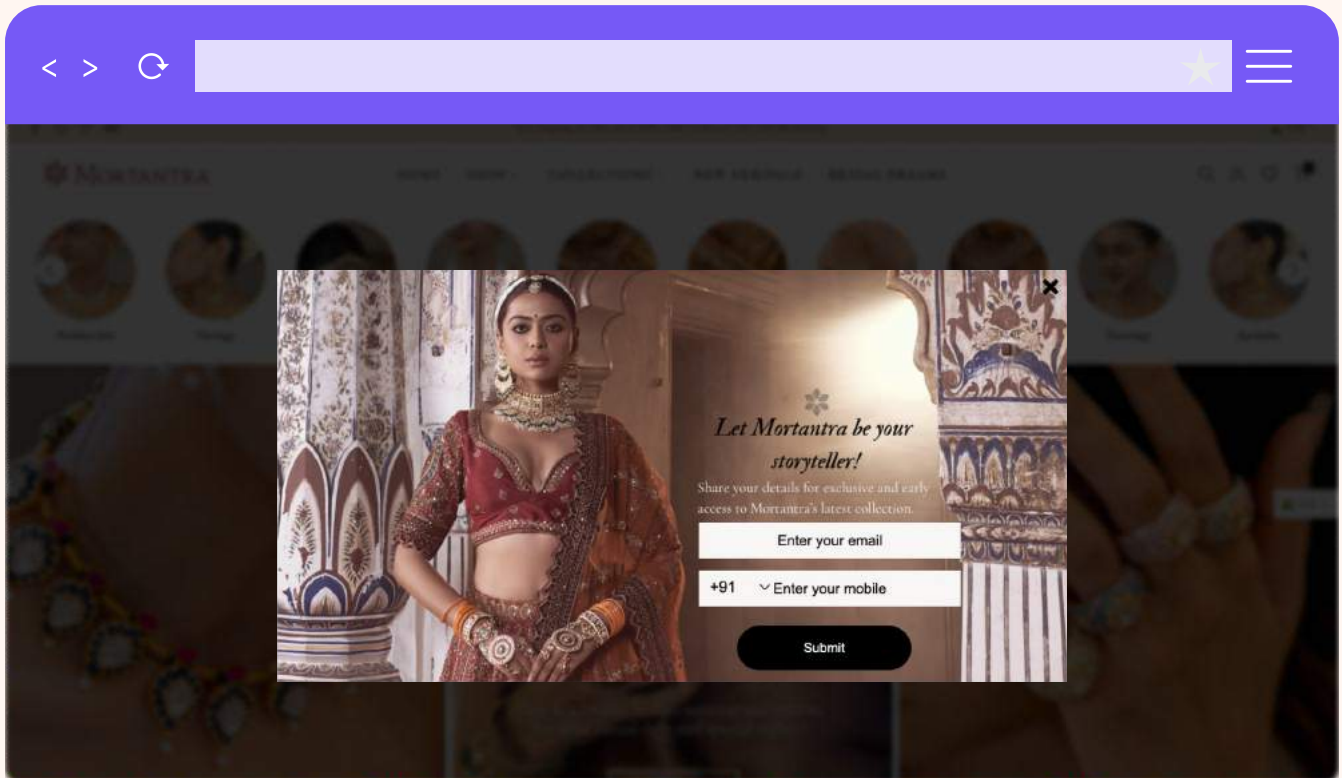
Impact

15.02% boost in Click Through Revenue (CTR) from the overall journeys.

2x Additionally, the CTR from the journey is 2x the CTR from the one-time campaigns.

Driving User Acquisition Using Onsite Surveys

Mortantra wanted to boost its user acquisition by leveraging the onsite survey feature on the WebEngage dashboard. The goal is to bring new users into the funnel and seamlessly engage them to drive conversions.



Here's how users enter the engagement funnel using an onsite survey:

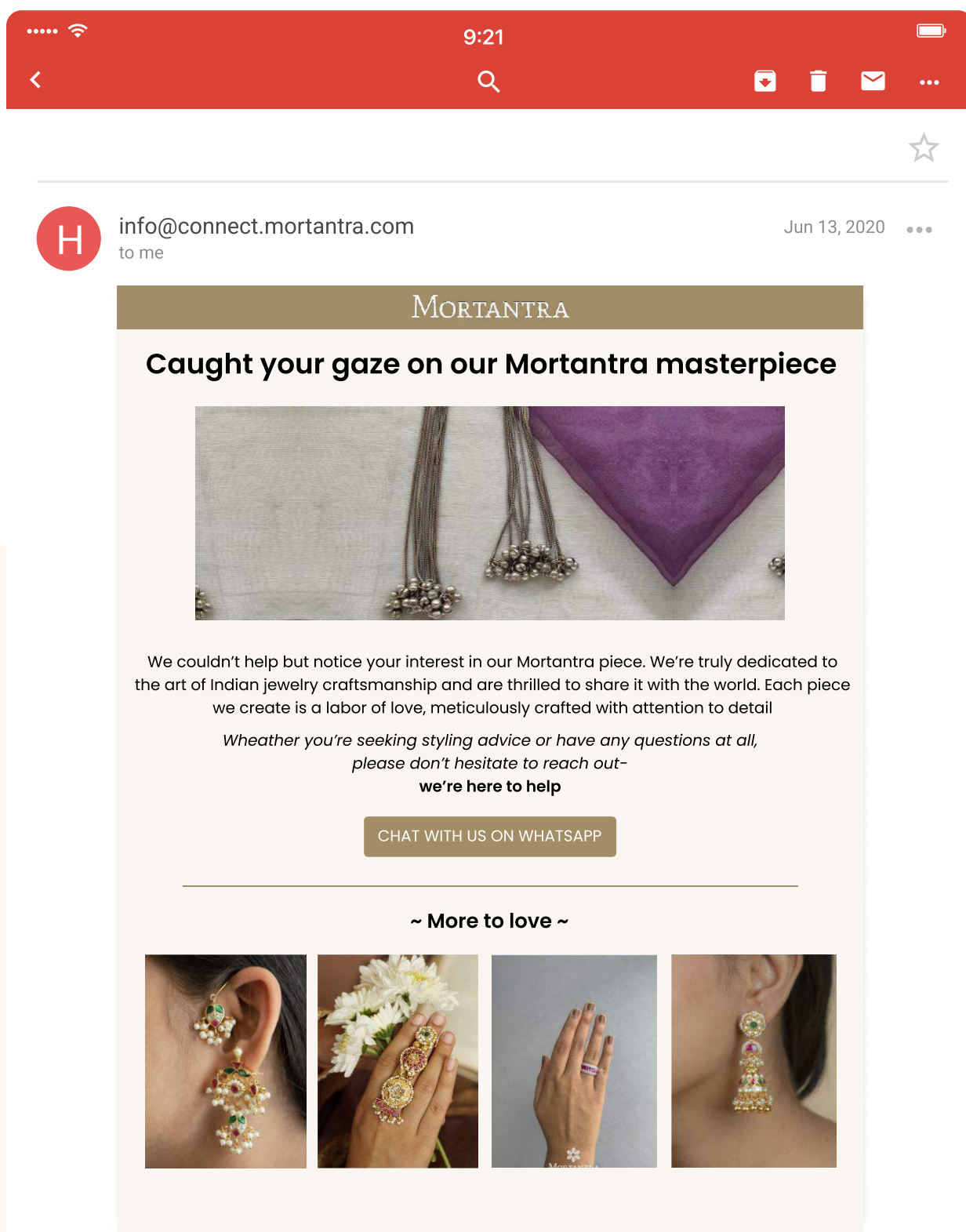
Mortantra encourages its users to access the latest collections by subscribing to their newsletter. As soon as users subscribe, they become part of the on-site journey and receive a welcome email.

By leveraging Email and web push notifications as a channel, users are further engaged throughout a three-day journey to boost order creation and successful add-to-cart events.

Driving Upsells Using WebEngage's Recommendation & Catalog Feature

The recommendation strategy suggested products to customers based on their past purchases and preferences. By offering personalized product recommendations, this approach can drive upsells and cross-sells, increase average order value, and encourage repeat business.

The logic behind product recommendations was to show products in the same or higher range as those purchased by users earlier.



Overall Impact Metrics

46.34% boost in **Click-through Revenue** via Web Push as a channel.

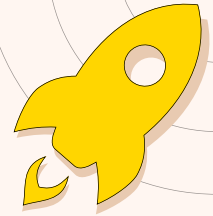
10.5% reduction in Checkout Abandonment.

15.02% boost in Click Through Revenue (CTR) from the overall journeys. Revenue generated by journeys is 2X the revenue generated via one-time campaigns.

The Way Forward

What does the way forward look like for Mortantra?

- ✓ **On a product level**, the team aims to leverage the WebEngage platform to build personalized communication strategies and boost the transaction funnel by retargeting users.
- ✓ The team also wants to introduce new features to its users and ensure seamless engagement by implementing more use cases.
- ✓ Reactivating users through win-back campaigns, RFM-based campaigns, new launches, and deals of the day can improve product purchases from online stores.
- ✓ **On a company level**, Mortantra wishes to use customer engagement strategies to improve its reach and conversion rates further.



About WebEngage Startup Program

WebEngage Startup Program is a growth accelerator for early-stage consumer startups across the globe. Since its inception in 2020, the program has helped over 300+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth \$25000, and dedicated customer success.

The platform enables startups to deliver an exceptional customer experience and build customer loyalty, increase the Customer Lifetime Value (CLTV), and lay the foundation for retention-led growth from day one, paving the way for creating sustainable business.

What's in it for startups?

- Free full access to WebEngage's marketing automation platform for six months.
- \$25,000 in FREE credits to execute campaigns across Email, SMS, WhatsApp, Push notifications, and more digital channels.
- Dedicated customer onboarding and success managers.
- Access to exclusive founder and mentor community.
- Expert-led masterclasses on growth, customer retention, and much more.

Ready to supercharge your startup's growth? Learn more about the program and

[Apply now](#)

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