

# MrBilit witnesses a **19% increase** in flight bookings using search and cart abandonment journeys

## Key features used

- Journey designer
- Data Analytics
- SMS
- Web push
- Push

**HQ**  
MENA

**Industry**  
Travel

**Founders**  
HamidReza  
Ashjae

**Founded**  
2016

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WebEngage has enabled us to engage with our travelers personally and maximize bookings and overall revenue. The end-to-end experience that WebEngage has brought, has changed the outlook and the speed at which we've been able to move. We wish WebEngage all the best, and we can't wait to see what they have in store for us soon.

**HamidReza Ashjae** |   
Founder and CEO, MrBilit



# About Company

Started in February 2016, MrBilit has been one of the biggest upcoming **Online Travel Aggregators** (OTA) in the MENA Region. The travel company has made it possible to buy plane, train, and bus tickets online simultaneously, offering users the most complete scheduled and charter flight tickets to their desired destinations. Moreover, if any new flights are established through airlines, they are added immediately to MrBilit's application.

Comparing ticket prices, departure times, and train types, as well as selecting the best option to travel, is all seamlessly possible through MrBilit's app. Users can buy bus tickets online from companies instead of calling or visiting the office in person. Additionally, users can apply various filters based on price, time, airline, flight class, etc., to classify and compare search results and buy the most suitable airplane ticket.

Initially, the travel company only catered to booking affordable plane tickets online. Since then, train and bus ticket services have been added after heightened customer interest and requests.



## Objective

To scale up their business, MrBilit had a few objectives to complete.

- Having a marketing automation system
- Building a full-fledged marketing team that can use and handle the dashboard with ease



## Challenges

Some of the challenges that MrBilit was trying to solve were:

- Increasing user retention
- Correctly targeting search abandoners
- Using multiple channels at the same time - as well as understanding the best channel for multiple segments
- Increasing organic traffic on the website

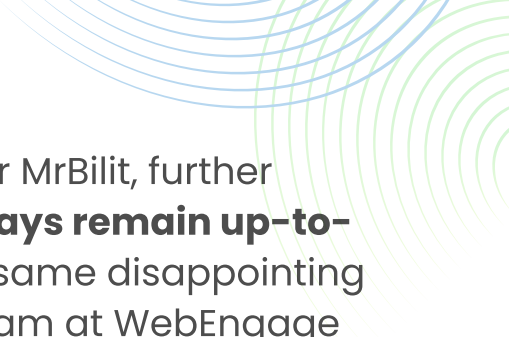
Moreover, using the WebEngage platform to its maximum potential and forming a team that formulates and brainstorms better to use marketing automation to its first degree were roadblocks that MrBilit faced.

## Why WebEngage

Earlier, MrBilit used a locally developed automation tool that didn't meet the brand's needs, which focused on using SMS as its primary channel. So after a year of using the solution, MrBilit approached Sepehr Hosseini as their marketing automation consultant, also WebEngage's official channel partner, to get help and a demo, and the rest is history.

Having heard of WebEngage through this official channel partner, MrBilit didn't need much convincing to bring WebEngage onboard.

The company had heard a lot about **journeys**, data management, **dashboard**, and **detailed analytics**. They had seen these journeys working for other companies in percentages and revenue and were looking for significant growth in multiple sectors that WebEngage was sure to offer.



Moreover, the marketing automation consultant for MrBilit, further assured the team that **WebEngage's features always remain up-to-date** and innovative and that they will not see the same disappointing features they saw earlier. The customer support team at WebEngage also impressed MrBilit. However, since the pricing was a hurdle for the team, the partner helped assure the group that investing in WebEngage would result in a return on that revenue along with profits and retention controlling machine.

Additionally, the partners and consultants at MrBilit had previously come down to the Mumbai office, where they got along very well with WebEngage's team, and were satisfied with the product's credibility.

## WebEngage In Action

WebEngage picked up the automated workflows created on the local solution used by MrBilit and executed them the way MrBilit wished for. Data for paths and journeys were also imported into the WebEngage systems to run the ad hoc campaigns they wanted.

MrBilit leveraged the **data analysis section** to see all its user touchpoints and created a custom customer map based on a lifetime journey from their application. Moreover, path analysis was brought to the fore once it was launched from WebEngage's end. This brought a holistic and drastic difference in the execution timelines for MrBilit.

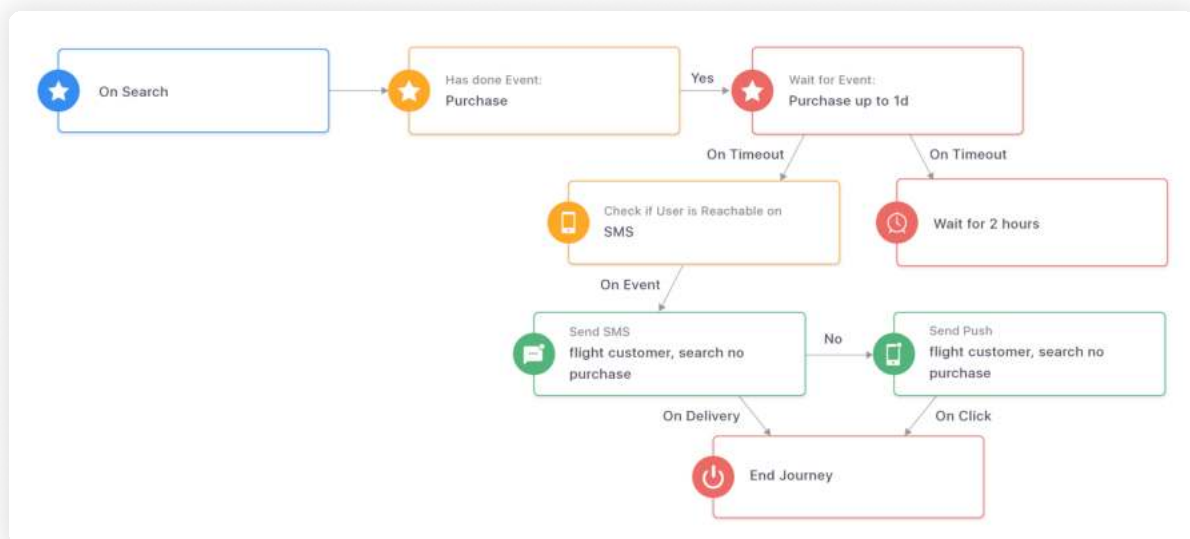
Using WebEngage's **segmentation**, MrBilit could then segment users based on their behavior on the app.

The number of tickets being booked daily, number of pushes sent to users looking for tickets, the best channel to reach out to the users, churn rates from different areas, app installs & uninstalls, discounts based on user purchase history on the site, were all consolidated on a single dashboard with the help of WebEngage's platform.

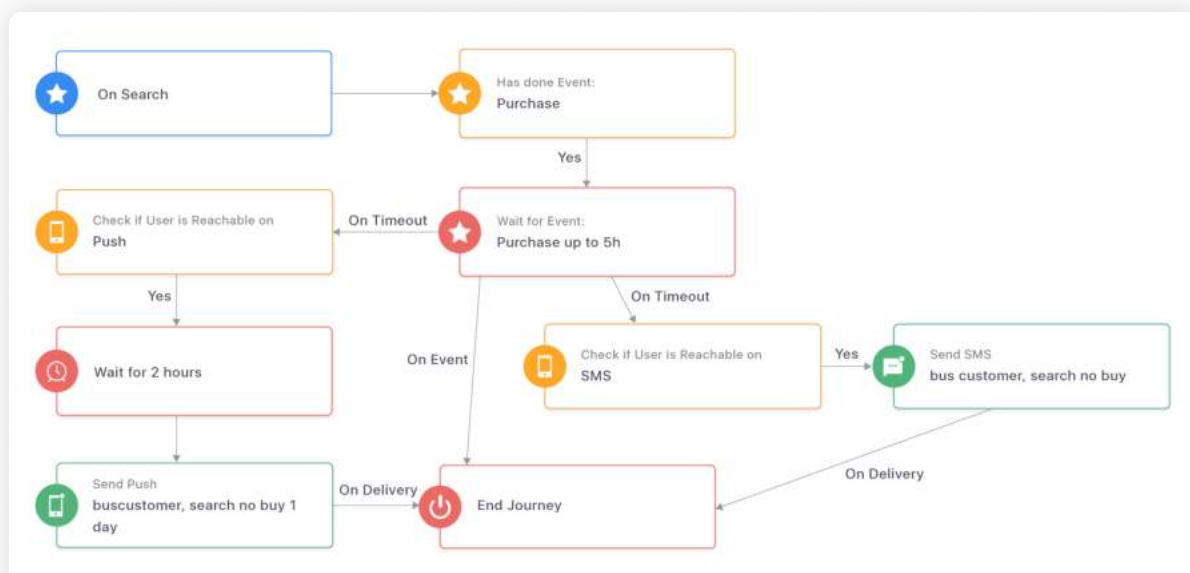
Furthermore, by adding multiple filters, MrBilit was able to narrow down on users who booked a flight to a tourist destination to give them discounts on hotels and experiences based on other users' data history. Moreover, the team could leverage this data to create a more holistic user experience.

## Journey Designer

### Targeting drop-offs: users searching for flight tickets



### Targeting drop-offs: users searching for bus tickets



## Targeting drop-offs: users searching for train tickets



All three journeys were run for 3 months, post which they were optimised to suit MrBilit's needs, and have continued running for over a year. The impact was thus calculated on the basis that previously the team had no automated workflows to control user retention rate, thus ranking the numbers higher from their pre-marketing automation days.

Each journey has been responsible for atleast 10-15% increase in user retention rate, multiplied by 3, which has led to an overall 5-6% increase in total sales.

## The WebEngage Impact

**19%**

Uplift in flight search  
abandonment  
retention

**16%**

Increase in  
purchases  
completed by users  
searching for buses

**12%**

Uplift in train search  
abandonment  
retention

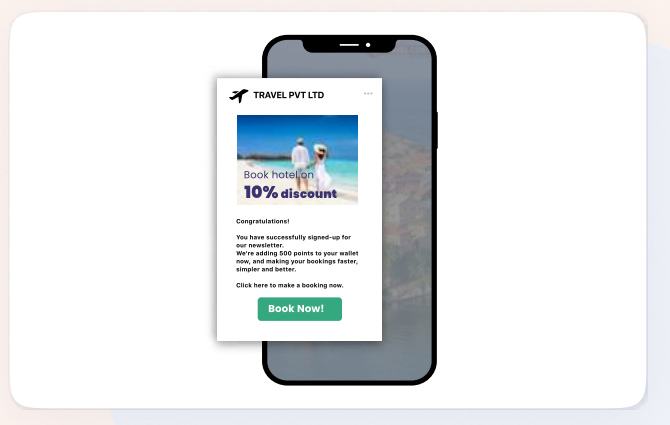


# Use Cases

**Does MrBilit's success story inspire you? Here are some Travel Use Cases you can implement using WebEngage.**

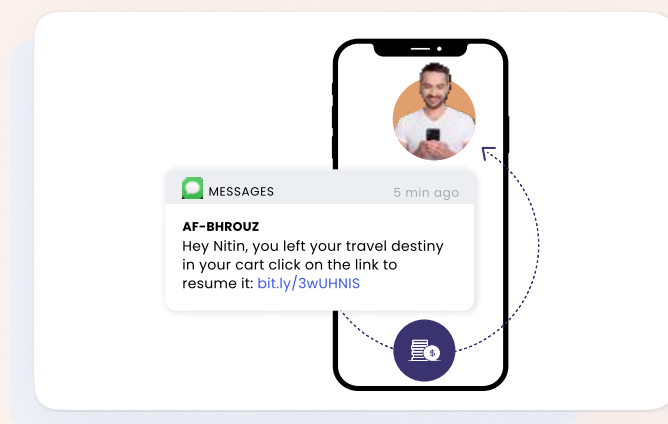
## Convert your visitors into buyers with effective lead-capturing mechanisms

Using intuitive on-site surveys to capture your visitors based on their interests, or targeting them via Facebook or Google ads using the WebEngage dashboard, increases your chances of converting more of your web visitors.



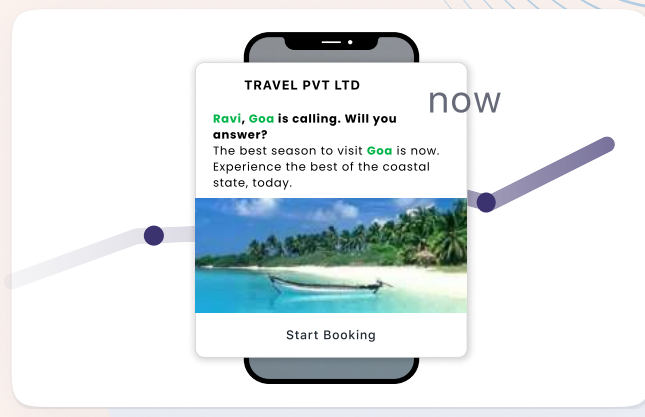
## Abandon journey (preventing drop-offs)

The more people see your site, the more potential customers you will have. And the number of people who stay on your website, beyond just visiting and dropping off, increases the value of those customers. The number of visitors to your website becomes the number of opportunities your business has to give an impression, generate qualified leads, share your brand, and build relationships, thereby leading to selling your product or service, new clients, and helping grow your business.



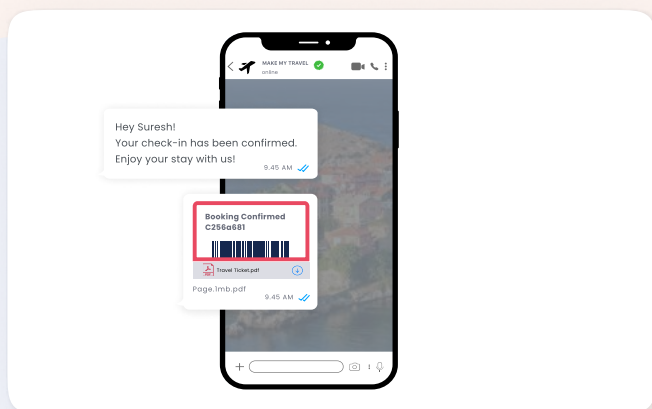
## Nudge users towards repeat purchases

It is common knowledge that repeat purchasers who spend more on your business/website, are easier to sell to, promote your business, and help you build customer retention rates. Who wouldn't want that?



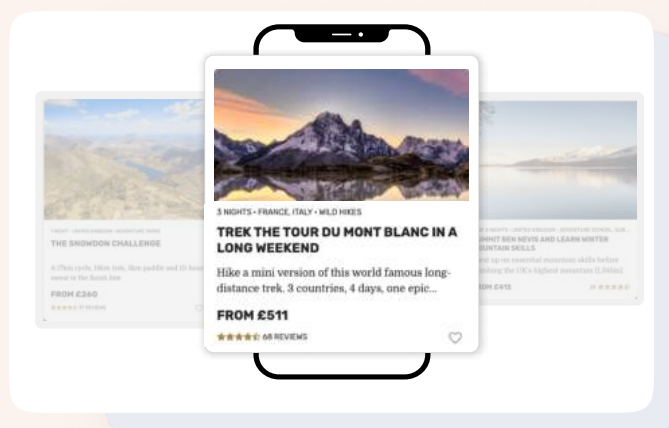
## Send reminders for upcoming bookings (experiences, hotels, flights, etc.)

There are always a bunch of experiences to sell to the user. Remind your users that your services exist, among a sea of other services that many may provide, and that you stand out from the crowd, emerging a winner in world-class travel.



## Drive more conversions through AI-based recommendations

Show your users customized and relevant content through a catalog of recommended products that will increase cart value, boost revenue, show brand consistency, and give a holistic, personalized experience.







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We can proudly say that we successfully delivered and made a tremendous impact for MrBilit using WebEngage as a full-stack marketing automation platform.

**Sepehr Hosseini** |   
**Official WebEngage Channel  
Partner**

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The most significant part of working with WebEngage has been the speed at which we've been able to move and be data-driven to optimize our customer journeys for better conversion. The ability to customize methods, flows, and integrate with any third-party service providers, provides this capability that you can do anything in each way you want.

**Hesam Salbokhi** |   
**eCRM leader, MrBilit**



# Loved the Case Study?

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

**Schedule my free demo**



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](https://webengage.com) or follow WebEngage on Twitter and LinkedIn.



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