NEEMAN'S

Leading Footwear Brand Neeman's Witnesses A **3X** Increase In **Conversion Rates** With WebEngage

| **Industry**	**Founded in**	**HQ**
Retail / D2C	2019	Hyderabad, India

About
Neeman's

Footwear today is more than function, it's a blend of comfort, style, and purpose.

India, the second-largest footwear producer globally, created 219 million pairs in 2022, with the market set to grow to $80 billion by 2030. The attempt at Neeman's is to be at the forefront of this evolution, crafting stylish, ultra-comfortable, and eco-friendly footwear. As India's first brand to use natural fibers like merino wool, Neeman's combines sustainability with stylish design.

Founded in 2017 and headquartered in Hyderabad, **Neeman's** partners with global experts to bring thoughtfully crafted shoes to India.

Mission & vision of the company

Neeman's aims to redefine footwear with comfort, responsibility, and style, by creating shoes customers love and are proud to recommend.
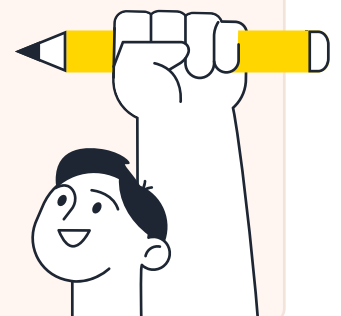
USPs:

- ✓ **Comfort:** Lightweight, all-day ease for everyday wear.
- ✓ **Responsibility:** Eco-conscious materials for a greener planet.
- ✓ **Style:** Trendy designs that balance affordability and fashion.

> **"**Using WebEngage has helped us implement retention strategies that have not only boosted engagement rate across multiple channels by over 67% but also improved our overall customer retention and trust in Neeman's brand. We have been able to optimize the user journey and experience throughout the lifecycle, which has generated over 45X ROI via our marketing efforts and paved the way for tremendous opportunities that lie ahead. **"**
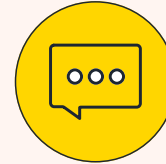
Mehul Rawat

Digital Transformation Head, **Neemans**

in

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Key Features Used

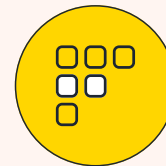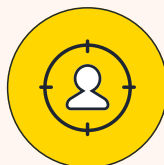**Journey Designer**

Email
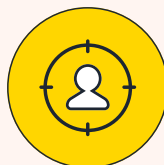
SMS

WhatsApp

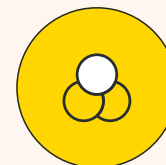**Web Push and On-site Notifications**

Catalog and Recommendation Engine

Hyper-Segmentation & Hyper-Personalization

Funnels

Cohorts

Company's Objectives

What were their company-level objectives?

At Neeman's, the primary objective is to achieve sustainable growth while maintaining profitability. To accomplish this, the team focuses on optimizing operations while ensuring their commitment to quality and sustainability remains unwavering. They also have an **expansion strategy prioritizing strategic investments in technology and supply chain**, driving efficiency and profitability across all operations. With this, they hope to:

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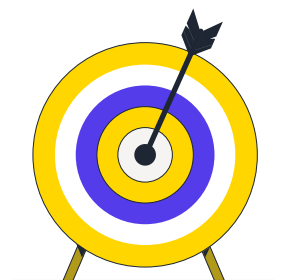
- ✓ Increase user engagement
- ✓ Maximize ROI
- ✓ Capture user feedback

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

Neeman's long-term vision is to establish itself as a leading omnichannel retailer. They aspire to achieve significant revenue growth through expanded presence, operational efficiency, and customer satisfaction. Key targets include:

- ✓ Achieving operational efficiency
- ✓ Boosting customer satisfaction ratings
- ✓ Increasing online sales contribution to overall revenue
- ✓ Enhancing customer retention rates through targeted marketing

Company's Challenges In Driving The Objective

What challenges were they looking to solve with a marketing automation platform?
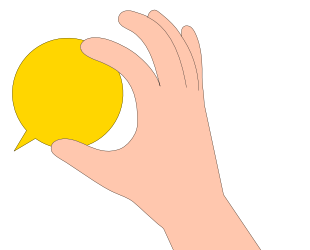
**?** Difficulty in streamlining customer interactions across multiple channels to expand reach and attract a broader audience.

? Limited ability to execute personalized marketing campaigns, resulting in suboptimal customer engagement.

? Insufficient customer insights and feedback, making it challenging to implement data-driven strategies to boost revenue.

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Why Did Neeman's Pick WebEngage?

Neeman's selected WebEngage as its marketing automation platform because of our well-rounded automation, user-friendly features, ease of integration, scalability, and customer support.
The Neeman's team wanted a marketing automation platform with deeper customer insights and improved campaign performance, and we've enabled them to simplify customer interactions and improve engagement and conversion rates.

WebEngage In Action
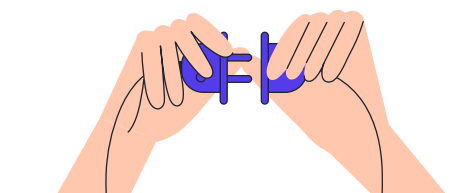
A milestone worth celebrating:
A key highlight of Neeman's strategy is the Universal Control Group (UCG) uplift, which has averaged 490.52% over the past six months.

The UCG is a benchmark group of users who are intentionally excluded from marketing campaigns to measure the true impact of engagement strategies.

By comparing the behavior of this group with actively targeted users, we can accurately assess campaign effectiveness, demonstrating a significant improvement in conversions, customer engagement, and overall revenue.

Neeman's uses WebEngage to enhance their user lifecycle journey with **a 360-degree, omnichannel & multi-channel approach** to customer communication. They **target users at different touch-points**, ensuring a holistic strategy that meaningfully engages customers throughout the sales process, thereby improving overall revenue and customer experience.

User Lifecycle Optimization

Here's how Neeman's approached it:

User Lifecycle Stages:
- Stage 1: Convert anonymous website traffic into sales leads by targeting users based on their drop-off points.
- Stage 2: Encourage users to move from *'Product View'* to *'Add to Cart'*.
- Stage 3: Push users from *'Add to Cart'* to *'Checkout'*.
- Stage 4: Address checkout drop-offs with onsite notifications to re-engage potential buyers.

Why This Is Important:
1. Engaging customers at every drop-off touchpoint to **reduce churn** and enhance retention.
2. Delivering relevant and timely communication as users transition between stages, ensuring a **seamless experience** without overwhelming them.
3. Leveraging different channels and features strategically at each stage to create a **frictionless journey**.

Examples:
1. Conducting onsite surveys to gather valuable user insights.
2. Using email, SMS, and WhatsApp to guide users from product view to the add-to-cart phase.
3. Implementing onsite notifications to recover abandoned checkouts.

IMPACT

The Revenue Contribution Of User Journey Centric-Campaigns Increased From 64% To 77.5%, From September To December '24.

Hyper-Segmented Strategy

Neeman's aimed to refine new audience segments, ensuring they are precise and effective in driving engagement and conversion. Transitioning from conversion-focused communication to a long-term engagement framework will help keep it sustainable.

Addressing the 3 problems of Customer Engagement and Retention
- What to communicate
- Who to communicate
- When to communicate

How?
No customer wants to receive a generic message. That's why the team leveraged WebEngage's intuitive live segmentation feature to tailor communications for each audience segment effectively.

Purchase Power

Order Frequency

6
Key Customer
Segmentation

Onboarding Age

Geolocation

Engagement Recency

Preferred Product

They were able to do this through:
- Messages were tailored to resonate with refined audience segments using precision targeting.
- Continuous A/B testing improved audience segmentation and messaging for optimal engagement.
- This overarching insight guided the segmentation strategy, ensuring that each segment received the most relevant and impactful communication.

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IMPACT

Post Adoption Of The WebEngage Live Segments Feature, Neeman's Achieved A 1.46x Jump In ROAS For The Month Of December.

USE CASE #2.5

Segmentation for 3C framework

Neeman's aims to refine new audience segments, ensuring they are precise and effective in driving engagement and conversion. This segmentation strategy was also implemented in the form of their 3C framework.

Transitioning from conversion-focused communication to a long-term engagement framework will help keep it sustainable.

IMPACT

Since Adopting This Framework, WebEngage Has Achieved 2X ROI From Overall Retention Activities, Which Aligns With Its Profitability Goals.

The **3C Framework**

NEEMAN'S

Capture	**Communicate**	**Convert**
Email address	Brand	Users -> Customers
Phone number	Products	
Webpush subscription	Topical events	

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The **3C Framework**

NEEMAN'S

Capture	**Communicate**	**Convert**
Onsite Surveys	One Time Campaigns	Automated Journeys
Multi touch-point approach	Personalized targeted communication	Right time, right content, deal closed

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Online-to-Offline Push

Strategic Omnichannel Campaign Implementation

Implementing an effective omnichannel strategy posed a major hurdle: **maintaining data accuracy and ensuring that location data was up-to-date** to prevent sending irrelevant store recommendations to users.

To convince online shoppers to visit physical stores needed proper strategies, which include:
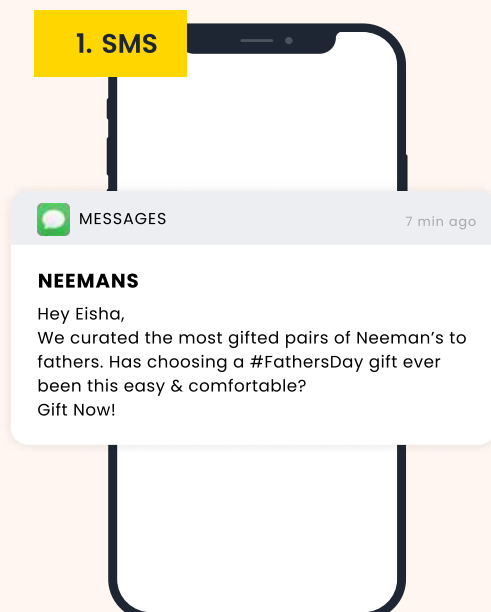- **Location-specific campaigns** that resonated with local audiences, ensuring communication was personal and relevant through localized marketing.
- **Intuitive customer journey**, providing clear and engaging messages about nearby stores for a seamless user experience.
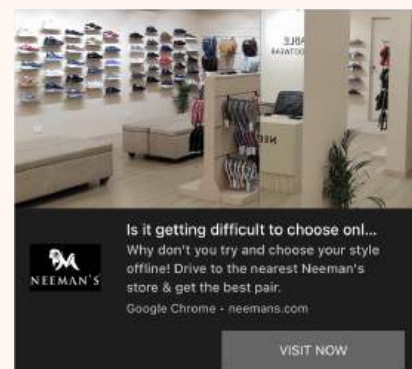
IMPACT

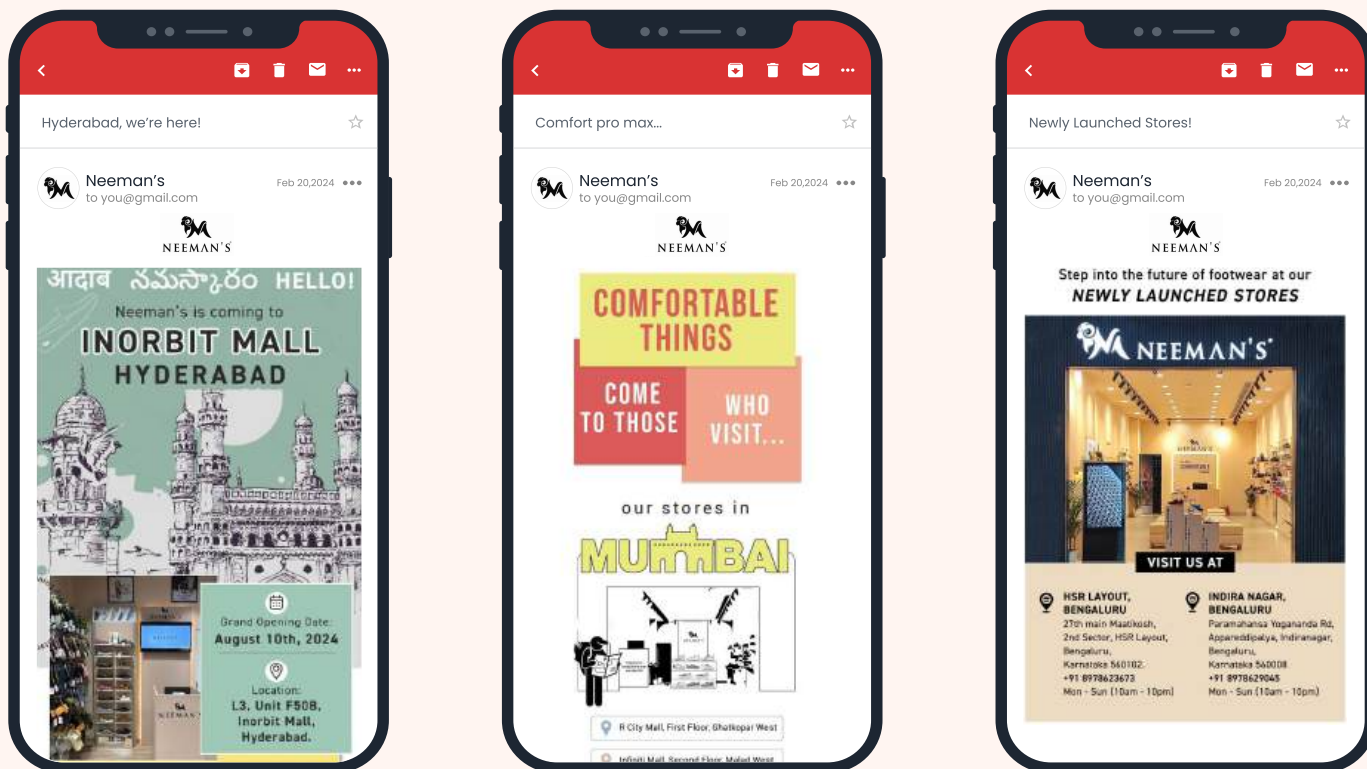8-12% Of Online Users Explored And Shopped From Retail Outlets.
(Across Mumbai, Bangalore, Hyderabad, Gurgaon, Kochi, Thiruvananthapuram, Indore, And More)

1. SMS

MESSAGES   7 min ago

NEEMANS
Hey Eisha,
We curated the most gifted pairs of Neeman's to fathers. Has choosing a #FathersDay gift ever been this easy & comfortable?
Gift Now!

2. Web Push

Is it getting difficult to choose onl...
Why don't you try and choose your style offline! Drive to the nearest Neeman's store & get the best pair.
Google Chrome · neemans.com

VISIT NOW

NEEMAN'S

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USE CASE #4

Engaging Seasonal and Topical campaigns
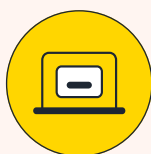
First, Fathers' Day Camapigns.

Fathers' Day is always a fun campaign to work on. And Neeman's was able to execute it brilliantly too.
The campaign was an event/calendar-based engaging campaign.

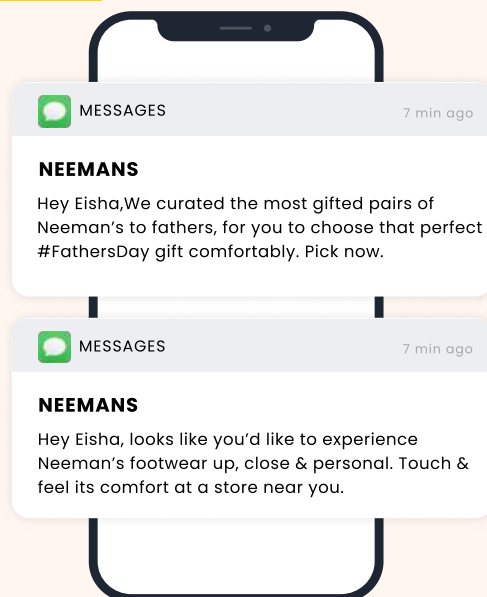**The team used channels like**

Email   Web Push   SMS

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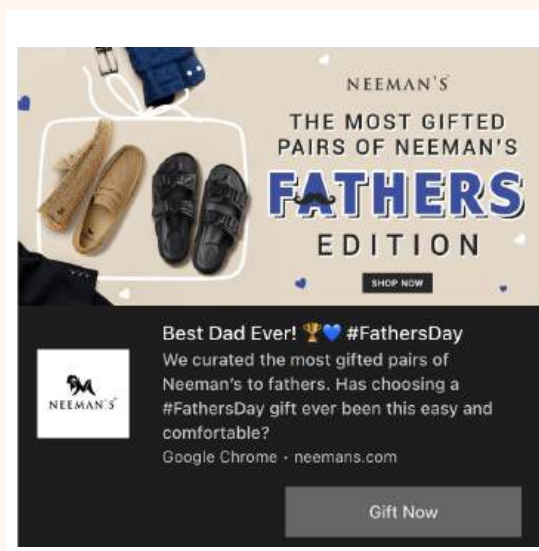Moreover, they enabled A/B testing on email and SMS to optimise conversion.
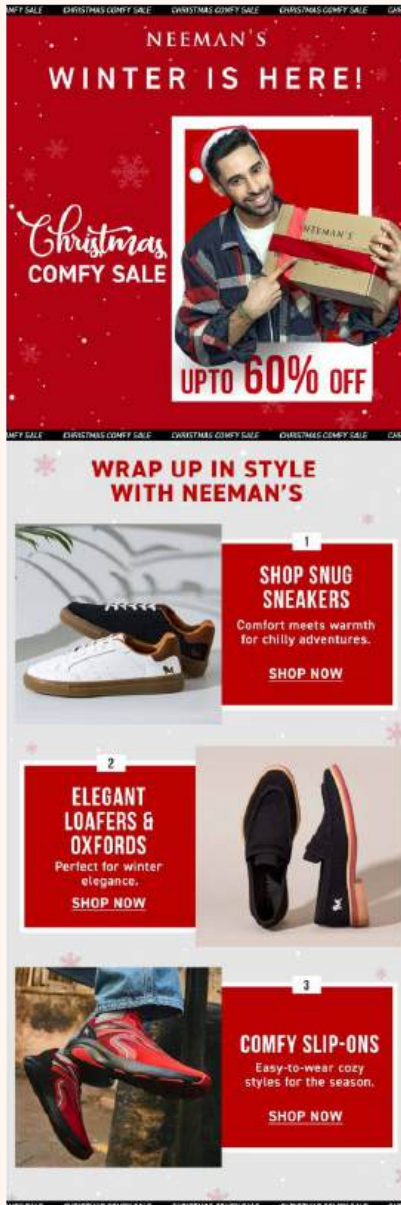
1. Email

2. SMS

3. Push Notification

IMPACT

Neeman's Tested Multiple Email Variants And Identified A Winning Version That Achieved Up To 50% Better Engagement Rate And A Click-To-Open Rate Of Up To 20%.

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Neeman's strategically curates its best footwear selections and seamlessly integrates them into seasonal campaigns. Their personalized communication approach ensures that each promotion resonates with the target audience, ultimately driving higher conversions.

Shown above are some samples from their best-performing campaigns, like the Black Friday Sale and Christmas Sale emails.

IMPACT

Neeman's Tested Multiple Email Variants And Identified A Winner, Which Achieved An Open Rate Of Up To 40% And A Click-To-Open Rate Of Up To 20%.

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Overall Channel Impact

81% Their SMS Engagement Witnessed An 81% Upswing From 1.45% To 2.62% With A/B Testing.
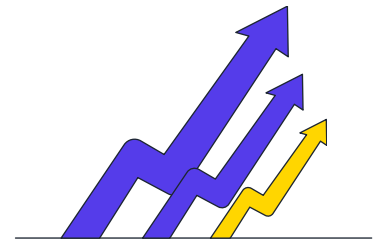
65% Email Engagement Experienced A 65% Boost, Rising From 17.52% To 27.37% Due To Personalization.

56% Web Push Engagement Also Saw 56% Growth, Climbing From 0.4% To 0.66%.

The Way Forward

⭐ **Capturing the Indian Market**

- Expanding Retail Footprint: Neeman's plans to expand its presence in major metro and Tier 2 cities, bringing the brand closer to a broader customer base. This strategy includes opening new stores and launching pop-up experiences in key locations.

- Localized Product Offerings: Neeman's will tailor its products to meet regional preferences, catering to the diverse tastes and needs of Indian consumers, aiming to position the brand as the go-to choice for footwear across the country.

- E-commerce Dominance: The company aims to strengthen its digital channels to boost online sales, using data analytics to personalize shopping experiences, and expanding partnerships with major e-commerce platforms as part of its growth strategy in India.

- Affordability with Quality: Neeman's will continue innovating by offering high-quality footwear at competitive prices, ensuring that sustainable and comfortable footwear is accessible to consumers across India.

⭐ Going Public (IPO)

- Preparing for IPO: Neeman's is on a trajectory to become a public company within the next 3-5 years. This move is expected to unlock new growth opportunities, providing the necessary capital to scale rapidly.

- Building Investor Confidence: The company will focus on ensuring strong financial performance, transparency, and governance to position itself as an attractive investment option. The IPO will reflect the brand's strength and future potential.

⭐ Aiming to be Among the Top 3 Footwear Brands

- Brand Leadership: Neeman's aims to position itself among the top three footwear brands in India by focusing on relentless innovation, superior product quality, and a deep understanding of customer needs.

- Marketing Excellence: The company will invest in impactful marketing campaigns, leveraging both digital and traditional media to enhance brand recall and loyalty. Collaborations with influencers and designers will further elevate the brand's appeal.

- Customer-Centric Innovations: Neeman's will enhance the customer experience through personalization, loyalty programs, and omnichannel strategies, ensuring a seamless interaction between online and in-store platforms.

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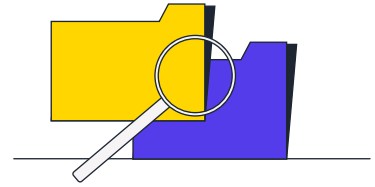
Use Cases

Still not convinced? Here are some use cases you can implement using the WebEngage dashboard:

Communicate With Users On Critical Touchpoints

Develop an understanding of touchpoints like cart abandonment and product wishlists and send communication accordingly. Show intent to serve the customer better and design better user and customer experiences in the long run. Enhancing user and customer journey mapping exercises also becomes much simpler.

Send Product Recommendations

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

Target Users With Location-Based Messages

The key benefit of geotargeting is that it increases customer experience through personalization. The user's product use and behavioral patterns/buying history give you an idea of the products/services they're looking for and what you can target them accordingly.

Increase Cart Value

Creating a minimum order value for free shipping, selling complementary products, bundle deals, offers, etc., paves the way for users to increase their cart value and thereby generate higher revenue.

Cross-Sell Or Up-Sell To Boost Course Purchases

Exposing your users to add-ons through attractive upsell/cross-sell opportunities will give them an experience of what you have to offer. Encouraging them to customize their packages through different offerings will enable them to relish a comprehensive experience and boost your revenue.

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Closing Testimonial
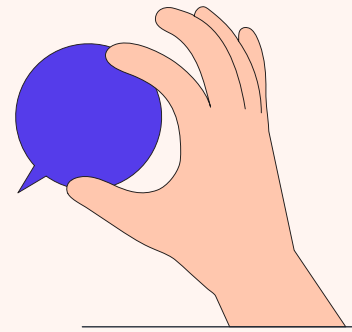
" Our success story is incomplete without mentioning how WebEngage has served us well as a marketing automation platform. The ease of use and good customer support have been the backbone of our relationship. We have the features we need, and what keeps us going is that the team is easy to work with. "

Dhivagar Rajendran | in

Assistant Manager, Customer Retention, **Neeman's**

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About WebEngage

WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. With a robust customer data platform, you can get a unified view of your customers, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

WebEngage goes beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide. It works across several industries, including E-Commerce, Edtech, Fintech, Foodtech, Media and publications, Gaming, BFSI, Healthcare, and Online Retail. The key clientele includes marquee brands like Adani, Bajaj Auto, IKEA, MakeMyTrip, Yes Securities, L&T SuFin, Eureka Forbes, Akasa Air, etc.

With a mission to humanize the world's websites and apps, we now power over one billion messages sent every day for our customers across 50+ countries and 20+ industries.

Schedule my free demo

CREDITS
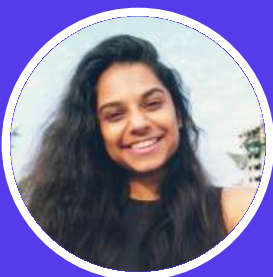
Senior Content
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Prakhya Nair | in

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