



How Nice Turned Offline Customer Signals Into a Segmented Revenue Uplift Engine

INDUSTRY

Home & Lifestyle Retail

REGION

Kingdom of Saudi Arabia

BRAND

Nice, United Homeware Co.

Nice is one of KSA's leading home and lifestyle retail brands, with a strong store footprint and an active digital customer base. As customer activity scaled across offline and online touchpoints, the next priority was clear: make engagement more structured, more measurable, and more aligned with how customers actually buy.

That's where WebEngage came in. The focus was to turn offline customer data into a segmented engagement engine — one that could help Nice reach the right customer cohorts, measure campaign contribution, and drive stronger revenue outcomes across WhatsApp, In-app, On-site, Push, and Email.

The Opportunity

Nice had a large offline customer base and a strong engagement opportunity across seasonal retail moments. The next step was to bring customer data, segmentation, campaign planning, and revenue measurement into one sharper operating model.

Area	What It Enabled
Offline customer data	A richer view of store-led buying behavior
VPC segmentation	Customer cohorts based on value, platform, and lifecycle stage
WhatsApp engagement	Stronger reach across offline customer journeys
In-app journeys	High-intent online conversion moments
Revenue visibility	Clearer contribution tracking across online and offline channels

This created the foundation for a data-backed campaign calendar tied to customer behavior, channel fit, and seasonal demand.



1. Building a Segmentation Framework for Offline Customers

The first move was to make the offline customer base easier to understand and activate. WebEngage built a custom VPC segmentation framework for Nice, classifying customers across three layers:

Value Tier

High-value and non-high-value customers

Platform

Online, offline, and ROPO behavior

CLM Stage

One-time buyers and repeat buyers

This gave Nice a clearer way to decide who to target, when to reach them, and what message each group should receive. The strongest signal came from repeater segments. In Q1 2026, repeaters accounted for 68% of offline VPC revenue, with high-value repeaters showing higher revenue efficiency than one-time buyers.

2. Making WhatsApp a Store-Led Revenue Lever

For Nice, WhatsApp became a key bridge between digital engagement and offline purchase behavior. Instead of treating WhatsApp as only a broadcast channel, the team used it as a measurable revenue-influence layer for store-led customer journeys.

Q1 – 2026

WhatsApp revenue influence grew 342% QoQ

Making it the strongest offline revenue channel.

Offline WhatsApp contribution reached 12.8%

Showing stronger visibility into store-linked campaign impact.

February became the peak month

Driven by Ramadan-led customer activity and sharper campaign execution.

This helped Nice use WhatsApp with greater confidence across seasonal campaigns, repeat-customer engagement, and value-led offline segments.



3. Turning In-App Into a High-Intent Conversion Layer

While WhatsApp led offline influence, In-app became a strong online conversion channel. The best example was the Cart Abandonment In-app journey. This one always-on trigger contributed 22.9% of total Q1 campaign revenue, showing that well-timed journey nudges can perform at the scale of larger promotional campaigns.

In-app also recorded:

257.3% QoQ growth

A strong signal of online engagement momentum.

71% journey mix

Showing the role of automation in driving online conversions.

Highest channel efficiency

In-app delivered the strongest revenue per 1K messages among active channels.

This proved that online conversion could be improved through sharper timing of the journey, not just by increasing campaign volume.

4. Aligning Campaigns With Customer Behavior

Nice's Q1 performance showed that different channels influenced customers at different speeds. On-site and In-app worked faster, with a higher share of purchases happening early after engagement. WhatsApp worked as a longer-window influence channel, especially for store-led purchases.

This gave the team a clearer way to plan channel roles:



On-site and In-app

For active, high-intent moments



WhatsApp

For stronger offline influence and
longer purchase windows



Push and Email

For journey reinforcement and
lifecycle communication

This helped Nice move toward a cleaner channel strategy, in which each channel had a more clearly defined role in the customer journey.

The Execution



The Overall Impact

In Q1 2026, Nice saw strong uplift across campaign performance, contribution, and customer engagement.

18%

Campaign contribution

A strong increase from the previous quarter.

247%

QoQ growth

Driven by Ramadan execution, stronger campaign volume, and higher conversions.

124%

YoY growth

Showing sustained year-on-year improvement.

38%

Repeat customers QoQ

Confirming stronger retention momentum.

47%

Online contribution

With journey campaigns leading online conversion momentum.

12%

Offline WhatsApp

Making WhatsApp a measurable store-led revenue lever.

55%

Repeat customers YoY

Confirming stronger retention momentum.

Beyond the Metrics

Beyond the metrics, the operating model became sharper:

Offline data became easier to activate.

Campaign planning became segment-led.

WhatsApp became measurable for its influence on offline revenue.

In-app journeys became a proven online conversion layer.

Repeat customers became a clearer focus for growth.

What's Next

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

1

Scaling WhatsApp with
sharper VPC segmentation

2

Improving online
segmentation across
journey and promotional
campaigns

3

Strengthening omnichannel
attribution across online
and offline events

4

Calibrating campaign
intensity based on market
conditions and customer
response

5

Activating more always-on journeys across Wishlist Abandonment, Post-Purchase Cross-Sell, Category Abandonment, Dormant Reactivation, and Welcome/High Intent BAU

The next phase is about making every customer segment easier to understand, every campaign easier to measure, and every high-intent moment easier to act on.

From the Brand Team

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"WebEngage has helped us build a more structured growth model around our customer data. We now have clearer visibility into how offline and online engagement contribute to revenue, while segmentation has made it easier to focus on the customer groups that matter most."

Sanjeev Sharma — CEO

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"Our campaigns are now planned around customer value, lifecycle stage, and channel behavior. This has helped us use WhatsApp more effectively for store-led engagement and build a sharper campaign calendar around high-impact seasonal moments."

Tamer Saker — Head of Marketing

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"In-app journeys have become an important conversion lever for our ecommerce business. With better timing, automation, and intent-based engagement, we have been able to improve cart recovery and drive stronger revenue efficiency from our online customer journeys."

Sreekanth Chetlur — Head of Ecommerce

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"WebEngage has made campaign execution more focused and measurable. We can activate relevant customer segments across WhatsApp, In-app, On-site, Push, and Email, while tracking how each channel contributes across the customer journey."

Shadi Radwan — Marketing Manager

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