

WebEngage

Startup Program

• SUCCESS STORY •

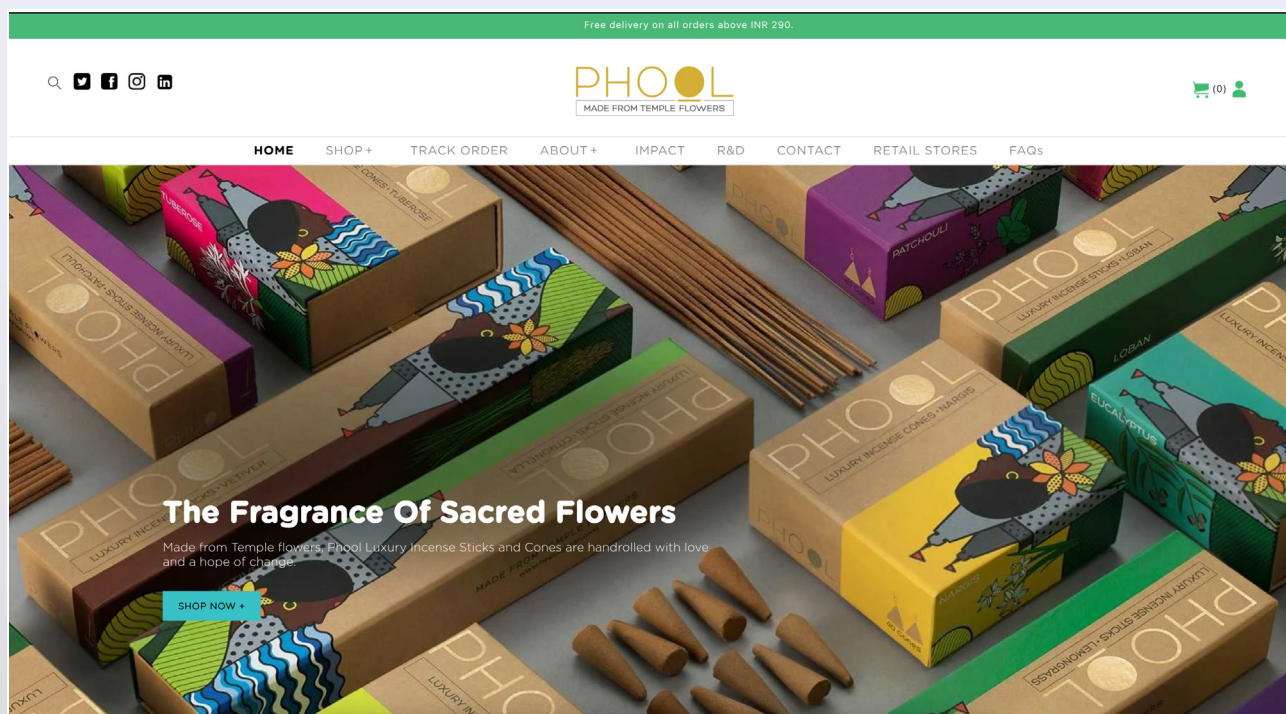


PHOOL

MADE FROM TEMPLE FLOWERS

**an Indian social impact startup,
increases its revenue by 23%**





About PHOOL

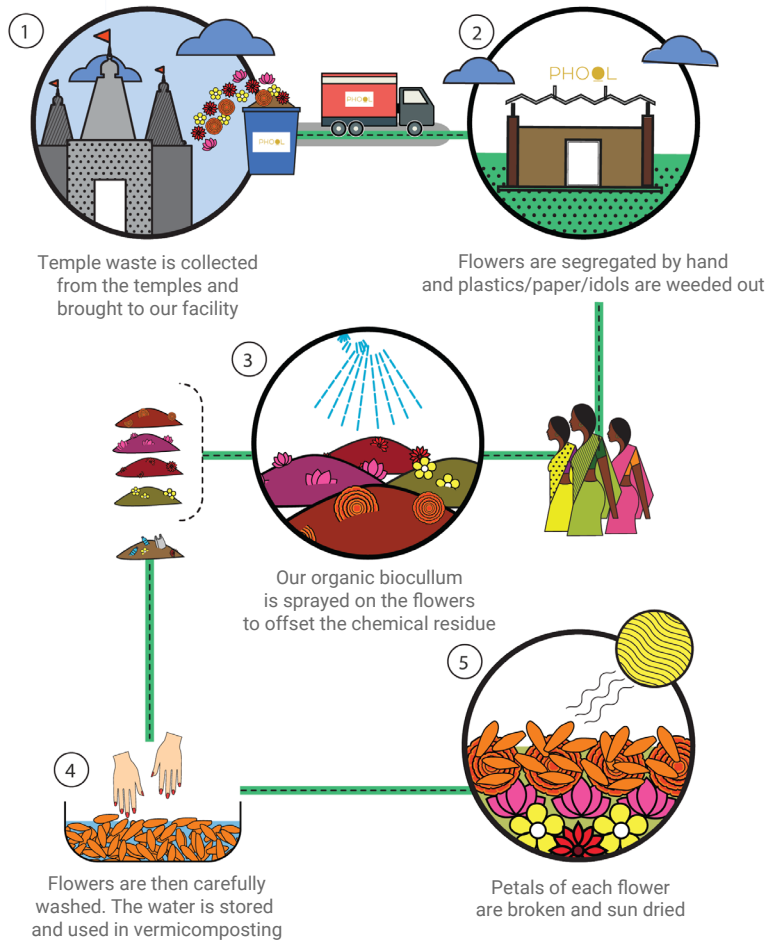
PHOOL is the world's first profitable and lean solution to the 'temple waste' problem. Founded by Ankit Agarwal in 2017, PHOOL collects floral waste from temples in Kanpur, India, preventing them from getting dumped into rivers.

These sacred flowers are then handcrafted into charcoal-free incense sticks by women from marginalized sections of society using a process called Flowercycling.

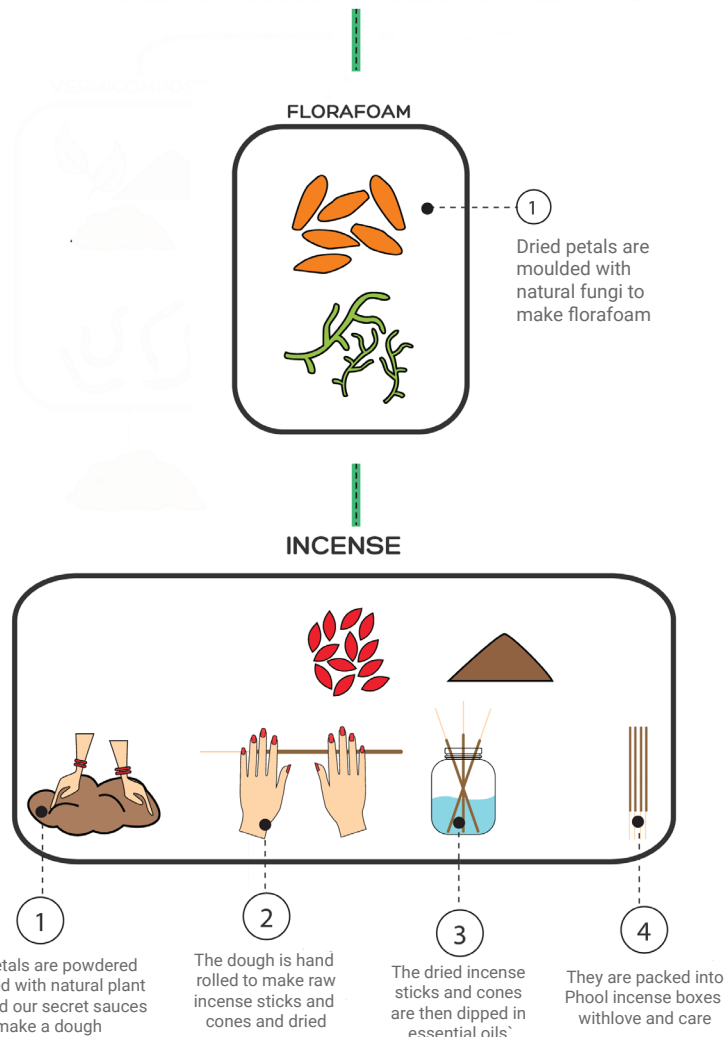
The women workers produce around 400 incense sticks every hour. Once the incense sticks are ready for commercial use, they are listed on PHOOL's website.

So far, PHOOL has recycled 11,060 tons of flowers, offset 11 tons of pesticides, and employed 73 full-time women. PHOOL plans to expand this movement by having a PAN-India presence in the years to come.

Flowercycling Process



FROM HERE, THE PROCESS IS DIVIDED INTO TWO PARTS...





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Joining the WebEngage Startup Program's Class of 2020 - 21

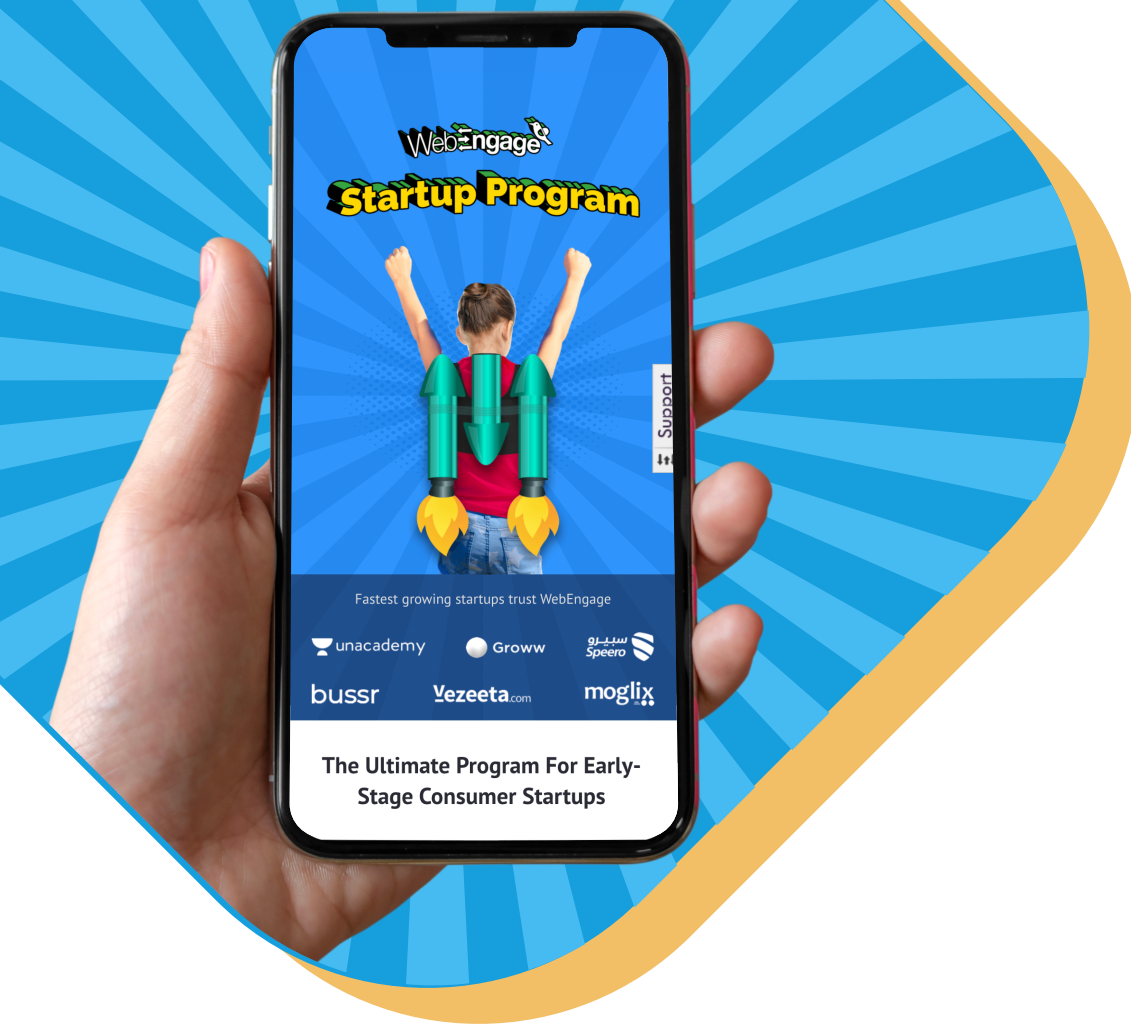
PHOOLs' primary objective is to offer chemical-free and high-quality products alongside ensuring our environment's well-being. To achieve the objective and sustain in the long run, PHOOL has to explore various growth avenues.

To kick-start the growth initiatives early on, PHOOL joined the [WebEngage Startup Program](#).

Growth and retention marketing at the early stages of a startup either get ignored or are not well-managed due to lack of proper tools. With the WebEngage Startup Program, we have been able to work with industry experts and leverage the best-in-class Retention Operating System. We can create micro-segments of our users, engage them across channels and analyze their behavior to match their expectations. As a result of sending hyper-personalized communication to our users, we've witnessed a 33% increase in conversion rate.



- Apurv Misal,
Head of Marketing and Sales, PHOOL






What is the WebEngage Startup Program?

The WebEngage Startup Program is a 6-month program to empower early-stage startups in accelerating their growth. The mission of the program is to facilitate early-stage startups across the globe during the initial years through mentorship and technology.

How did PHOOL benefit from the WebEngage Startup Program?

Any startup that enrolls for the WebEngage Startup Program receives the following benefits:

-  Free access to the WebEngage Retention Operating System for 6 months
-  A dedicated team of WebEngage advisors who help in accelerating growth
-  Superior omnichannel campaign orchestration and campaign analytics

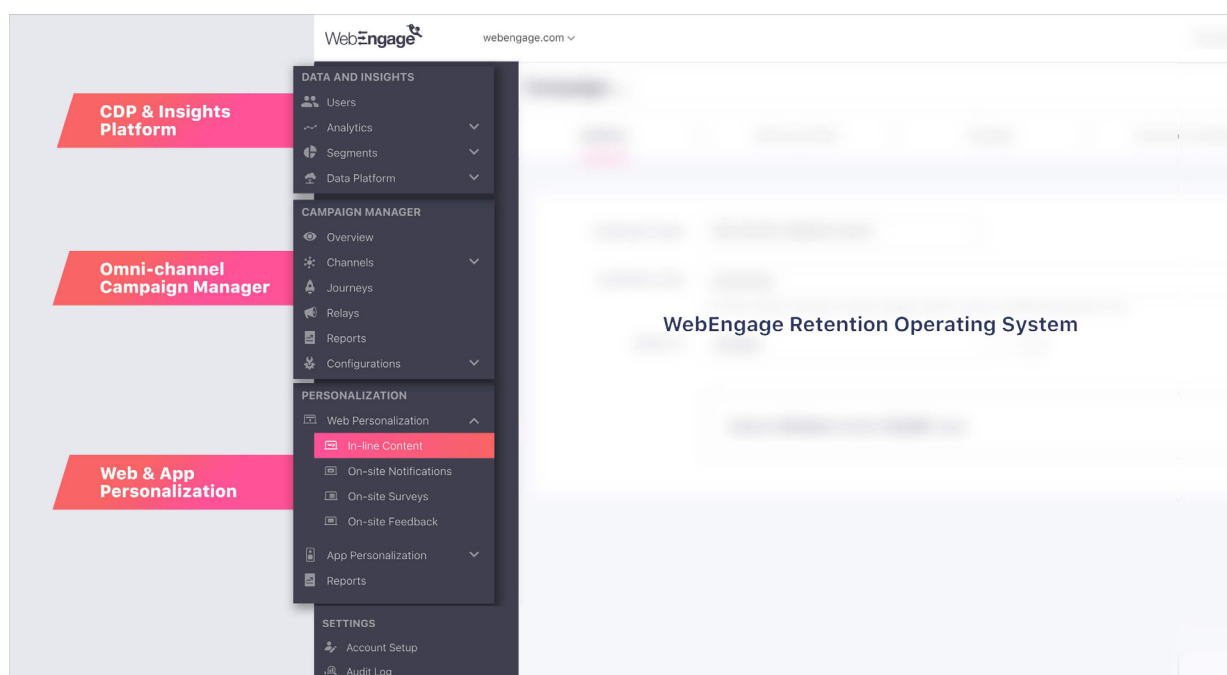
As a part of the program, PHOOL has also been aided with several initiatives and processes to get its user engagement initiatives going. Here's how!

Creating engagement strategies with WebEngage Advisors

The Advisors at WebEngage provide regular mentorship in terms of strategies adopted for effective user engagement and retention. For example, the advisors suggested the team at PHOOL to engage high-intent users with automated communication workflows. This was important as high-intent users have the highest propensity to convert when nudged with the right content at the right time.

The advisors also collaborated with the teams at PHOOL to conduct 2-way sessions to provide feedback on the existing strategies and potential improvements.

Additionally, PHOOL got access to a wide array of resources, including integration manuals, product guides, and ready-to-use campaign templates to assist them in getting started with the WebEngage dashboard.



Getting started with the WebEngage Dashboard

Once PHOOL signed up for the WebEngage Startup Program, a dedicated [onboarding](#) expert was assigned to help the team overcome challenges and achieve their goals. After that, all the integration requirements, such as Events (system and custom), User attributes, SDKs, etc., were configured. This ensured a well-timed and hassle-free integration process.

A seamless integration process helped PHOOL to get started with effective user engagement in a couple of weeks and implement several use cases on the WebEngage dashboard.

Live Stats

Users Active Right Now

1,452,801

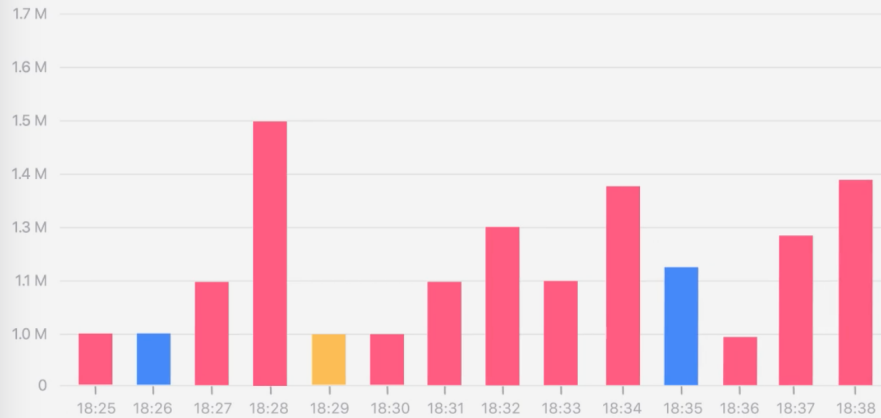
● Website
71.4%



● Known 67.4% ● Unknown 632.6%



● New 54.8% ● Return 45.2%



*Sample image for reference only

Accelerating the implementation of user engagement campaigns

At WebEngage, we understand that any early-stage startup's most crucial asset is 'Time.' Keeping this in mind, the WebEngage dashboard enables PHOOL to create, test quickly, and run user engagement campaigns across multiple channels.

PHOOL has devised relevant campaigns using multiple channels like On-site, Web Push, and Email. Thus, increasing conversions and revenue.

Here are a couple of critical use cases that PHOOL has implemented on the WebEngage dashboard:

Accelerating first-time conversions

After analyzing the user journey on the website, the team at PHOOL realized that the prospects who surf the product (incense sticks) are likely to view the product details and make a purchase.

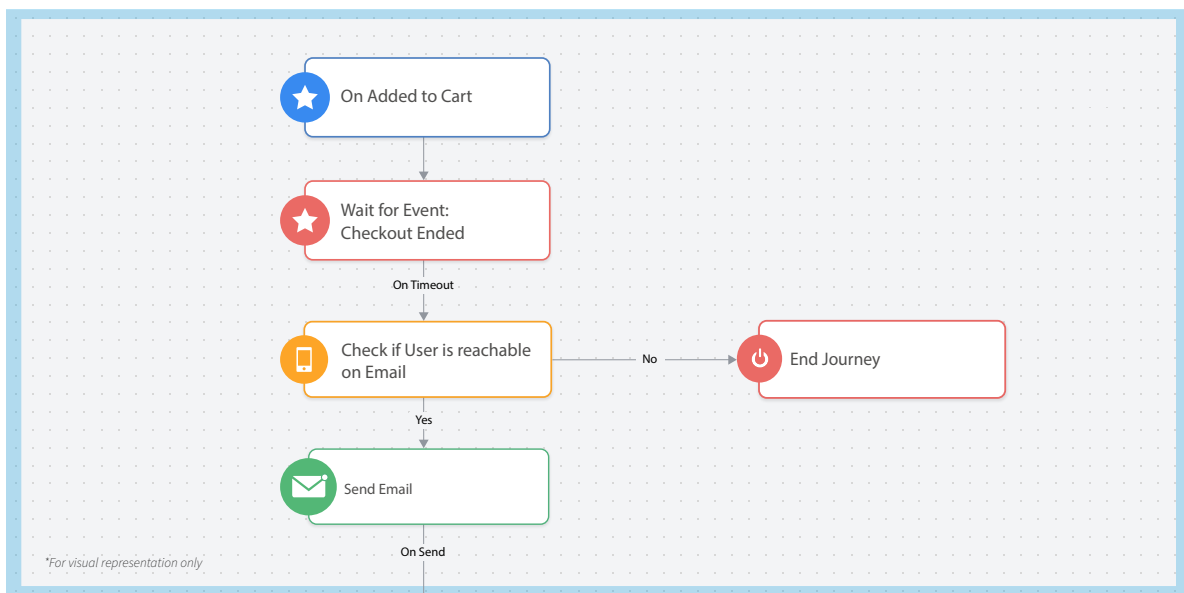
So the team wanted to engage these prospects with relevant communication on their preferred channels and nudge them to view the product details. Acting upon the approach, PHOOL started running several campaigns on the WebEngage dashboard and engaging the prospects across channels like Email and Web Push.

As a result of highly targeted communication, PHOOL has witnessed a **14% increase in the number of prospects viewing the product**. Also, PHOOL has seen an **18% increase in the number of orders placed**.

Encouraging cart abandoners to place an order

Cart abandonment was another major challenge the team at Phool was facing. To encourage the abandoners to complete their purchases, PHOOL leverages the [WebEngage Journey Designer](#) to send out hyper-personalized cart abandonment emails.

Here's a glimpse of the cart abandonment journey created by PHOOL on the WebEngage dashboard:



By running the cart abandonment journey, PHOOL has recovered **15% of the total abandoned carts and increased its revenue by 23%**.

As a result of hyper-personalized communication, **PHOOL has seen a 33% boost in its conversion rate**.

PHOOL now runs several user engagement campaigns on the WebEngage dashboard. The startup relies on the WebEngage Retention Operating System for unified customer data, analytics, omnichannel campaign orchestration, and personalization.



Ankit Agarwal

Founder at PHOOL



By enrolling in the WebEngage Startup Program, we've adopted a growth marketing approach that shall help us scale our business faster and bring down acquisition costs over time. We've increased our revenue by 23% and continue to grow it even further. The Onboarding and Customer Success teams at WebEngage have been highly supportive throughout the program.

Loved the case study?

Grow your business and build a brand with the
WebEngage Startup Program.

[Apply Now](#)



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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