

C2C/B2C Marketplace Portal Pasar Segar Boosts Avg. Checkout Completion Rate By 43% With The WebEngage Startup Program

Industry

Food and Beverage
Services

Founded in

2018

HQ

Singapore

About Pasar Segar



Pasar Segar is a C2C B2C marketplace portal that focuses on simplifying the online shopping experience for customers, eliminating the need to visit physical markets. Simultaneously, it provides a convenient platform for online traders selling fresh goods and other food ingredients. The company has expanded its presence across various regions in Indonesia, ensuring delivery within a radius of no more than 40 km through services like GO-SEND Instant and Lalamove Instant.

Pasar Segar facilitates customer payments through multiple channels, including Bank Transfer, PayLater (Indodana), and E-wallet options such as GoPay, Shopeepay, and OVO. Notably, GoPay payments via mobile and app seamlessly link to the Gojek application. Additionally, Pasar Segar welcomes individuals interested in B2C partnership opportunities, providing avenues for managing a designated market.

Those interested in C2C engagement can directly register on the platform's registration page to become a trader.

“ The WebEngage Startup Program has been very instrumental in enhancing our Marketing Automation. They’ve helped us to effectively engage both new and existing users. The automation and features have helped us minimize manual efforts allowing more efficient & streamlined operations.

The platform’s tailored features for a marketplace like us have helped elevate our user engagement and retention. The functionality is reminiscent of an AI marketing tool, efficiently reducing our workload, specially for a team with a lean manpower. ”



Sandi Suhendro



Founder / CEO, Pasar Segar

Company's Objectives



Their company-level objectives were as follows:

- Increasing the number of campaigns to boost user acquisition & engagement.
- Increasing repeat purchases
- Sending cart reminders to boost checkout completion rates
- Increasing conversions for partners registered on Pasar Segar’s portal via personalized product recommendations.
- Engaging online shoppers with an omnichannel approach.

Company's Challenges In Driving The Objective

- Lack of or limited funds amidst tech winter.
- Reducing user acquisition cost Lack of paid traffic campaigns
- Limited manpower and lack of automation while implementing user engagement strategies.
- Increasing the product viewed to checkout completion rate.
- Higher cart abandonment rates.
- Engaging shoppers with product discounts and offers using location-based marketing.

Solution

1

Kickstarting growth with the WebEngage Startup Program

Since its inception in 2020, Pasar Segar wanted to focus on user engagement and retention early. While building its presence in the food & grocery marketplace, Pasar Segar needed to engage its users at the right channels and boost conversions. Moreover, the brand wanted to provide a personalized experience to its users throughout different touchpoints in their journey. That's when the brand enrolled in the Southeast Asia cohort of the WebEngage Startup Program to leverage the WebEngage retention stack and build a profitable business.

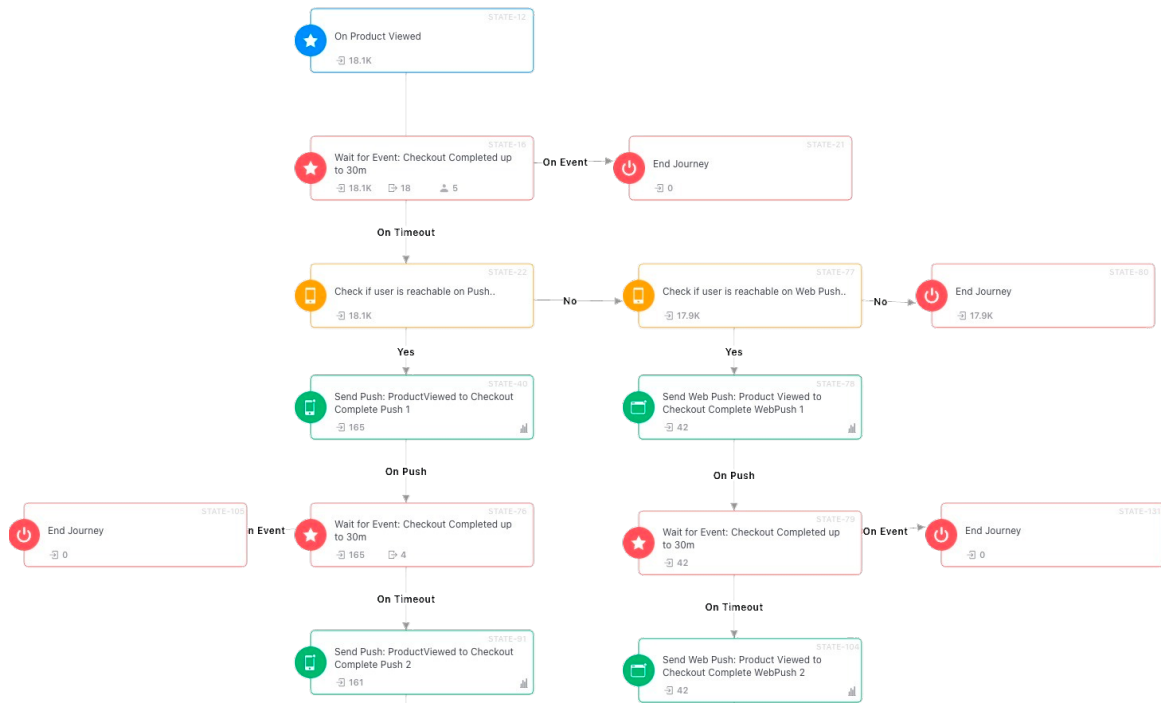
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WebEngage's Journey Designer for seamless and personalized communication flows

Pasar Segar wanted to set up an omnichannel engagement flow that sends personalized notifications to its shoppers on both mobile & web. Using the Journey Designer feature, users viewing a particular product receive the following communications to boost the checkout completion. Here is what an average user journey looks like for the brand:

- A user views a particular product on Pasar Segar's portal.
- A trigger is set to check whether the user has completed checkout within 30 minutes of viewing the product.
- When the trigger matches the defined condition, the user receives a notification across mobile and web push basis channel reachability.
- Once the user enters the next stage in the journey flow, the second trigger gets activated to check whether the user has completed checkout with a further wait time of 90 minutes.
- If not, the user receives further push notifications with relevant limited stock alerts and so on.

Solution



To ensure users are engaged with a better experience, Pasar Sagar stands out with engaging content personalized to their needs. A seamless user journey with timely nudges enabled Pasar Segar to boost its checkout completion while focusing on the user experience at the same time.

Using Geofencing To Help Boost Partner's Or Store's Conversions

Being a marketplace portal for online shoppers to order various products, fresh goods & food ingredients, along with a place for traders to sell goods online, it was important for Pasar Segar to engage its users based on their location. Geofencing or location-based marketing enabled the brand to engage its users contextually concerning their proximity to a physical store location.

Every time buyers enter a designated location, they receive an offer from the nearest Pasar Segar partnered stores with discounts and offers, ensuring a seamless shopping experience.

Overall Impact

43%

Average checkout completion rate

7.69%

Increase in conversion using geofencing marketing

About The 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, alongside 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 building sustainable business.

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CREDITS



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