



How Perfora achieves over 13% cart abandonment recovery rate with WebEngage

HQ
Gurugram, Haryana

Founders
Jatan Bawa and Tushar Khurana

Industry
D2C (Oral Care)

Founded
2021

Perfora is a digital-first oral care brand. Founded by **Jatan and Tushar** in 2021, the brand aims to **elevate the everyday oral care experience** with disruptive, modern, and functional products.

Perfora caters to its users with an extensive portfolio of innovative products, including smart electric toothbrushes, smart dental flossers, probiotic mouthwash, peroxide-free teeth whitening pens, and much more.

“

WebEngage Startup Program has been very instrumental in our customer retention journey for the last six to seven months. The kind of tools that WebEngage offers, right from web **push notifications** to implementing **journey designer** flow when a customer signs up on our website, really **helps us to engage our customers** in multiple ways.

Jatan Bawa | 
Founder, Perfora



Joining hands with the **WebEngage Startup Program**

Being a digital-first brand, Perfora wanted to provide a holistic engaging experience to its users with **personalized communications** across all touch points.

As a new entrant in the oral care space, Perfora started thinking about user engagement early in its journey when it was just a 6-month-old brand and started looking for solutions. That's when the brand decided to join hands with the **WebEngage Startup Program**, an accelerator program for early-stage B2C startups.

The Objective

- Recover abandoned carts with personalized communication across Email, WhatsApp, SMS and Web Push.

The Solution

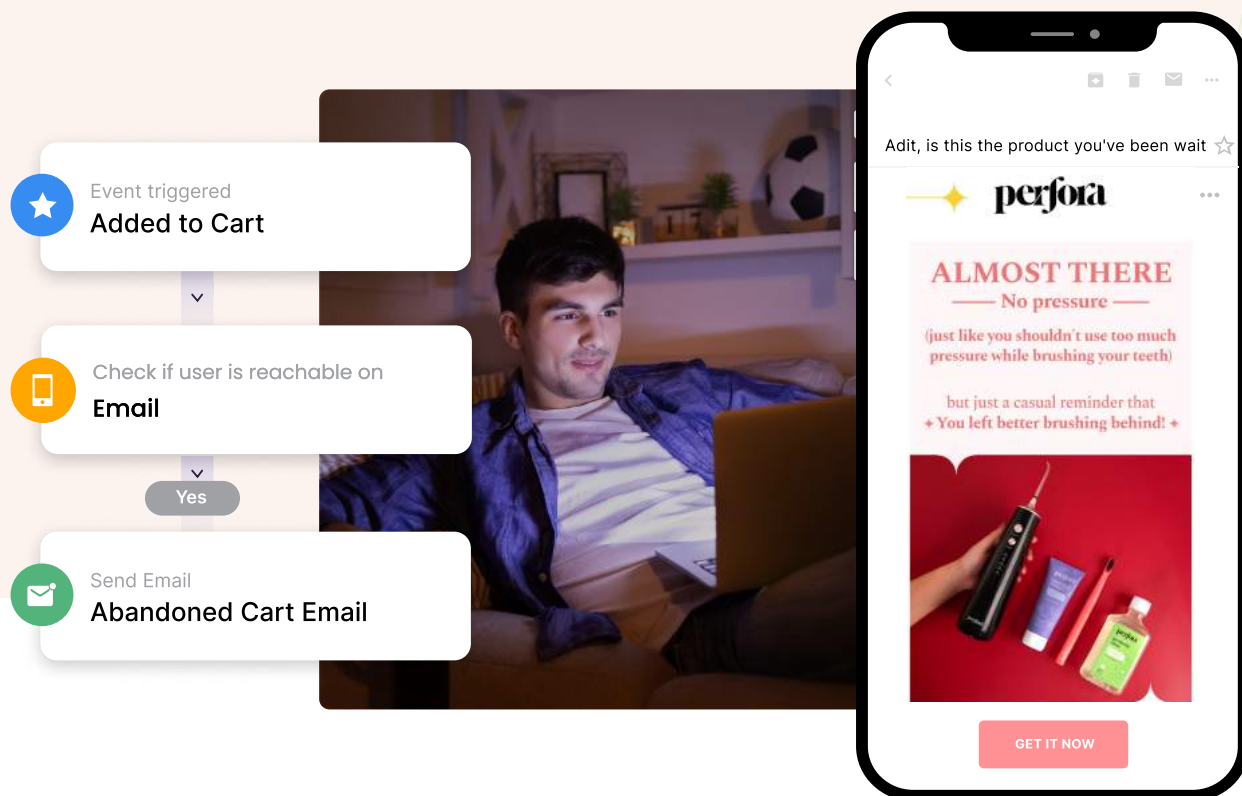
Using an omnichannel approach to engage users across different stages of the funnel

Perfora uses an omnichannel approach to engage its customers across multiple communication channels. Using WebEngage's journey designer feature, Perfora crafted an engagement flow for users across different stages of the funnel as follows.

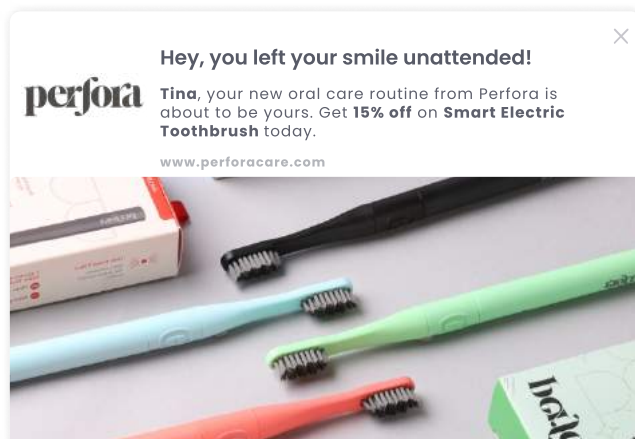
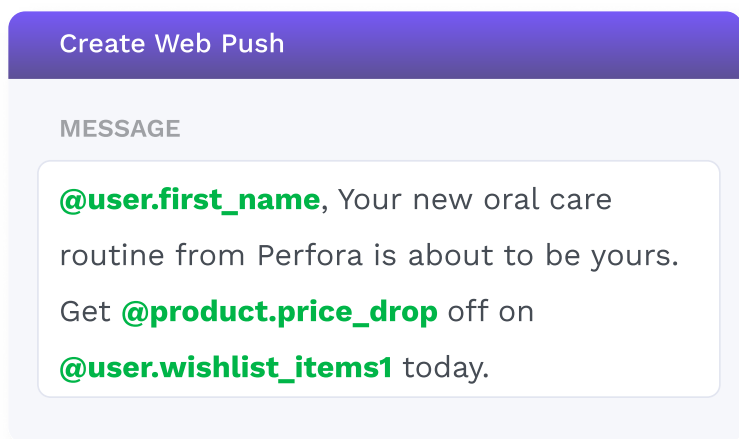
1. Targeting and re-engaging user segments who've left their **cart abandoned** for more than 15 minutes.
2. The next step is **identifying the channels** on which users are reachable: Email, Web Push, SMS, and WhatsApp.

3. Perfora then sends personalized communication to its users with the first **discount offers**.

4. Users who still haven't completed the checkout receive a **follow-up communication** after a 24-48 hours window to achieve higher conversion rates.

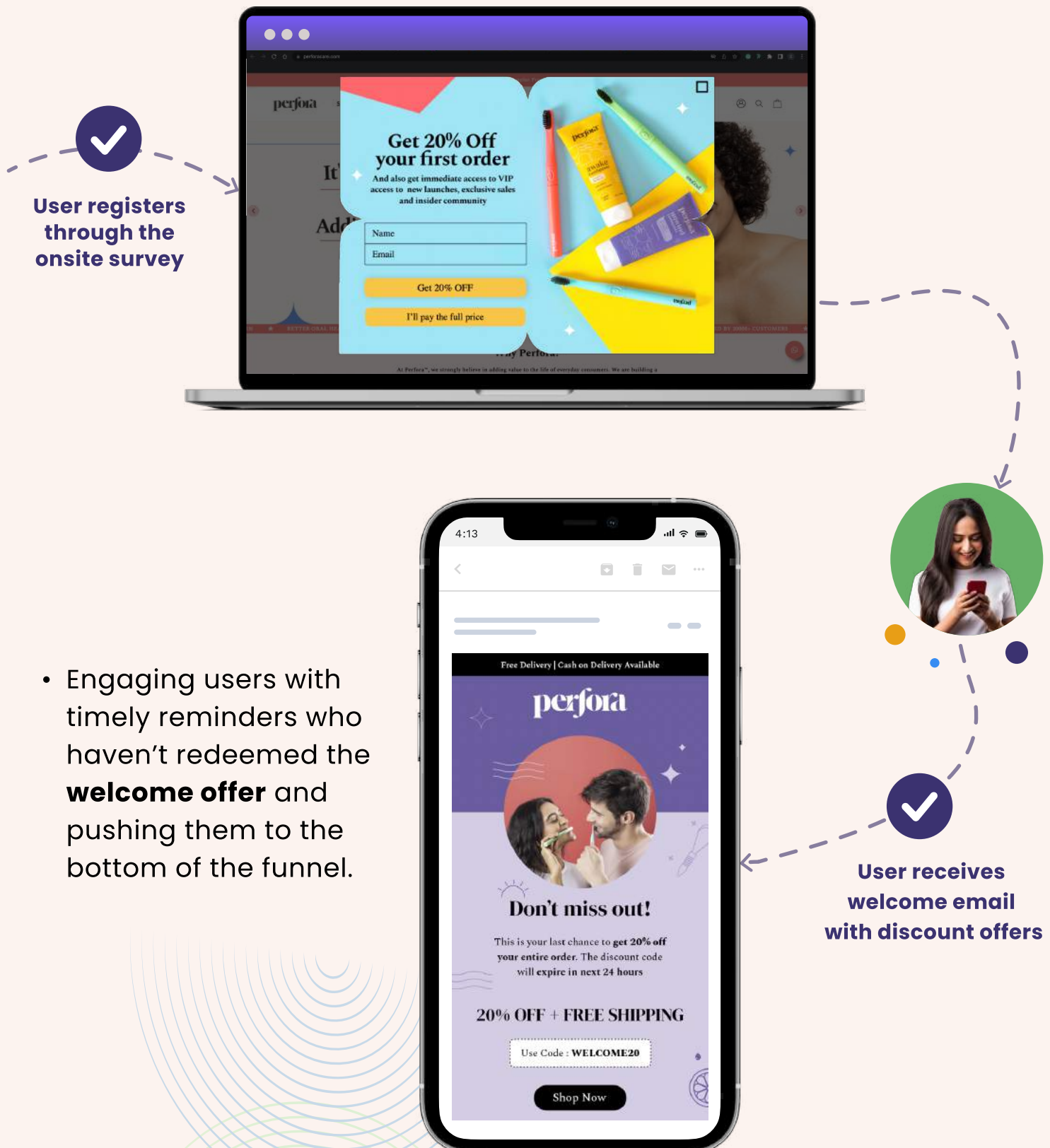


By using personalization on the WebEngage platform, Perfora engaged its users with contextual messages, thus, engaging them at the right time and on the right channel.



Along with sending cart recovery campaigns, Perfora implemented an **onsite survey** with the help of the WebEngage team.

- By implementing onsite surveys, Perfora converts its **anonymous traffic to known users** and sends personalized welcome notes by introducing the brand to new users.



The Impact?

Using WebEngage for its **omnichannel engagement needs**, Perfora could achieve an over **13% cart abandonment recovery rate**. Additionally, the brand could focus on retaining existing customers by providing them with a **better oral care experience**.

13%

Cart Abandonment
Recovery Rate

“

With the WebEngage Startup Program, my experience has been **exceptionally amazing and seamless**. It's very important to have a holistic retention marketing solution to reach out to your customers, and WebEngage as a tool is **extremely powerful** in helping you achieve that.

Drishti Singhal | 

Entrepreneur In Residence, Perfora



Loved the story?

Supercharge your startup's growth
with the WebEngage Startup Program

Apply Now



WebEngage is a new age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience.

The platform helps brands drive more 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, Online Retail.

The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, and many more.



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