

Leading Oral Care Brand Perfora Witnesses An 8X Spike In Conversions With WebEngage's Web Personalization

Industry
Oral Care

Founded in
2021

HQ
Gurugram, India

About Perfora



Perfora is a practical and promising oral care brand with precisely designed products to enhance everyday oral care routines. The company has collaborated closely with experts to develop products that prioritize safety and effectiveness by incorporating better-for-you ingredients and technology. Perfora positions itself as an innovative player in the oral care industry, striving to simplify and elevate consumer oral care experiences.

Recognizing the significance of oral care in daily routines and the limited availability of exciting products in the market, Perfora was conceptualized with a mission to bring value to everyday consumers. The company's vision is centered around creating a clean, functional, and design-driven oral care brand.

The brand was also featured on **Shark Tank India Season 2** in February 2023, and also raised funding from top sharks on the show.

According to market data, India's oral care market was valued at \$641 million in 2022, and it is projected to grow at a Compound Annual Growth Rate (CAGR) of 9.2% from 2022 to 2030, ultimately reaching \$1295 million in 2030.

Perfora's core objective is to develop innovative, safe, and effective oral care products tailored to the modern Indian consumer. Their approach is rooted in scientific research, design-led principles, and a commitment to delivering a superior oral care experience.



“WebEngage has indeed been a game-changer for Perfora. From being a part of the WebEngage Startup Program to working with them fully, their platform has empowered us to connect with our customers on a whole new level.

With their tools, we've been able to engage users in real time, delivering personalized experiences that resonate with our audience. WebEngage has played a pivotal role in our success, from reducing cart abandonment to increasing customer loyalty.”

Drishti Singhal |

Head - D2C Growth, Perfora

Perfora's journey with the WebEngage Startup Program:

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

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

The WSP Impact:

By collaborating with the WebEngage Startup Program, Perfora set up the right foundations for retention-led growth early in their journey. With the dedicated support from WebEngage's advisors and by leveraging omnichannel capabilities, Perfora reduced its cart abandonment rates by 13%. Additionally, the brand focused on retaining existing customers by providing them with a better oral care experience.

[Read Perfora's experience with the WebEngage Startup Program here.](#)

Key Features Used

The Perfora team began by deploying WebEngage's personalization stack on their platform. By incorporating & analyzing user attributes & behavior, the team enabled users to engage with them holistically, thereby giving them the optimal platform experience.

Features used:



Website personalization

Website personalization enables you to create personalized experiences on your website for each user based on different audience personas, segments, events, and user attributes.



Catalog and Recommendation Engine

Recommendation: Personalize your communication with recommendations based on users' actions or events. For example, if a user purchases shoes, you can use our recommendation engine to suggest other products, like a pair of socks, that the user might be interested in purchasing.

Catalog: This helps you keep all your product information up-to-date and send relevant, personalized communications. For example, you can fetch the updated price information for a product from an uploaded Catalog and ensure you never send stale or incorrect data in your messages.

Perfora & WebEngage –

A Collaborative Effort



Company's Objectives & Challenges

Objectives

On a product level

- Reduce Cart Abandonment
- Increase Repeat Purchases
- Increase Monthly Active Users (MAU)

On a company level

- Building personalized connections with users & driving personalized experiences.
- Automating retention flow and bringing all their channels under one roof.
- Data-driven approach toward retention marketing.

Challenges

- Leveraging MAUs post shark tank for optimal user engagement and retention
- Targeting these users to convert & buy from the platform
- Run replenishment campaigns – to incentivize users to become recurring customers

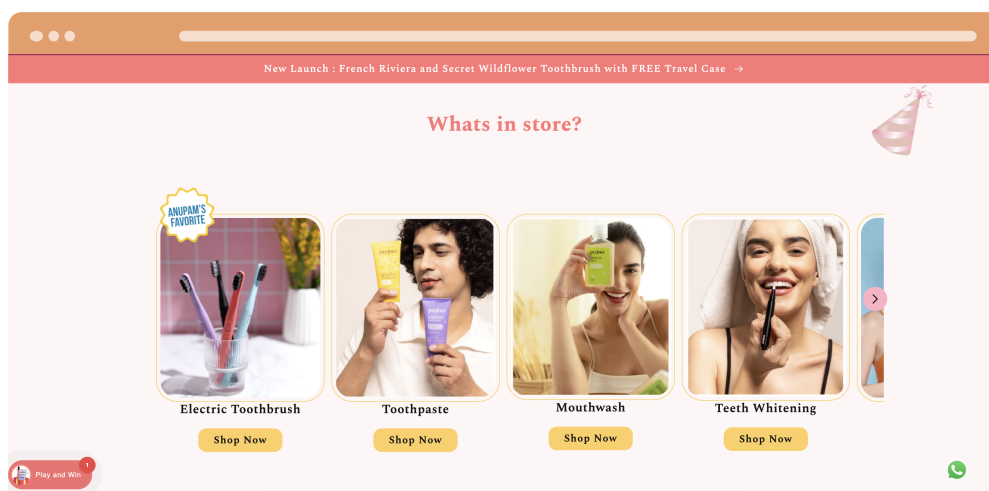
WebEngage In Action

Solution

1. Targeted User Engagement:

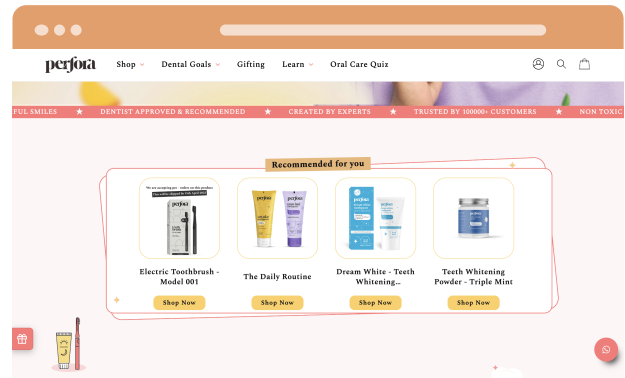
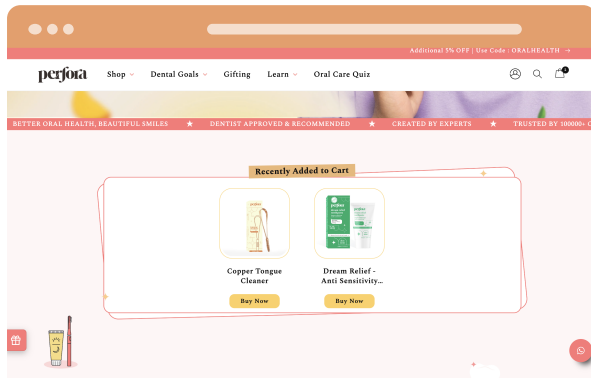
- Cart Abandonment Strategy:
 - For users who abandoned their carts in the last 30 days.
 - Display the same products they left behind.
 - Provide a direct link to their cart for a seamless checkout experience.
- Product Recommendations:
 - New users who have never placed an order will be shown best-seller products.
 - Existing users who have made previous purchases will receive personalized product recommendations based on their last purchase.

Banner Placement: Pre-Personalization



WebEngage In Action

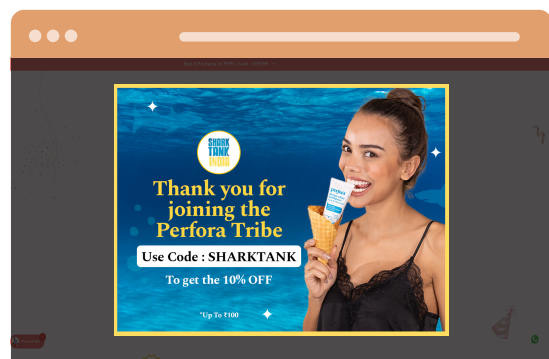
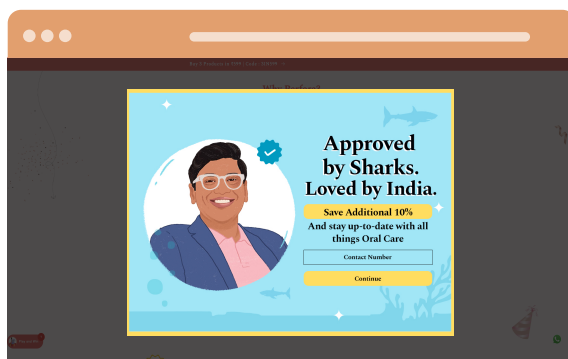
Banner Placement: Post-Personalization



2. Enhanced User Interaction

- Onsite Surveys:
 - Utilize onsite surveys to engage with visitors and gather information.
 - Convert unknown users into known users through data capture from lead generation, leveraging engagement generated from Shark Tank exposure.

Banner Placement:



Impact Metrics With WebEngage:

Campaign Name	Total Impression	CG Conversion	Unique Conversion	Uplift %
Cart Abandonment	3434	54	497	820.37%
Recommendation	16459	79	632	700%

The Way Forward:

Product-Level Enhancements:



Predictive Segmentation:

- Implement predictive segmentation to categorize users based on their behavior, preferences, and purchase history.
- Use this segmentation to tailor marketing efforts for higher engagement and conversion rates.



Custom Alerts:

- Introduce custom alerts to notify users about special promotions, restocks, or new product launches.
- Personalize alerts based on user preferences and past interactions to drive timely engagement.



Catalog and Recommendation Engine

- Use the Catalog & Recommendation Engine for more use cases and run the same with more journeys.
- Enhancing the current user experience by taking their recommendations a step further.

Company-Level Initiatives:

QUIZ Oral Care Quiz

- Develop an interactive quiz on oral care hosted on the website or within marketing campaigns.
- Tailor product suggestions based on users' personalized quiz answers to enhance user engagement and conversions.

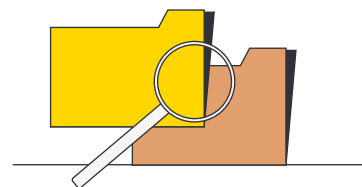


Levelling up with Web Personalization:

- Further leveraging web personalization for enhanced personalized communication.
- Showcase a broader range of use cases from the product catalog and recommendations to capture user interest effectively.

These product and company-level strategies aim to maximize user engagement, satisfaction, and conversion rates by utilizing predictive analytics, personalized communication, and interactive tools like quizzes.

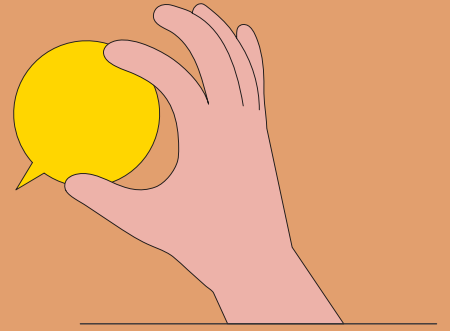
Use Cases



Need more convincing to onboard WebEngage? Here are some Web Personalization use cases for you.

- Drive unknown users to sign in through a first transaction discount successfully.
- Remind users to restock items purchased.
- Acquire new users through a referral program for existing users.
- Device-based segmentation for personalized offer communication.
- Gamify user experience and increase repeat purchases.

Closing Testimonial



“The WebEngage Startup Program helped us understand retention from a 360 perspective. There’s a lot of hand-holding that the WebEngage team does, which comes in really handy when you figure out what the user journey or a replenishment flow should look like, which is very beneficial for our long-term growth.”



Jatan Bawa
Founder, Perfora



About WebEngage



WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. Get a unified view of your customers with a robust customer data platform, 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 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, 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 & apps, we now power over 1 Billion messages sent every day for our customers across 50+ countries and 20+ industries.

For more information, visit webengage.com or follow WebEngage on Twitter and LinkedIn.

Schedule my free demo

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