Luxury Brand Pernia's Pop-Up Shop Achieves **5X Growth** In De-Anonymization Of Users With **WebEngage In 1 Year**

Industry	**Founded in**	**HQ**
E-Commerce	2018*	Mumbai, India

About Pernia's Pop-Up Shop

Pernia's Pop-Up Shop, India's largest luxury fashion e-commerce platform owned by Purple Style Labs (PSL), is home to the finest selects in luxury fashion & lifestyle. Bringing together India's most-coveted labels, the multi-designer destination is the most sought-after space for bridal and occasion wear, offering an exquisite curation of designer womenswear, menswear, jewelry, home decor, kidswear, and more.

The brand's impact extends beyond being an online marketplace; it plays a pivotal role in promoting and supporting Indian designers as well as the Indian fashion industry.

PSL acquired PPUS in 2018.*

Working with WebEngage has been a delightful experience for our marketing team at Pernia's Pop-Up Shop. The platform's versatility and user-friendly interface have empowered us to create targeted campaigns that resonate with our diverse audience.
The analytics and insights provided by WebEngage have been instrumental in refining our marketing strategy. I would highly endorse WebEngage for any company aiming to take its digital marketing efforts to the next level.
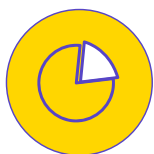
Niraj Sawant | in
Senior Marketing Associate

Key Features Used

App Push

Web Push

Send-Time Optimization

Best Channel

Journey Designer

Email Marketing

Analytics Dashboard

On-site

Company's Objectives

- **Data Cohesion and CDP integration:** The objective extends to bringing data together cohesively, facilitating a unified view that transcends fragmented sources and provides a holistic perspective on customer behavior and preferences.

- **User Behavior Tracking:** Pernia's Pop-Up Shop aspired to meticulously track user behavior, going beyond transactional insights to grasp the nuanced choices and evolving preferences of its diverse customer base.

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Company's Challenges In Driving The Objective

- **Increased Data Silos:** Operating across multiple platforms introduced complexities to the e-commerce platform, resulting in the creation of data silos.
- **Lack of Personalized Communications:** Achieving personalized communications posed another challenge, given the diverse and unique tastes within the realm of fashion. The brand strived to tailor messages effectively to resonate with individual preferences.

In addressing these challenges, Pernia's Pop-Up Shop recognized the need for strategic collaboration. Turning to WebEngage, the partnership sought innovative solutions to navigate the complexities of data integration, break down silos, and enhance the personalization of communications.

Why Did Pernia's Pop-Up Shop Pick WebEngage?

Before onboarding WebEngage, the e-commerce brand used different platforms for different channels – this was not only more manual work but also slowed the team down holistically by having their data on multiple platforms.

That is where WebEngage stepped in.

By using only 1 platform to collate and gather all their user data, Pernia's Pop-Up Shop was able to automate most of their manual labor and enable a smoother user experience journey.

> "
> WebEngage has been a game-changer for Pernia's Pop-Up Shop. The level of personalization and engagement their platform offers has significantly enhanced our customer interactions. We look forward to seeing what else WebEngage has in store for us.

Amol Mane
Marketing Associate

[in]

WebEngage

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In Action

1. Leveraging the Journey Designer and Send-Time Optimization:

- The Journey Designer became a pivotal tool for crafting personalized and intricate customer journeys. From onboarding sequences to cart abandonment campaigns, Pernia's Pop-Up Shop utilized the Journey Designer to map out dynamic and responsive pathways, enhancing the overall effectiveness of their campaigns.

- WebEngage's Send-Time Optimization feature played a crucial role in maximizing the impact of each campaign since the D2C brand recognized the significance of delivering messages at the most opportune moments.

- Leveraging Send-Time Optimization, they fine-tuned the timing of their communications, ensuring that emails, push notifications, and other messages reached users when they were most likely to engage.

2. Unknown to Known User Conversion via Web Push:

- Leveraging web push notifications, Pernia's Pop-Up Shop encouraged users to sign up, contributing to an increase in Monthly Active Users (MAU) and raising the number to 2 million (users both unknown and known).

- Their current user base of active known users is 6 Lakh (600K).

3. One-Time Cart & Wishlist Abandonment Campaigns:

The brand executed one-time cart abandonment campaigns featuring new offers, curated collections, merchandise drops, and product abandonment reminders. The team also sent timely reminders via email and other channels to users who abandoned items in their wishlists, encouraging them to revisit and complete their purchases.

Email, WhatsApp, and App Integrations:

Utilizing multiple channels, including email, WhatsApp, and the app, Pernia's Pop-Up Shop engaged users and kept them informed about new developments and offerings. To enhance the effectiveness of their email campaigns, the brand incorporated personalization tokens in all channels, tailoring content to individual user preferences and behaviors.

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Overall Impact

2.5X growth in email open rate

after onboarding WebEngage.

2X growth in average revenue from email.

The team achieved the highest revenue through email in the month of July 2023 during the end of their End-of-Season Sale.

5X growth from deanonymization

via in-app notifications. Highest revenue achieved in November 2023.

3x increase in MAUs

since the introduction of WebEngage in May 2022.

Masoom Shah

AVP Marketing, Growth, and Strategy, **Purple Style Labs**

From an automation perspective, WebEngage has been a breath of fresh air for Pernia's Pop-Up Shop. The platform's flexibility allows us to seamlessly integrate visually appealing and interactive elements into our campaigns. The A/B testing features have been invaluable in refining the user experience, ensuring that our designs not only look great but also perform effectively.

WebEngage is a must-have for any marketer aiming to create engaging digital experiences for its users.

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.

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