

Men's Fashion Outlet **Powerlook** Witnesses **A 302% Uptick In Unique Conversions** With WebEngage

HQ

Mumbai, India

Industry

Direct-To-Consumer

FoundersAmar Pawar &
Raghav Pawar**Founded**

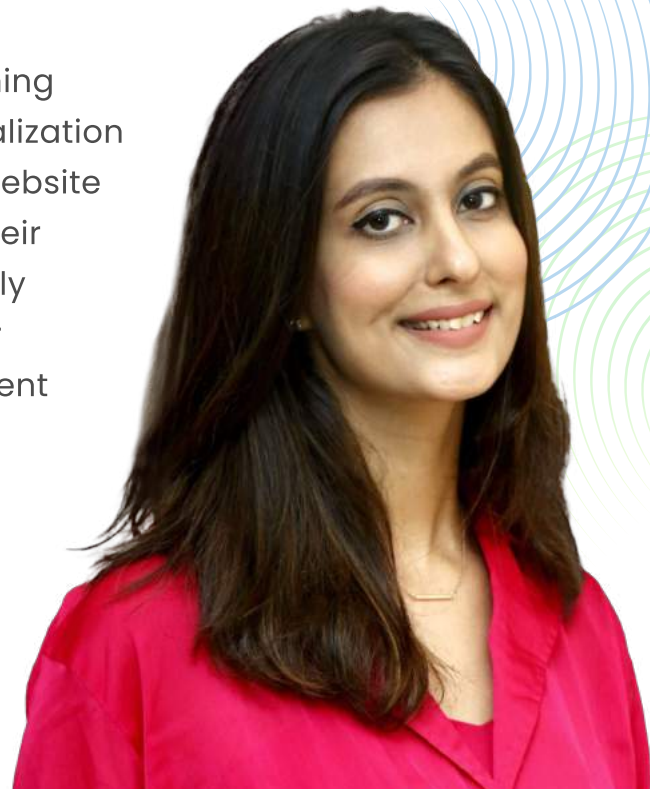
2018

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WebEngage has been instrumental to us in retaining users. With the platform's advanced Web Personalization capabilities, we can now deliver a personalized website experience to each of our customers based on their unique interests and preferences. This has not only improved the overall customer experience on our website but has also resulted in higher engagement rates and increased conversions.

Heena Pawar

Head of E-Commerce Business | Powerlook



Key Features

1. Website personalization – In-line

An in-line campaign (Web Personalization) enables you to create personalized experiences for your website for each user based on different custom events and user attributes.

2. Recommendation and Catalog

Recommendation: Personalize your communication with recommendations based on users' actions or events.

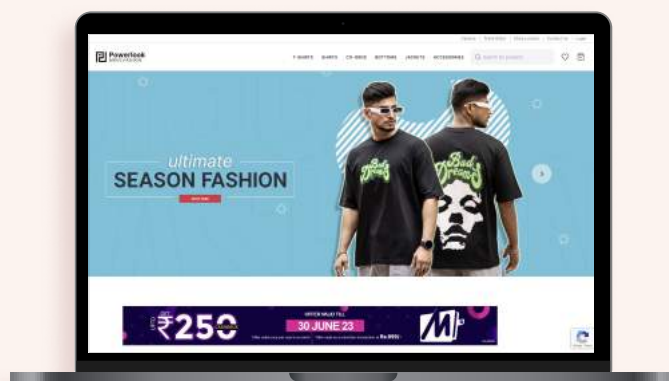
Catalog: This helps you keep all your product information up-to-date and send relevant, personalized communications.

3. Web Push & Email

Create multiple user segments that suit your business needs using personal & user behavior data. Choose from an exhaustive studio of 100+ pre-designed templates to create visually enticing Web Push Notifications — no coding required.

About Powerlook

Powerlook is one of India's fastest-growing e-commerce brands, which offers a unique range of men's casual wear and aims to give India a brand that is high-street, fashionable, and has nuances of the West.



Founded by Amar Pawar and Raghavendra Pawar, Powerlook is a family-owned business that started its first retail shop in March 2010. They've been successfully carrying out e-commerce operations since 2018. Their USP lies in offering their customers the very best in terms of design and comfort while at the same time ensuring that their products are available at affordable rates.

With business progressing at a great pace, the team has ambitious plans to take Powerlook to the next level by foraying into international markets.

Powerlook & WebEngage –

A Collaborative Effort

The Powerlook team began with their primary goal: improving user retention rate

Before onboarding WebEngage, they had no marketing automation platform to enable them to have all their user data in one place (CDP), run omnichannel journeys, and bring retention-based engagement to the fore. That's what we helped them solve for.



Company's Objectives & Challenges

Objectives:

1. Give users a personalized & dynamic website experience based on past purchases, products viewed & products added to the cart. (Solved with Web Personalization)
2. Recommend products based on user purchase behavior (Solved with the Recommendation and Catalog engine)
3. Improving retention rate and driving users to repeat purchases.

Challenges:

The D2C industry, especially retail and apparel, can bring ambiguity to user purchase intent. This is because the industry functions on users' wants, not needs. And the Powerlook team struggled the same initially. Hence, their challenges to solve for were:

1. High drop-offs at an initial stage due to confusion in figuring out intent
2. Lack of user-specific recommendations based on their style (understood with user behavior).

Objective #1:

Give users a personalized & dynamic website experience

Challenge: Lack of a personalization stack

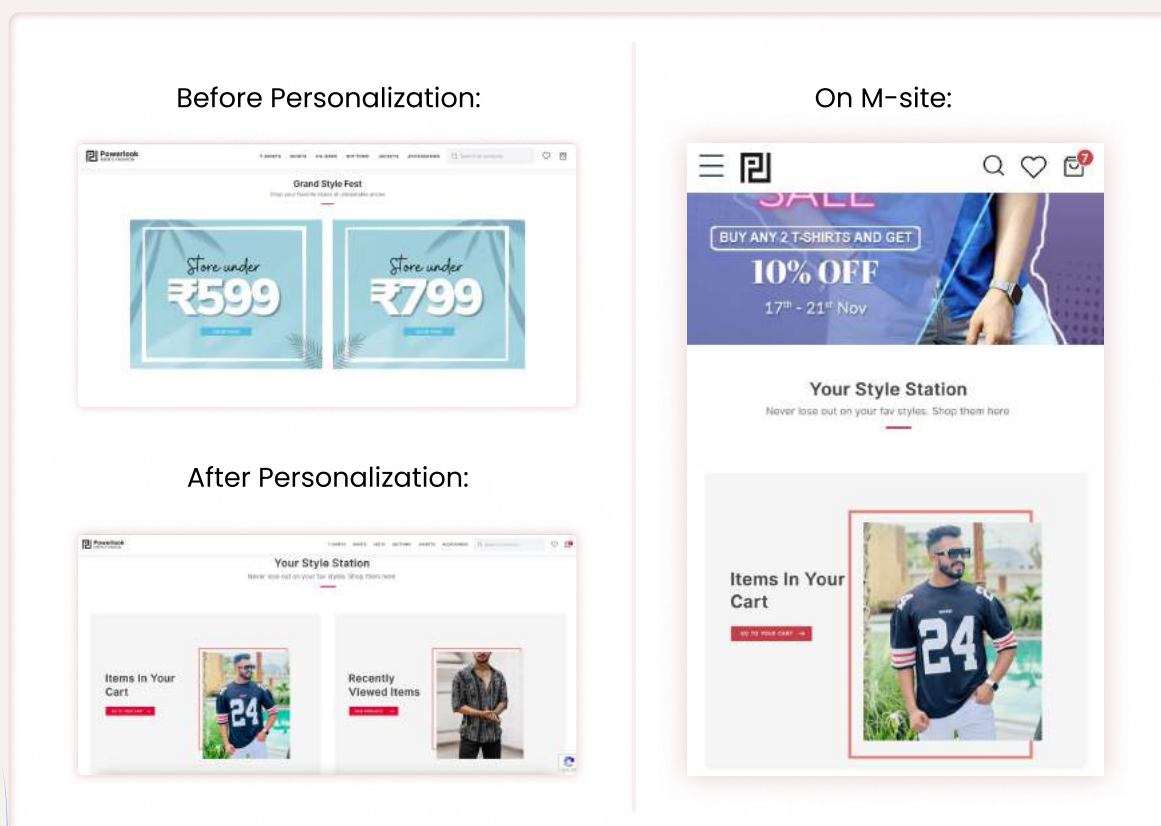
Audience: Known & unknown users // Users who have added a product to cart but have not made a purchase.

Conversion event: Checkout completed

Approach: Powerlook's lack of personalization led to poor user engagement and increased customer churn. To solve for this, the team incorporated WebEngage's Web Personalization engine.

They nudged cart abandoners to complete purchases for products left in cart by showing them products they viewed and placing a CTA right next to it for easy checkout.

Placement:



Objective #2:

Recommend products based on user browsing behavior

Challenge: Lack of user-specific recommendations based on their style

Audience: Known & unknown users

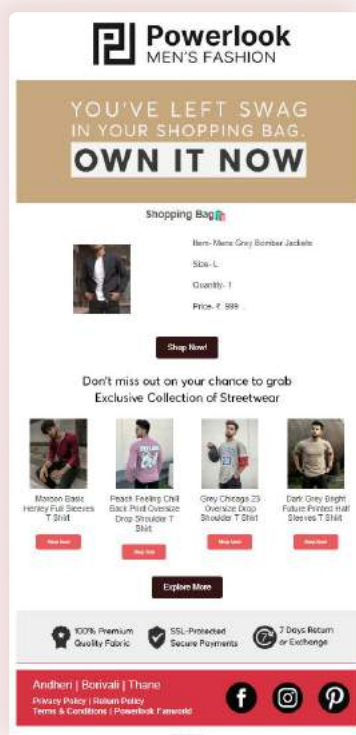
Conversion event: Checkout completed

Approach: To solve for this use case, the Powerlook team incorporated Web Push Notifications & Email campaigns using Journey Designer. According to the user's purchase history, the team recommended outfits and other clothing options. These recommendations were shown after a time duration of 15 days since the last purchase date.

Moreover, to increase their AOV, the team recommended more products and clothing choices based on their cart history.

Placement:

Product Recommendation



Overall Impact

4 Lakh

Impressions On M-Site

302% ▲

Unique Conversions With A
Control Group On M-Site

1745% ▲

Uplift In Unique Conversions
With A Control Group For The
Recommendation Journey

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.

The Way Forward

The Powerlook team now looks forward to exploring WebEngage's AI/ML stack. By using features like best channel and send intelligently, they aim to engage with their users and add a level of personalization to each campaign.

Moreover, using WebEngage's predictive segmentation engine, they wish to go beyond the traditional segmentation method and create segments based on the user's propensity for a defined action, such as the likelihood of purchase.

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Our experience working with WebEngage has been incredible. I highly recommend it to any e-commerce company looking to improve customer engagement and increase revenue. The platform is easy to use, highly customizable, and has provided us with a significant ROI on our investment. They've helped us bring 10% of overall revenue, and we can't wait to see what more they offer.

Amar Pawar
Director, Powerlook



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 daily to our customers across 50+ countries and 20+ industries.

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CREDITS



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