



How RangDe Increased Its MAUs by 26% Within 5 Months With WebEngage's Journey Designer

Founders & CEO

Smita Ram and Ramakrishna NK

Founded

2019

HQ

Bengaluru, Karnataka

Industry

Non-Banking Financial Companies (NBFC)

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With the WebEngage Startup Program, we've quickly chased our north-star metric – a holistic user experience. Giving us the growth spurt we wanted, WebEngage has been instrumental in helping us experiment and optimize data across channels.

Ramakrishna | 

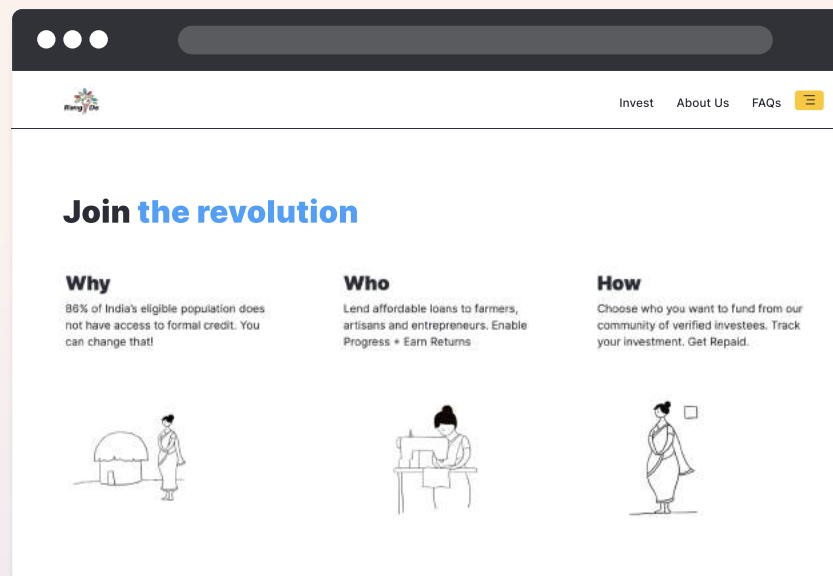
Co-founder & MD, Rang De



About Rang De

Rang De, India's first and pioneering social peer-to-peer (P2P) lending platform, aims to revolutionize credit access and enable financial inclusion for every individual in India.

Rang De utilizes technology, human resources, and design thinking to create an efficient and user-friendly platform for credit accessibility and social investment. The platform is designed to make credit affordable for investees (borrowers) and enhance the investment experience for social investors (lenders).



Rang De operates within the peer-to-peer lending space, offering a digital platform for individuals and micro-entities in India, like farmers, artisans, and small business owners, who are typically excluded from formal financial institutions. The platform provides low-interest loans, thus promoting economic growth and income generation, and aims to promote sustainable growth for enterprises and investees by providing access to low-cost credit.



Objective



Support team based:

- An easy-to-use, robust solution for promotional and customer service emails
- Setting up user journeys and funnels to reactivate lapsed/inactive users
- Setting up segments according to demographic and behavioral data



Marketing and growth based:

- Need for high user retention through content marketing through channels like email and web/app content
- Personalization of a high degree for marketing communication to user segments
- Tracking the success of marketing and growth efforts aimed at the existing user base
- Driving engagement through targeted communication



Product based:

- Tracking high-level as well as granular analytics of products as per a variety of events set up
- Triggering funnels and journeys according to the usage trend of the product
- Setting up and tracking user cohorts and analyzing their interactions with the product
- Need for secure setups across data and processes



Challenges

- Inability to attract sufficient users to the platform
- Getting users who are dropping off the platform to complete their KYC & initiate repeat purchases
- Converting maximum registrations into Social Investors
- Automate user engagement initiatives
- Retain existing Social investors
- Lack of an advanced and real-time user segmentation

Solution

Expanding their channels

The RangDe team initially only catered to its users over email. After onboarding WebEngage's marketing automation suite, they expanded their channels to SMS & WhatsApp.

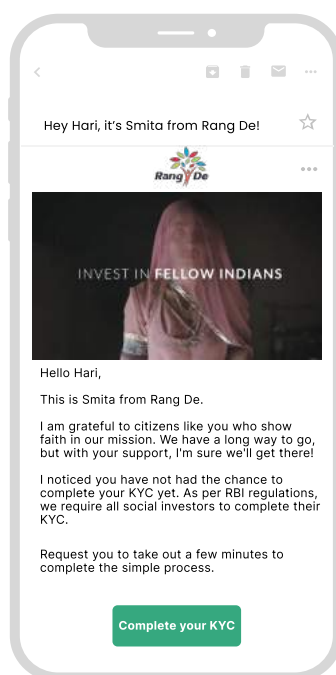
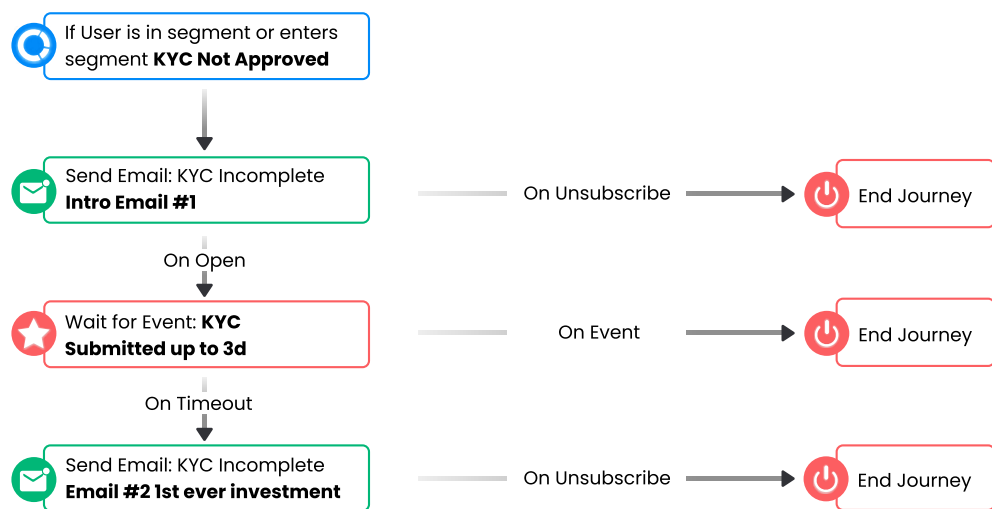
The team further integrated its application with WebEngage, adding app push notifications to their channels. We look forward to including app personalization in their bucket of channels.

Since its inception, the RangDe team has created over seven journeys through WebEngage that have helped acquire new users, reduced idle credit, and retained existing customers. The team frequently uses reports published by WebEngage to make business decisions. Moreover, the WebEngage integration imports all the user information in real time, which has helped the team execute support activities with faster TAT.

Additionally, WebEngage is RangDe's single source of truth regarding product analytics. From observing user behavior around making first-time social investments to creating a new solution for a specific audience (small/big/first-time/regular investors), WebEngage has become an integral part of their product roadmap planning.

Journey Designer

KYC Incomplete - Journey



Metrics

26%

Increase in MAUs in
5 months

26.6%

**Average email open
rate**, that continues to
be the champion
channel

7.7%

Increase in **Signup to
KYC** conversions

The Way Forward

- Currently, the RangDe team's use of WhatsApp is minimal. Hence, their first POA is to tackle that channel and ensure they're making maximum use of its lead generation and ease of access features. They also plan to increase the frequency of WhatsApp messages.
- Additionally, the team recently redesigned its mobile app. Hence, in the future, they will extensively use mobile push notifications to drive their customer engagement initiatives.
- And lastly, RangDe aims to add 5-10 milestone-based journeys, custom attributes, and events to improve the gamification of their platform.
- We wish them all the best in their future endeavors.

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with the WebEngage Startup Program.

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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.

Credits



Prakhya Nair | Associate Content Manager, WebEngage



Tina Verma | Marketing Manager, WSP



Devika Nair | Customer Success Manager, WebEngage



Kiran Mendoca | Investor Relations Specialist, RangDe

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