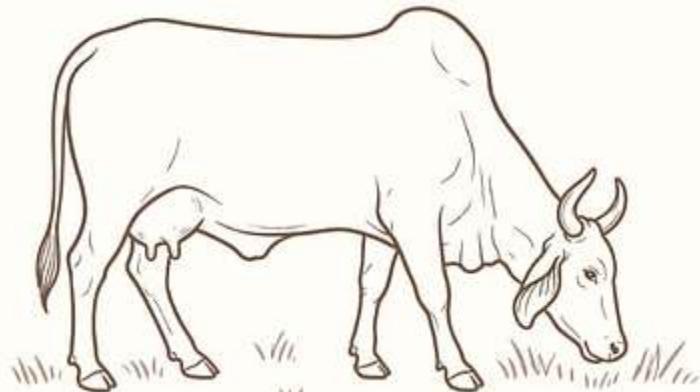




How Rosier Foods Built an Always-On Lifecycle Revenue Engine with WebEngage

Industry

D2C

Category

Health and Wellness

Headquarters

Noida

Founded

2020

About Rosier Foods

Founded in 2020, Rosier Foods is an Indian health and wellness brand offering premium organic staples sourced through a network of more than 1,000 partner farmers.

The brand has built a ₹100 crore ARR portfolio and is working toward a ₹150 crore ARR target by FY 2026–27. Its growth has also been supported by investment from Aman Gupta's SailThru Ventures.

The health food buying journey rarely closes in one visit. Customers research products, compare options, return across multiple sessions, and engage through several touchpoints before completing a purchase.

Rosier Foods had strong customer intent across the funnel. The larger opportunity was to ensure that every signal received a timely and relevant next step.



Customer Intent Was Present. Follow-Up Lacked Structure.

As Rosier Foods scaled, gaps across the customer lifecycle limited its ability to convert users consistently.

Stage	What Was Happening
Cart and Checkout	Users were dropping off after adding products to their carts or beginning checkout, with no automated recovery mechanism.
New-User Onboarding	New users had no structured journey guiding them toward their first purchase.
Channel Reach	Engagement and attributed revenue were heavily concentrated on WhatsApp, with no proven secondary communication channel.
Funnel Visibility	The team could not clearly identify whether checkout friction or earlier funnel leakage was affecting conversion.

The challenge was not a lack of interest. It was the absence of a consistent next step after customers demonstrated intent.

Building an Always-On Lifecycle Engagement System

Rosier Foods partnered with WebEngage to connect customer behaviour, lifecycle stages, communication channels, and campaign performance within one engagement system.

The team introduced automated journeys for cart recovery, checkout abandonment, and new-user onboarding. It activated RCS as an additional engagement surface and used funnel analytics to understand where customers were being lost.

Every important customer action could now trigger a relevant response.

The new approach focused on four areas:

Recovering Active Intent

Automated journeys engaged users who added products to their carts or began checkout without completing a purchase.

Creating a First-Purchase Path

An always-on welcome journey guided new users from acquisition toward product discovery and conversion.

Expanding Channel Reach

RCS was introduced alongside WhatsApp to create an additional communication surface.

Diagnosing Funnel Leakage

Funnels and Event Analytics helped the team separate checkout performance from earlier drop-offs.

This moved Rosier Foods from manual and campaign-led follow-up to behaviour-triggered lifecycle engagement.

Recovering Revenue from High-Intent Drop-Offs

Customers who added products to their carts or began checkout had already demonstrated strong purchase intent.

Once these users dropped off, Rosier Foods had no automated system to bring them back. Follow-up depended on manual activity or the customer returning independently.

Using WebEngage, the team deployed dedicated recovery journeys triggered by two high-intent actions:

**Product added to cart
without an order**

**Checkout started without
purchase completion**

Separate triggers allowed Rosier Foods to respond according to how far each customer had progressed in the buying journey.

Two Largest Revenue Drivers

Both recovery journeys ranked as the top revenue-driving journeys in the account, converting previously lost drop-offs into a measurable revenue stream.



Building a Clear Path to First Purchase

New users entered the Rosier Foods ecosystem without a structured onboarding journey, leaving product discovery and first purchase largely dependent on self-navigation.

Rosier Foods used WebEngage to build an **always-on welcome journey** for new users.

The journey gave the brand a structured way to:



New users could now receive relevant communication from the beginning of their relationship with the brand.

The Result: 30,641+ Customers reached through the structured onboarding flow.

The welcome journey created a consistent path from acquisition to first purchase.



Expanding Reach Beyond WhatsApp

WhatsApp was Rosier Foods' primary engagement channel and its largest source of attributed campaign revenue.

While the channel continued to perform strongly, the brand wanted to establish an additional communication surface that could extend reach and support future lifecycle programs.

Rosier Foods activated RCS through WebEngage as a second engagement channel.

The initial objective was to validate whether RCS could reach customers at scale and create an additional surface for upcoming campaigns.

The Result: RCS reach expanded from 76 users to 66,794 users in June. The channel recorded an 879X expansion in reach.

This gave Rosier Foods a new engagement surface for its JAS 2026 strategy and created the foundation for future channel diversification.

Finding the Real Conversion Leak

Was checkout really the problem?

Rosier Foods used **WebEngage Funnels + Event Analytics** to isolate where customers were dropping off across the purchase journey.

❶ **Product Added to Cart → Checkout Started → Order Placed**

This allowed Rosier Foods to evaluate checkout-stage performance independently from earlier funnel leakage.

Result: Cart-to-order rate went from 28% to 30%

Checkout wasn't the primary bottleneck. The bigger opportunity was recovering customer intent before order completion.





Maintaining Channel Performance at Scale

WhatsApp Remained the Primary Revenue Channel

WhatsApp continued to play a central role in Rosier Foods' lifecycle engagement strategy.

During the quarter, the channel generated: 88% share of Total Revenue through WebEngage

The activation of RCS allowed Rosier Foods to begin expanding its channel mix while maintaining the performance of its strongest existing channel.

This created a broader foundation for future lifecycle programs.

The Execution



Reply STOP to unsubscribe

Birthday Sale is LIVE 🎉

Upto 30% OFF ✨

Yes... you heard it right!

Ends in 24 hours

and you might miss out 🙈

Reply STOP to unsubscribe

12:53 am

[Shop Now](#)



Hi Sohumi Shah,

Mother's Day sales ends in 1 hour ❤️

Flat 17% OFF sitewide

FREE Mystery Gift on ₹2499+

Last chance before the **celebration and the offers disappear tonight.** ✨

12:55 am

[Shop Now](#)



Hi Sohumi Shah, Lo batao! Abhi tak order nahi kiya? 🙄

Our **PAYDAY SALE** is LIVE!

Flat 16% OFF + Mystery Gift on Orders Above Rs.2999

Sunday hai, month-end bhi...Toh jaldi karo – stock up before it's gone!

12:59 am

[Order Now](#)

The Overall Impact

From Manual Follow-Up to Measurable Lifecycle Revenue

By the end of the quarter, Rosier Foods had built a more structured engagement system across onboarding, conversion, recovery, channel activation, and analytics.

17.8%

MAU Growth

Monthly active users increased from 417.5K to 492K during the quarter.

6.9%

Cart-to-Order Conversion Uplift

Conversion improved from 28.9% to 30.9% with stronger funnel interventions.

879X

RCS Reach Growth

Reach expanded from 76 to 66,794 users, opening a new engagement surface.

88.2%

WhatsApp Share of Attributed Revenue

WhatsApp remained the strongest revenue-driving channel during the quarter.

What Changed for Rosier Foods

1

Cart Intent Triggered Recovery

Users dropping off after cart addition or checkout initiation entered automated recovery journeys.

2

Acquisition Triggered Onboarding

New users received a structured path toward product discovery and first purchase.

3

Funnel Data Informed Decisions

The team could isolate checkout performance and identify where conversion loss was occurring.

4

Channel Concentration Led to Expansion

Strong WhatsApp performance was supported by the activation of RCS as an additional engagement surface.

5

Journey Performance Connected to Revenue

Rosier Foods could measure the revenue contribution of individual lifecycle programs and channels.

Why It Matters

For a health and wellness brand, customer consideration can extend across several visits and touchpoints. Rosier Foods needed to maintain continuity between those moments.

By combining customer data, behavioural signals, automated journeys, and funnel analytics, the brand created a system that could respond to customers based on where they were in the buying journey.

This helped Rosier Foods:



Recover revenue from high-intent drop-offs



Build a structured first-purchase journey



Reduce dependence on manual follow-up



Expand engagement beyond one channel



Identify the actual source of funnel leakage



Connect engagement activity with quarterly revenue

The result was an always-on lifecycle engine built around customer behaviour, timing, and measurable outcomes.



Why Rosier Foods Chose WebEngage

Rosier Foods needed one platform that could connect customer data, behavioural events, segmentation, automation, analytics, and omnichannel communication.

WebEngage enabled the team to automate customer journeys across acquisition, onboarding, cart recovery, post-purchase engagement, repeat purchases, and win-back.

Its segmentation and journey orchestration capabilities allowed Rosier Foods to engage customers based on their actions, purchase history, preferences, and lifecycle stage.

The platform's analytics capabilities also gave the team visibility into funnel performance, journey outcomes, and attributed revenue. This helped Rosier Foods continuously analyse and improve its engagement strategy while building stronger long-term customer relationships.



The Brand Team Talks

WebEngage has helped us build a more structured and data-driven customer engagement ecosystem. We can now engage customers based on their behaviour, purchase history, and lifecycle stage. This has strengthened our onboarding, cart recovery, post-purchase, repeat-purchase, and win-back journeys while helping us maintain consistent communication across channels.

Kartavya Arora

Lead - D2C, Rosier Foods

From Our Retention Consultant

One thing that stood out about Rosier Foods was how closely the team understood their customers and their buying journey. They were not just looking at campaign performance, they were asking the right questions around where customers were dropping off and how each interaction could be improved. Together, we worked on creating more meaningful journeys across onboarding, recovery, and engagement. Their willingness to test, learn, and keep improving made this partnership a rewarding one.

Sohum Shah

Retention Consultant, WebEngage

