

**Saudi Arabia's SAT  
Reactivates Inactive  
Travelers and Increases  
Digital Bookings with  
WebEngage's  
Automated Journeys**



# Summary

Faced with underutilized digital channels, SAT needed a scalable way to shift passengers from offline to online bookings.

In partnership with WebEngage, SAT launched a hyper-targeted, behavior-driven campaign that combined automation, WhatsApp-first communication, and real-time optimization.

The result: a 38X ROI, a 12% increase in online bookings, and reactivation of 18% of dormant users.

# About SAT

SAT (SAPTCO ALSA Transport) is a limited liability company formed by Saudi Public Transport Company (SAPTCO) and Spain's leading mobility operator ALSA. Appointed by the Transport General Authority (TGA) of Saudi Arabia, SAT operates intercity bus services across the South Region Concession serving more than 110+ cities and villages including main cities such as Riyadh, Jeddah, Dammam, Khamis, Jazan, Taif and Makkah.



# What They Set Out to Solve

## Primary Objective:

Drive digital adoption and shift offline ticket purchases to online channels.

## Key Challenges:

Less than 30% of ticket bookings occurred via digital channels	Low repeat usage of the SAT mobile app	High dependency on cash-based, in stations bookings on the day of travel
No unified view of customer behavior across touchpoints		Marketing efforts were limited to traditional, non-personalized channels





# WebEngage In Action

The approach was centered on **behavior-led orchestration at scale**, executed through WebEngage's Journey Designer.

# SAT's Execution Strategy

## Data Integration & Segmentation

Integrated offline and online data to create precise user segments: first-time travelers, lapsed users, city-pair repeaters

## Behavior-Triggered Journeys

Triggered journeys based on user actions (or inactions): app opens with no booking, abandoned carts, time-of-day preferences

## Channel Strategy

- WhatsApp as the primary channel—drove 60%+ of conversions
- SMS for urgency-based nudges
- Email for post-purchase communication and itineraries

## Personalization in Motion:

**Win-back campaigns** for users inactive for 60+ days

**City-specific nudges** tied to weekends and religious travel peaks

**Offers promoting flexibility** (e.g., Tamara payments) for last-minute and family bookers

## Real-Time Optimization:

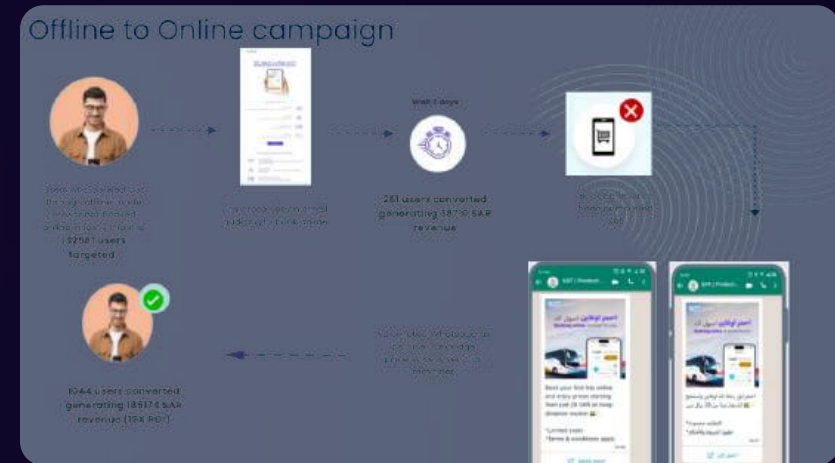
Continuous iteration based on segment performance, CTRs, and conversion windows

Message timing and frequency adapted weekly

The outcome was a full-funnel, multi-channel orchestration that converted offline intent into digital action—with fewer resources, faster cycles, and higher returns.

# Use Case Spotlight: Driving Digital Adoption from Offline Customers

SAT targeted over **32,500 offline-first passengers**—individuals who had either never booked online or hadn't done so in the past 90 days. Using WebEngage's Journey Designer, SAT executed a multi-stage engagement strategy:



# Step-by-step Execution

## Stage 1: Email Nudge

All users received a personalized email encouraging them to book digitally. This led to **261 conversions**.

## Stage 2: WhatsApp Reminder

For users who didn't convert via email within 48 hours, SAT triggered WhatsApp reminders tailored to language preferences and previous travel behavior.

## Stage 3: Instant Confirmation

Once a user booked online, a WhatsApp confirmation was sent with full journey and PNR details, reinforcing the ease and trust of digital booking.



# Smart Orchestration



- WhatsApp served as the high-impact follow-up channel, converting an additional 1,044 users –a 19X ROI from WhatsApp journeys alone.
- The entire journey was **automated and self-optimizing**, requiring minimal manual intervention while delivering real-time conversion insights.

# The Measurable Impact

The shift to behavior-led, cross-channel engagement delivered strong business outcomes:

**38X**

## Return on Investment

Over campaign costs

**18%**

## User Reactivation

Of previously inactive users  
booked again

**12%**

## Digital Adoption

Increase in share of online  
bookings during the campaign  
period

**4X**

## WhatsApp Performance

More conversions than email with  
language-personalized content

## From the SAT team

*WebEngage's ability to deliver personalized, AI-driven campaigns through multiple channels including WhatsApp enabled SAT to reconnect with passengers who had abandoned their booking journey. With real-time automation and actionable insights, we were able to significantly improve engagement, reduce drop-offs, and drive measurable growth in ticket sales—outcomes that were difficult to achieve through traditional marketing channels.*

**Driss Moutawakil** | Chief Marketing & Revenue Officer, SAT





## From our Growth Consultant

*Working with SAT has been an incredibly rewarding journey! From aligning on ambitious activation goals to setting up scalable automations across channels, it's been a true partnership.*

*A huge shoutout to Driss for his clarity, speed, and collaborative approach and making it easy to iterate quickly and ship impactful campaigns. Looking forward to more milestones ahead!*

**Princy Chowdhary** | Customer Success Manager, WebEngage

# Key Features Used



## Journey Designer

Created automated, multi-step customer journeys based on behavior triggers



## WhatsApp Campaigns

Delivered personalized messaging through users' preferred communication channel



## Real-time Segment Triggers

Activated campaigns based on specific user actions and behaviors



## Email, SMS, Push Notifications

Coordinated messaging across multiple touchpoints for comprehensive engagement



## Funnel Analytics & Channel Attribution

Measured performance and optimized campaigns in real-time

# Why Did SAT Pick WebEngage?



## Unified Platform

Need for a single platform to unify cross-channel communication



## Behavior-Based Automation

Ability to automate contextual nudges based on user behavior



## Real-Time Flexibility

Flexibility to adapt and optimize campaigns in real time without technical bottlenecks

# More About the Company

SAT serves thousands of passengers across the South Region in Saudi Arabia, offering intercity mobility solutions with government support. Its mandate is to modernize public transport infrastructure while ensuring affordability and convenience for citizens and expats.

- ❏ SAT operates in **110+ cities and villages** including main cities such as Riyadh, Jeddah, Dammam, Khamis, Jazan, Taif and Makkah.

