

Scripbox witnesses a **25–30% growth in email open rates** through WebEngage's marketing automation

Key features used

- Intelligent send-time optimization
- Frequency capping on marketing communications
- Web Push
- Web and in-app personalization
- Personalized marketing communications
- Cohort analysis

HQ
Bengaluru

Industry
Fintech

Founders
Atul Shinghal,
Sanjiv Singhal,
WS Ravishankar

Founded
2012

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WebEngage has helped us create better journeys and experiences for our customers through automation and personalized communication. This has led to better engagement and, thus, business in general.

Manu Prasad | 

Chief Marketing Officer, Scripbox



About company

Scripbox is India's leading digital wealth manager. Founded in 2012, it is recognized for creating simple and elegant user experiences in a complex domain. Scripbox uses proprietary algorithms to deliver a full-stack of wealth management solutions.

Scripbox is led by Atul Shinghal, Founder and CEO, and Sanjiv Singhal, Founder, and Chief Product Officer. Scripbox has been recognized as the 2nd most influential financial services brand globally by LinkedIn and has received the Financial Express' Best Bank Award.

What makes Scripbox stand out from the crowd?

Users can:

- 1. Consolidate and track their wealth in one place**
- 2. Review and modify their investments to ensure that their wealth grows**
- 3. Explore multiple investment options to choose and invest well**

Objective

- Leveraging automated workflows to drive engagement and retention
- Leveraging contextual and personalized communication strategy to deliver value-driven content
- Using communications as a viable acquisition strategy while making sure no customer is spammed with notifications

Challenges

- Advanced campaign management requirements using multiple channels to cater to the audience
- Lack of an advanced and real-time action-driven user segmentation
- Unable to optimize marketing attributes to boost acquisition and retention efforts
- Lack of an automation mechanism to deliver personalized content

Why WebEngage

The most fundamental problem that WebEngage solved for Scripbox was attribution. Understanding and mapping which customer was converting against which event, getting more clarity about the customer, and seeing what channels they were engaging with was something they hoped to understand with WebEngage.

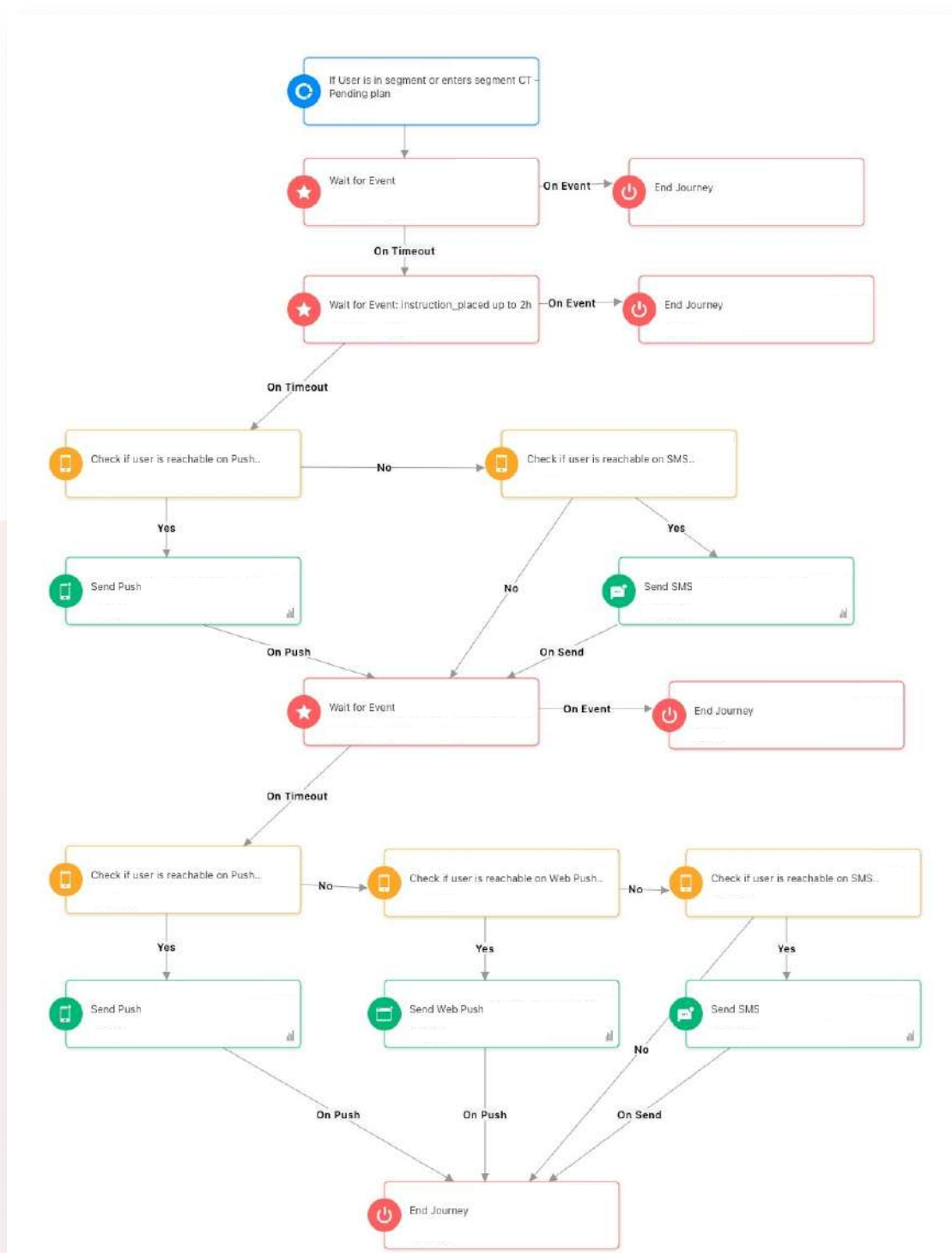
Scripbox also wanted to ensure that no communication was spamming the customer. And this is where WebEngage stepped in to help Scripbox attain its business goals.

Solution

Having used WebEngage's services before, Scripbox wasted no time onboarding us and beginning their user engagement journey. Using Journey Designer, they **automated their omnichannel services** and engagement tactics to achieve the best results.

WebEngage further acted as an analytics platform giving direct insights into the audience's properties and behaviors.

Initially, Scripbox began with their segmentation based on user demographic like age groups, however, they didn't get the desired results. Later they built user segments based on domestic and NRI residents, which was a successful campaign and produced significant results.





Bifurcating customers into segments allowed the brand to capture their traits and actions separately, which gave Scripbox a jump toward solving its user segmentation woes. Moreover, the **dashboard features like** ‘Send Intelligently,’ ‘A/B testing,’ and personalization opportunities contributed to leveraging communication channels more effectively, enabling the brand to communicate the right message to the right users without any hassle. It also helped the brand **measure and compare the campaign performance** to optimize the best-performing ones.

Furthermore, Scripbox engaged its users with **enriching marketing campaigns using rich media and personalization elements**, thereby avoiding the risk of spamming users with non-contextual messages.

Key Results

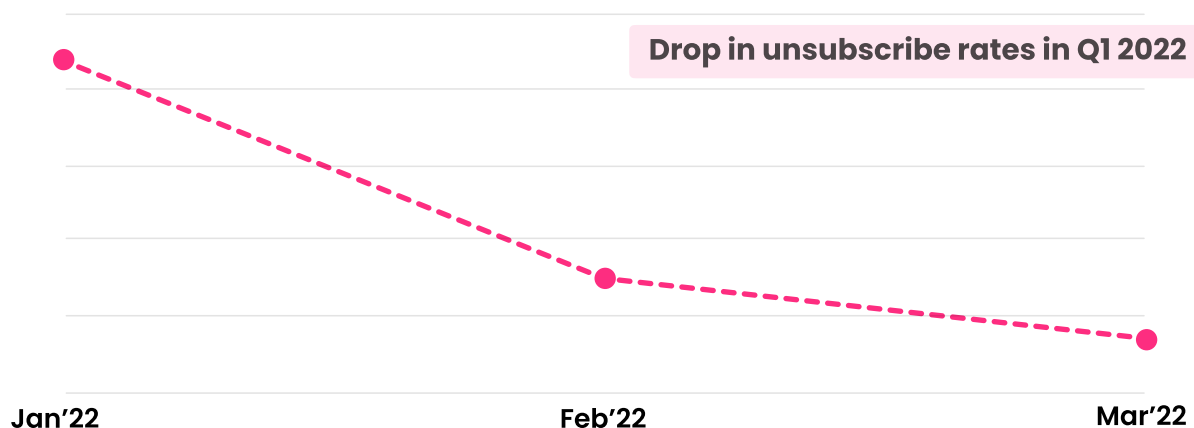
1. Less user spamming: sending users more relevant pieces of content
2. Detailed insights about the users and their behavior
3. Frequency capping in the campaigns leading to a **reduction in the unsubscribe rate by 25% in Q1 2022**

3X

Rise in user engagement - leading to more retention and conversion in the 2nd quarter

25-30%

Growth in email open rates



Impact

Delivering personalized user experience through segmentation and rule-based automation. Scripbox is constantly evolving as a brand, adding more features and elements, so there's always a lot to talk about with customers - and making sure that they can send the right message to the right person via personalization is always essential.

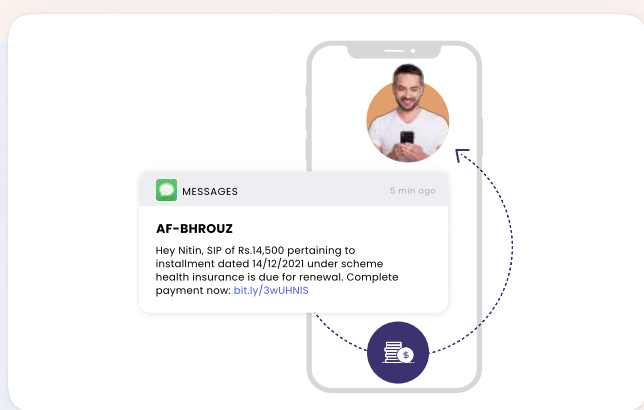
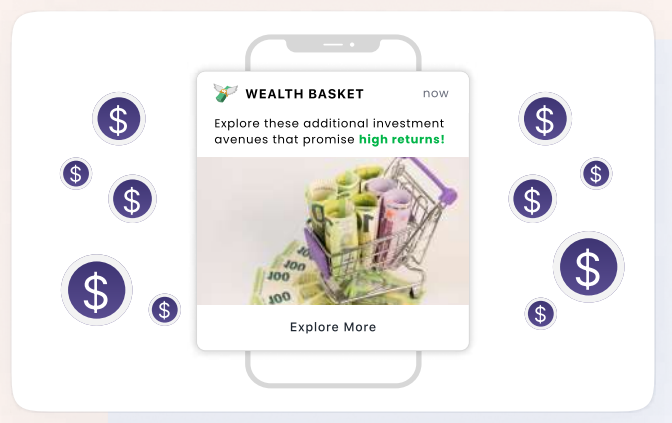
At a business level and an operational & platform level, customer segmentation helped them reach their targeted audience. What to write, what product to promote/sell, what to talk about, and monitoring the success of the same using cohort analytics and more.

Use Cases for your Fintech Platform

Does Scripbox's success story inspire you? Here are some Fintech use cases you can implement using WebEngage.

Maximize Cross-sell Opportunities with Portfolio-based Profiling

WebEngage's CDP gives you a 360-degree view of your investor's risk appetite. Use this information to drive cross-sell and up-sell campaigns.

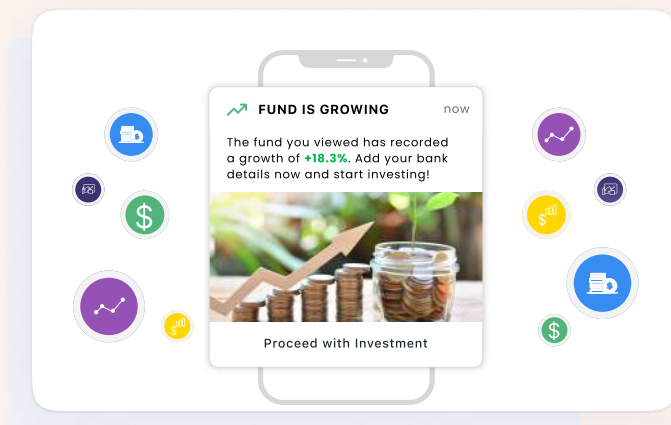
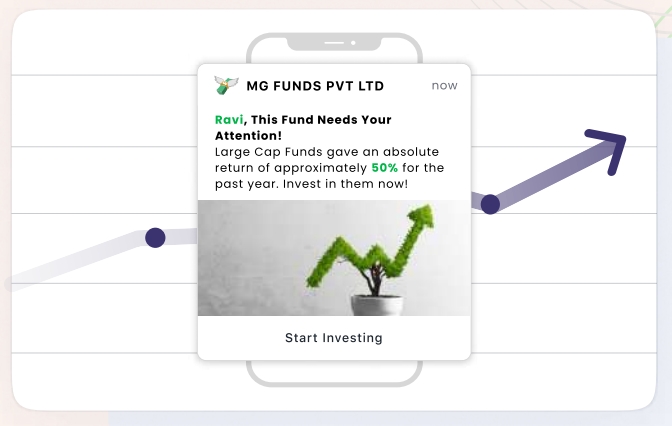


Automate Important Communication at Each Lifecycle Stage

Keep investors informed with relevant messages including SIP communication, tax reports through a series of omnichannel sequences, delivered at the most opportune time.

Drive Platform Activation with Highly Personalized Communication

Map out investor journey from KYC completion to the first investment, send highly personalized communication, and boost revenue by 30%.



Improve Investor Retention Rate with Event-based Triggers

Retain investors through wealth persuasion campaigns, encouraging investments, and increasing conversions.



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WebEngage played a crucial role in our business growth, especially ensuring engagement was at an all-time high and spam reports at an all-time low. With its full-stack automation program, WebEngage is helping us deliver contextual communication and experiences to our consumers

Ishan Singh | 
Manager - Growth, Scripbox

Loved the Case Study?

Get a free product walkthrough. Talk to our automation experts for custom solutions.

Schedule my free demo



WebEngage is a new-age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, and orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience. The platform helps brands drive 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, and Online Retail. The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, etc.

For more information, visit webengage.com or follow WebEngage on Twitter and LinkedIn.



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