



MEA's Top OTA **Shab** Uses WebEngage To **2X Conversions** For **High-Intent Users**

Industry
Online Travel Agency (OTA)

Founded in
2016

HQ
MEA

About **Shab**



Established in 2016, [Shab](#) revolutionized MEA's tourism market as the first platform dedicated to vocational and residence rentals. Shab is recognized as one of the pioneers in the MEA travel and tourism industry and played a crucial role in revolutionizing domestic travel. The company aims to enhance accessibility for travelers while supporting local property owners, creating a win-win ecosystem.

Mission & vision of the company



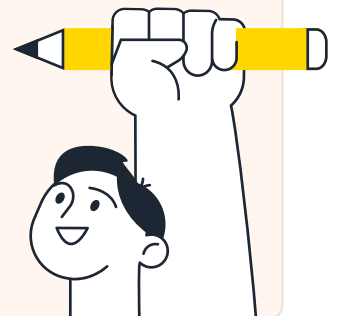
Mission:

To provide every traveler with easy access to reliable, clean, and insured accommodations tailored to their needs.



Vision:

To transform travel planning, making it smooth, accessible, and enjoyable for a growing number of travelers across the country. Shab strives to become the go-to platform for domestic travel solutions by enhancing the tourism infrastructure across the country.



USPs:

- ✓ **Verified Accommodations:** All properties listed on Shab undergo a stringent verification process to ensure cleanliness, safety, and comfort.
- ✓ **Customer-Centric Support:** 24/7 customer service and complimentary travel insurance offer travelers peace of mind.
- ✓ **User-Friendly Platform:** Advanced search filters, transparent pricing, and secure payment options make booking simple and efficient.
- ✓ **Community-Oriented:** By connecting travelers with local property owners, Shab supports the domestic economy and enhances regional tourism.



True data-driven marketing is achieved only when connecting business data to meaningful actions and communications. WebEngage helped us automate our data-driven efforts with high efficiency and great impact, which would have been extremely complicated otherwise. Aside from the proven uplifts we've witnessed with WebEngage, we've been able to create a better experience for our users and customers, leading to a better position in their minds.

Masoud Amoozegar | 

Chief Marketing Officer, Shab

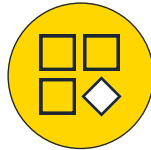
Key Features Used



Journey Designer



Control Groups



Variations



SMS



Web Push



User segmentation



Funnels



Event Analytics

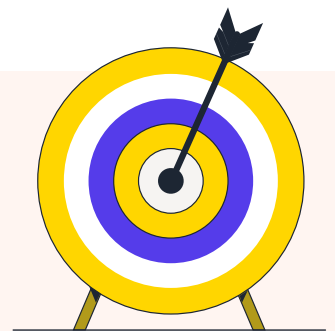


Triggered campaigns



Paths

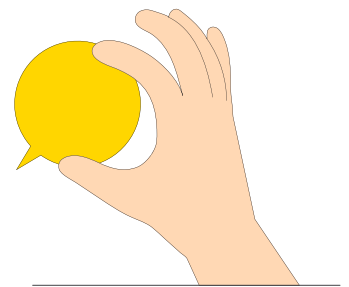
Company's Objectives



- ✓ **Personalized User Engagement:** Shab aims to deliver customized communication based on user interaction history. For example:
 - **Active Interactions:** Engaging users who perform specific actions on the platform, such as searching for accommodations or adding items to their favorites, by sending targeted follow-ups and suggestions.
 - **Proactive Interactions:** Reaching out to users who have not taken specific actions, using segmentation and tailored campaigns to encourage engagement and reactivation.
- ✓ **Optimizing the Customer Journey:** From the **inspiration phase** to the **post-trip stage**, Shab focuses on creating structured interactions that keep users engaged throughout their travel planning journey.
- ✓ **Driving Increased Reservations:** Improving conversion rates at critical stages like cart abandonment and pre-trip planning through automated and targeted communication.

- ✓ **Comprehensive Customer Insights:** Leveraging behavioral data to understand user preferences and tailor strategies that align with their needs.
- ✓ **Platform Stickiness:** Building deeper connections with users to make Shab their go-to platform for all travel-related needs.

Company's Challenges In Driving The Objective



- ? Addressing User Engagement Across Segments:**
Shab needed a platform capable of delivering personalized messages to diverse user groups, such as first-time visitors and loyal customers. Ensuring the right message reaches the right user at the right time was a significant challenge.
- ? Optimizing Customer Journey Touchpoints:**
Managing interactions across multiple customer journey stages (inspiration, booking, pre-trip, etc.) required a scalable and efficient automation tool to avoid drop-offs and improve conversion rates.
- ? Limited Multi-Channel Capability:**
Before adopting WebEngage, Shab relied on basic SMS tools. These lacked advanced targeting, segmentation, and analytical features, limiting its ability to maximize user engagement and retention.
- ? Data-Driven Decision Making:**
The absence of a unified analytics platform hindered Shab's ability to extract actionable insights from user behavior data, impacting the effectiveness of campaigns.

Why Did **Shab** Pick WebEngage?

✓ **Need for a Robust Marketing Automation Platform:**

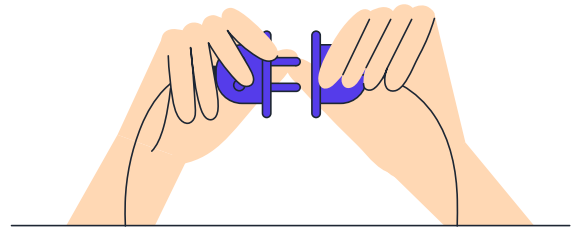
Shab required a tool that offered advanced journey design, segmentation, and multi-channel communication capabilities, especially for SMS and web push notifications.

✓ **Superior Features:**

While other tools were considered, WebEngage stood out due to its intuitive Journey Designer, robust user segmentation, and comprehensive analytics dashboard, enabling Shab to automate and personalize user interactions effectively.

WebEngage In Action

The primary objective of implementing marketing automation at Shab was to improve overall conversion rates, increase purchases from the website, and boost user retention rates. These goals were approached through targeted strategies focusing on two distinct user groups:



✓ **Users with Purchase Intent:**

A significant portion of Shab's audience visits the platform with the intention of purchasing accommodations. Based on industry research, many travelers tend to delay their planning activities, such as booking accommodations, until the last minute. Recognizing this, Shab prioritized converting these high-potential users by ensuring a seamless experience and providing targeted nudges to encourage them to complete their bookings.

✓ **Optimizing User Segmentation for Increased Purchases:**

Beyond targeting users with immediate purchase intent, Shab aimed to maximize revenue by creating highly effective user segments. This involved identifying various user categories based on their behaviors and crafting tailored campaigns that aligned with their specific journeys and needs. By leveraging these segments, Shab sought to encourage repeat purchases and foster long-term loyalty.

These foundational objectives were complemented by addressing several key challenges, which were resolved through WebEngage's solutions. In the following sections, we will explore these challenges and the tools that helped overcome them.

CHALLENGE 1

Developing the Right Customer Engagement Strategy

Shab needed to test various message tones (e.g., FOMO, emotional, promotional) across different user segments to identify the most effective communication strategies.

SOLUTION BY WEBENGAGE

- ✓ Enabled **A/B testing** for variations of messages to measure their impact on CTR.
- ✓ Provided **control group analysis** for accurate uplift measurement, ensuring validation of results.
- ✓ Offered tools to analyze performance and refine strategies using data-driven insights.

CHALLENGE 2

Managing Campaign Overlaps

Segmenting users into action-based and non-action-based categories created challenges in avoiding overlapping campaigns, ensuring a seamless experience for users.

SOLUTION BY WEBENGAGE

- ✓ **Frequency Capping:** Prevented users from receiving excessive messages across channels.
- ✓ **DND Hours:** Helped manage the timing of promotional vs. transactional campaigns.
- ✓ **Exit Triggers and Segmentation:** Enabled users to exit overlapping journeys and reduced campaign fatigue.

CHALLENGE 3

Analyzing and Optimizing Campaigns

Shab faced difficulties in analyzing user behavior and optimizing journeys based on data-driven insights.

SOLUTION BY WEBENGAGE

- ✓ Provided tools like **funnels**, **cohorts**, and **path analysis** to understand user behavior.
- ✓ Delivered actionable insights on conversion timelines and journey performance
- ✓ Enabled continuous optimization through detailed analytics.

CHALLENGE 4

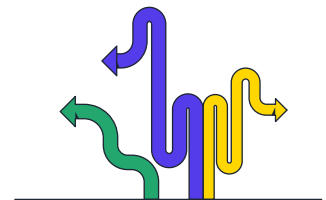
Launching Test Campaigns Efficiently

Setting up test campaigns with segmented targeting and uplift measurement was time-consuming and resource-intensive.

SOLUTION BY WEBENGAGE

- ✓ Simplified segmentation, targeting, and uplift analysis with intuitive tools.
- ✓ Accelerated testing cycles with **Journey Designer** and **real-time analytics**.
- ✓ Enabled continuous optimization through detailed analytics.

Journey Designer



Proactive User Journey Description:

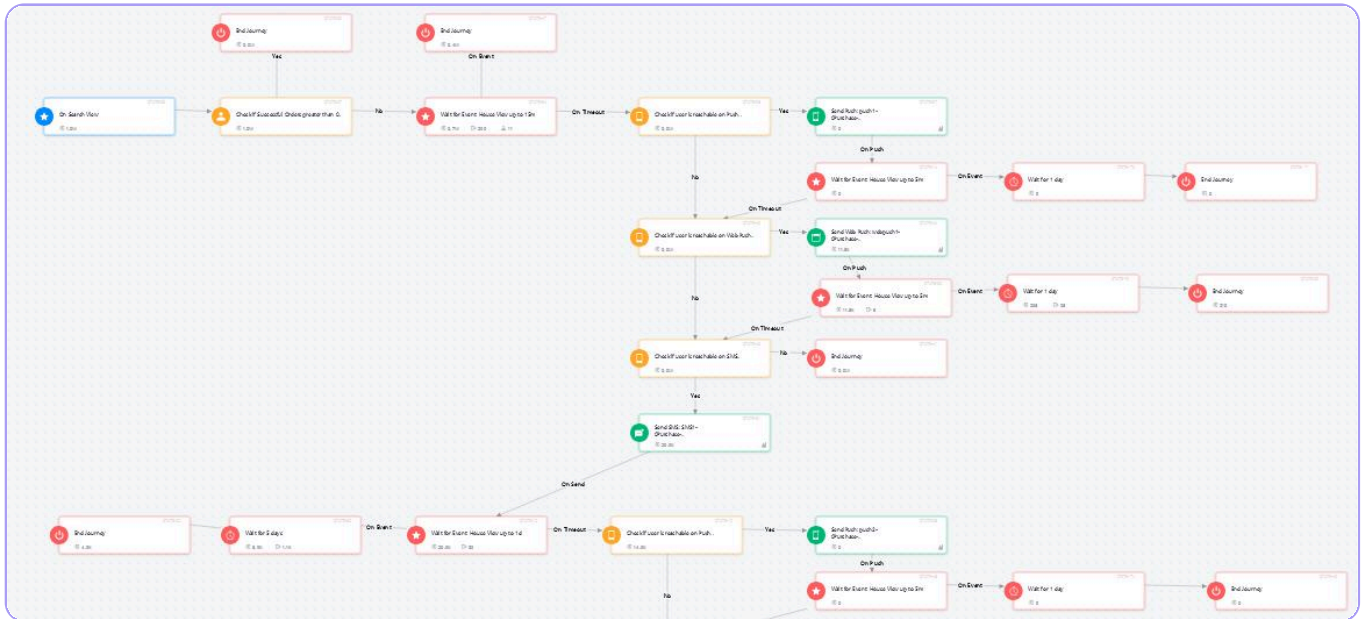
Proactive journeys are designed for users who have not taken specific actions but need engagement to drive them toward interaction with the platform. These journeys often rely on segmentation and targeted messaging based on user data.

Active User Journey:

Active user journeys focus on users who have performed specific actions on the platform (e.g., viewing accommodations) but have not completed the next critical step, such as booking.

- **Data-Driven Timing and Touchpoints:**

Before starting any campaign, data analysis ensures no overlap between journeys, preventing message fatigue. After segmentation, users are strategically engaged at optimal intervals using multiple campaigns tailored to their preferences and behavior patterns.



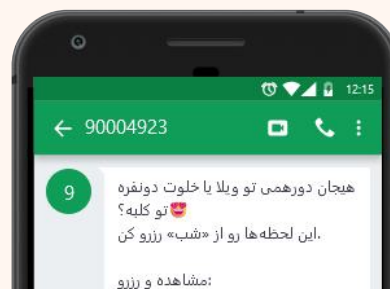
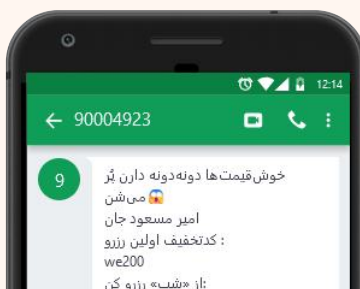
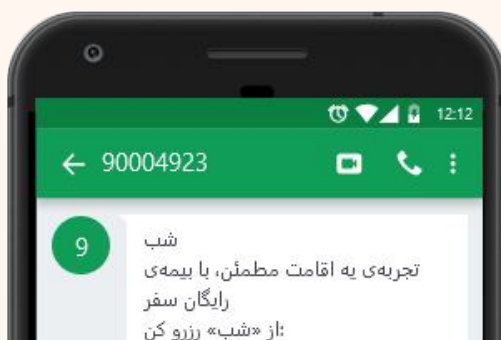
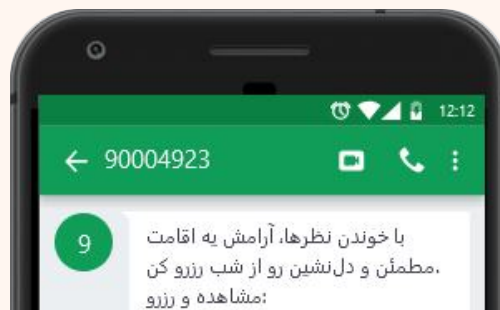
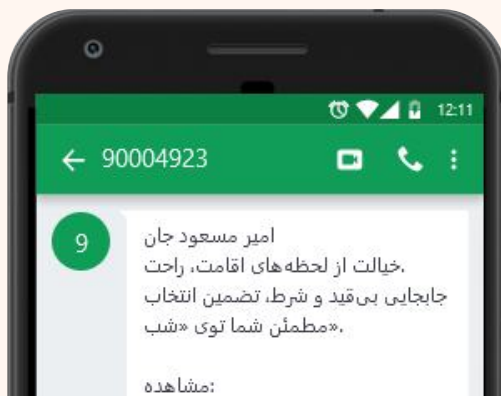
Message Types Used in Campaigns

The campaigns featured a diverse range of message types tailored to user behavior and preferences, including:


- **Promotional Messages:**
Highlighting special offers and discounts to encourage immediate bookings.
- **Emotional Messages:**
Creating a personal connection by addressing user aspirations or concerns.
- **FOMO Messages:**
Leveraging urgency and scarcity (e.g., "Only 2 rooms left!") to drive quick action.
- **Informational Messages:**
Providing users with data-driven recommendations or reminders tailored to their journey stage.

These message types ensured maximum engagement and conversion optimization across user segments.

SMS



Web Push




شب

آگه په شب بری سفر کجا می‌ری؟
دوره می تو ویلا؟ یا دور آتیش تو کلیه؟

Google Chrome • shab.ir

مشاهده و ریزو




شب

ا دوست کوچولوت رو تو خونه تنها نذار
«ریزو اقامتگاهای پذیرای حیوان خانگی تو «شب»

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درخواست رایگان

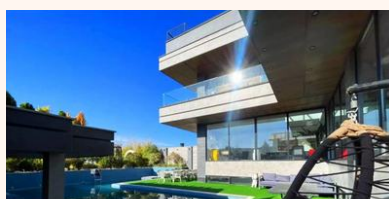


شب

ا خوش قیمت های جنوب رو از دست نده
وقتشه ویلا رو از «شب» بگیر و برنامه ی جنوب رو
بچینی.

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درخواست رایگان




شب

ا دوره می آخر هفته، ویلا نباشه کنسله
یه ویلا خوش قیمت از «شب» بگیر و برنامه رو
بچینی.

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درخواست رایگان



شب

... هوای جنوب داره دلبری می‌کنه
بوم گردی های خوش قیمت «شب» رو از دست نده

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درخواست رایگان

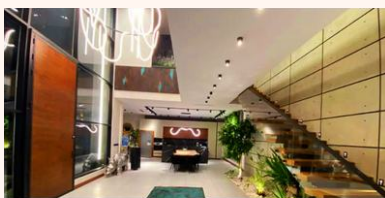


شب

جنگل برقی، کلیه و لحظه های دوتایی
این لحظه رو از «شب» ریزو کن

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درخواست رایگان



شب

... زمستونی و استخر آبگرم: ترکیب پرنده
یه اقامت زمستونی رو از «شب» ریزو کن

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درخواست رایگان

Overall Impact

- ✓ **Reactive Journeys:** Targeted campaigns within the reactive journeys led to an impressive **170% uplift in purchases** among segmented users. The uplift varied based on seasonality, with peak performance during high-demand travel periods.

- ✓ **Active Journeys:** On average, active user journeys **achieved a 50% increase in purchases**, reflecting the effectiveness of data-driven timing and tailored messaging in converting high-potential users.

- ✓ **High-Intent Journeys:** For journeys closely aligned with user activity (e.g., immediate follow-ups after key actions), Shab experienced a remarkable **300% uplift in conversions on engaged users**, underscoring the impact of timely and relevant engagements.



The Way Forward

Company-Level Goals (Next 6-12 Months):

Strengthening Customer Retention:

Increasing user retention rates by implementing loyalty-based engagement strategies.

Expanding Market Presence:

Growing our presence in new regions and reaching a broader audience through strategic marketing automation.

Boosting Operational Efficiency:

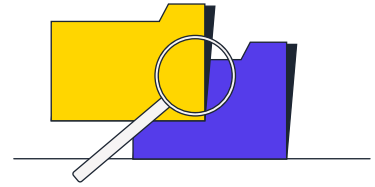
Streamlining internal workflows and campaign execution through more structured automation.

Long-Term Collaboration with WebEngage:

Exploring additional WebEngage capabilities to align with Shab's evolving business goals.



Use Cases



Still not convinced? Here are some use cases you can implement using the WebEngage dashboard:



Convert Your Visitors Into Buyers With Effective Lead-Capturing Mechanisms

Using intuitive on-site surveys to capture your visitors based on their interests, or targeting them via Facebook or Google ads using the WebEngage dashboard, increases your chances of converting more of your web visitors.



Abandon Journey (Preventing Drop-Offs)

The more people see your site, the more potential customers you will have. The number of people who stay on your website beyond just visiting and dropping off increases the value of those customers. The number of visitors to your website becomes the number of opportunities your business has to give an impression, generate qualified leads, share your brand, and build relationships, thereby leading to selling your product/service or service, gaining new clients, and helping grow your business.



Nudge Users Towards Repeat Purchases.

It is common knowledge that repeat purchasers spend more on your business or website, are easier to sell to, promote your business, and help you build customer retention rates. Who wouldn't want that?



Send Reminders For Upcoming Bookings (Experiences, Hotels, Flights, Etc.)

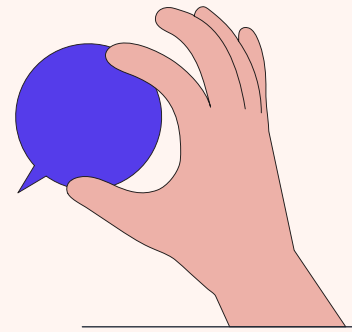
There are always a bunch of experiences to sell to the user. Remind your users that your services exist among a sea of other services that many may provide and that you stand out from the crowd, emerging as a winner in world-class travel.



Drive More Conversions Through AI-Based Recommendations.

Show your users customized and relevant content through a catalog of recommended products. This will further increase cart value, boost revenue, demonstrate brand consistency, and give a holistic, personalized experience.

Closing Testimonial



“Marketing automation has truly transformed the way we approach user engagement at Shab. Its powerful tools, like Journey Designer and user segmentation, have enabled us to craft highly personalized campaigns that resonate with our diverse user base. The insights from its analytics, including funnel and cohort analysis, have been instrumental in optimizing our strategies.”



SeyedReza HosseinZadeh | 

ECRM Lead

About WebEngage



WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. With a robust customer data platform, you can get a unified view of your customers, 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 beyond a marketing automation platform and powers user engagement for thousands of enterprise brands worldwide. It works across several industries, including E-Commerce, Edtech, Fintech, Foodtech, Media and 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 and apps, we now power over one billion messages sent every day to our customers across 50+ countries and 20+ industries.

[Schedule my free demo](#)

CREDITS



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