



How Spinny Built a Real-Time Inventory-to-Intent Matching Engine



About Spinny

A Full-Stack Platform for Buying and Selling Used Cars

Spinny enables customers to buy and sell certified used cars through a digital-first experience supported by home and hub test drives.

Its platform manages sourcing, refurbishment, inventory, retail, and customer engagement across major Indian cities.

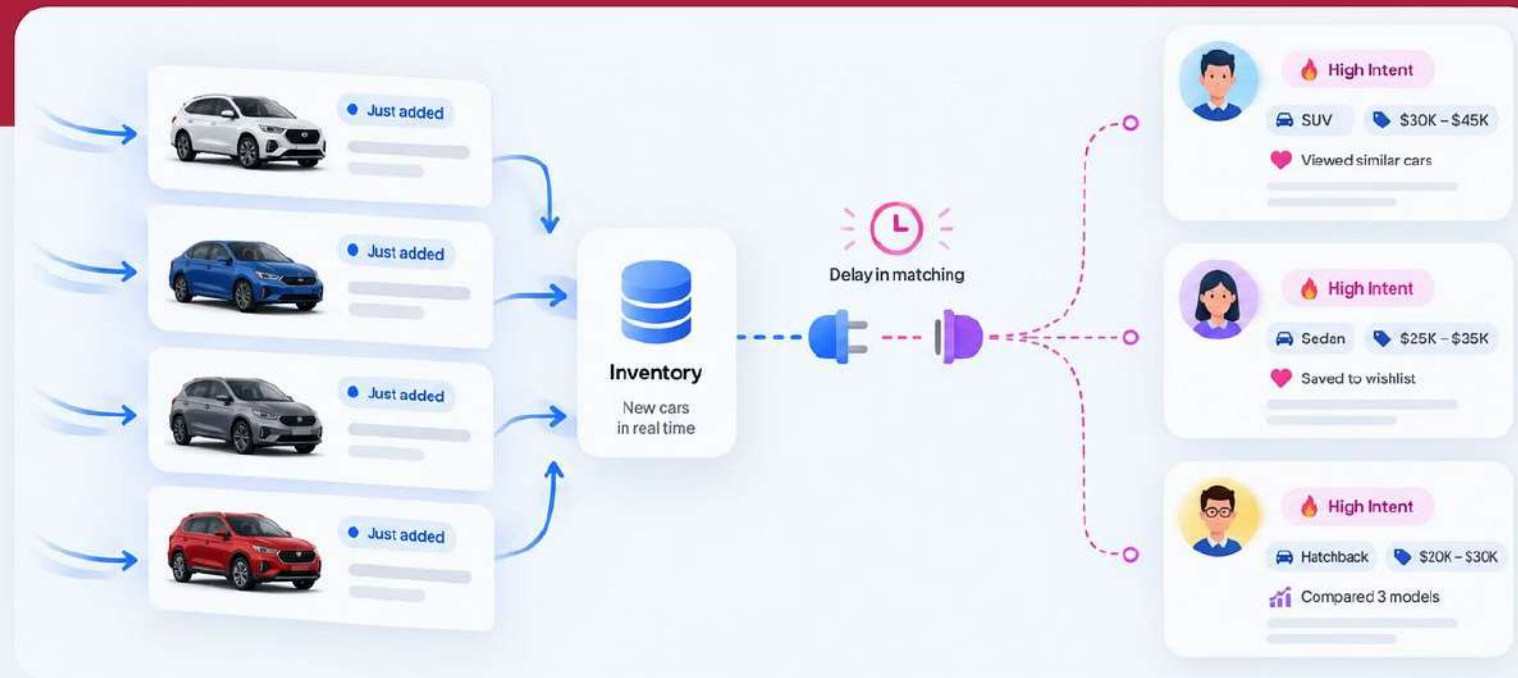
WebEngage supports Spinny's lifecycle marketing, retargeting, segmentation, and personalized engagement across both buyers and sellers.



The Need: Turning New Inventory into Real-Time Demand

When a car becomes available, the opportunity is already time-sensitive.

The core challenge was to instantly connect newly available car inventory with customers who had already demonstrated clear purchase intent. Traditional batch-based campaigns created critical delays, leading to missed opportunities and a fragmented customer experience.



This shift was not about sending more campaigns, but transforming from **scheduled, broad communication** to **immediate, intent-based engagement**. The goal was to reach the right customer, with the right vehicle, at the precise moment of relevance, while avoiding irrelevant messaging to those further along their purchase journey.

Real-time Dynamic Matching: The Core Idea

We built a real-time inventory relay using WebEngage's Relay feature, triggered the moment a new car is added. This approach ensures immediate matching of new listings with demand-side preferences, moving away from scheduled batches for enhanced responsiveness and relevance.



Real-time Trigger

Activated by "new_inventory_added" event.



Preference Matching

Matches inventory against user segments in real time.



Suppression Logic

Excludes users already engaged or internal staff.



Multi-Channel Delivery

WhatsApp primary, with Push fallback and retry windows.

Key Features Utilized



Relays

Triggering business events and creating a lifecycle flow for the user



Event Conditions

Defining precise criteria and triggers for automated actions based on real-time data streams.



Reachability Checks

Ensuring continuous channel reachability and availability.



Segmentation

Dividing users or data into distinct groups for targeted experiences and analysis.



Personalization

Tailoring content and interactions to individual user preferences and behaviors.

Matching New Inventory with Active Customer Intent

Before the relay system, Spinny sent broad messages such as “100+ cars added.” Customers were redirected to a generic listing page, even when a relevant vehicle had been added.

Spinny needed to:

- | | |
|--|--|
|  Detect new inventory immediately |  Link directly to the relevant car |
|  Match it with expressed customer preferences |  Reach customers before interest cooled |
|  Alert the right users | |



The Real-Time Inventory Relay

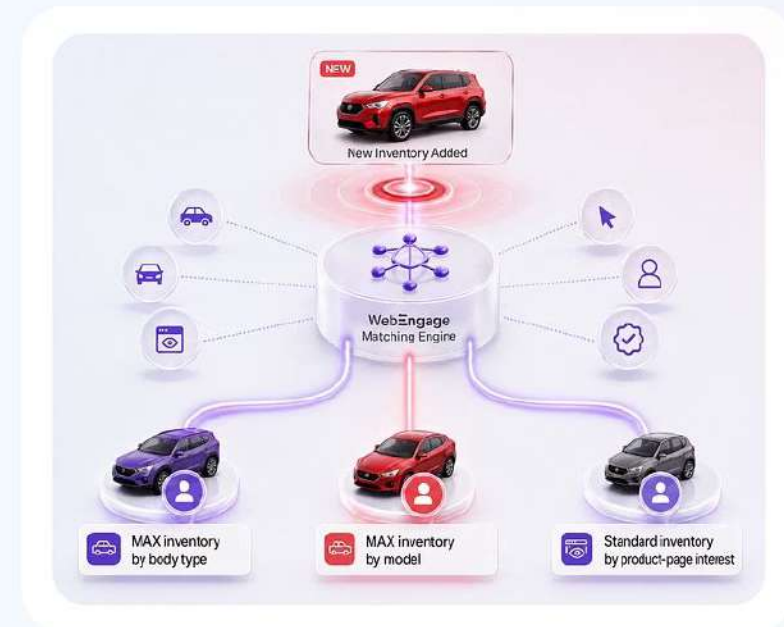
Every New Listing Became an Automated Re-Engagement Opportunity

The journey began when the `new_inventory_added` event fired.

WebEngage then matched the listing against users based on:

- | | |
|---|---|
|  Body-type preference |  Browsing behaviour |
|  Model-level interest |  Lead activity |
|  Previous product-page views |  Standard or MAX inventory eligibility |

Three parallel journey variants covered:



Direct-to-Car Personalization

Every Message Led to the Exact Matched Vehicle

The previous approach directed users to a generic inventory page.

The new relay deep-linked customers directly to the matched car's product page.

This removed the need to:

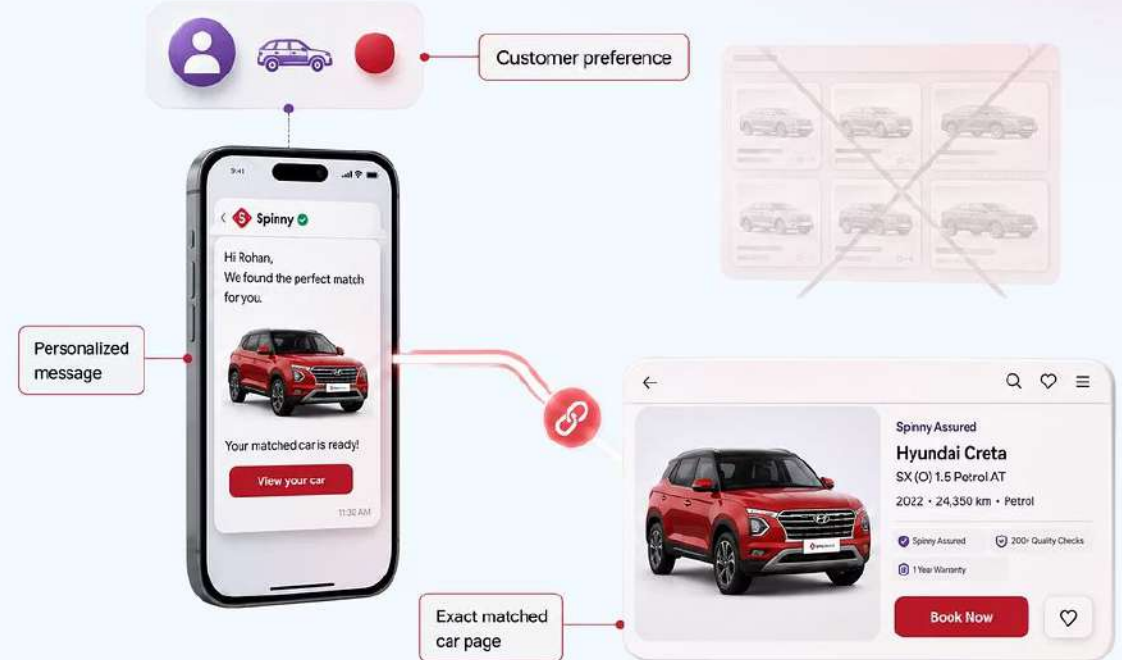
Search again

Locate the relevant vehicle

Filter the inventory

Rebuild purchase intent

The communication became a direct route from preference to product.



WhatsApp and Push Worked as a Resilient Fallback System

- WhatsApp first, followed by Push
- Push first, followed by WhatsApp

- 10 minutes
- 36 hours
- 72 hours

```

graph LR
    A[Matched car] --> B(( ))
    B -- Purple --> C[WhatsApp]
    B -- Red --> D[Push]
    C -- 10 min --> E[Push]
    D -- 36 hrs --> F[WhatsApp]
    E --> G[Smartphone]
    F -- 72 hrs --> G
    G --> H[Customer reached]
  
```

Smarter Journeys Created Measurable Incremental Growth

~12%

Contribution to Spinny's overall revenue

20X

Conversions compared with the previous manual approach

The program also delivered:

- Real-time inventory-to-intent matching
- Daily automated execution
- Preference-level personalization
- Direct product-page deep links
- One reusable journey across three matching models
- Higher reach through channel fallback
- Lower manual campaign effort





At Spinny, delivering a seamless customer experience at scale depends on how quickly we can respond to real-time customer and inventory signals. One of our key challenges was connecting dynamic inventory with users who had already shown intent, while keeping every interaction timely and relevant. With WebEngage, we built an automated engagement framework that brings together inventory updates, customer preferences, and behavioral signals. This has helped us reduce manual intervention, improve execution speed, and deliver more relevant, data-driven customer journeys at scale.

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