

Startup Campus Sees a **28% Increase in Average Open Rates** with WebEngage's Journey Designer

Founders & CEO

Maryati Baharuddin

Industry

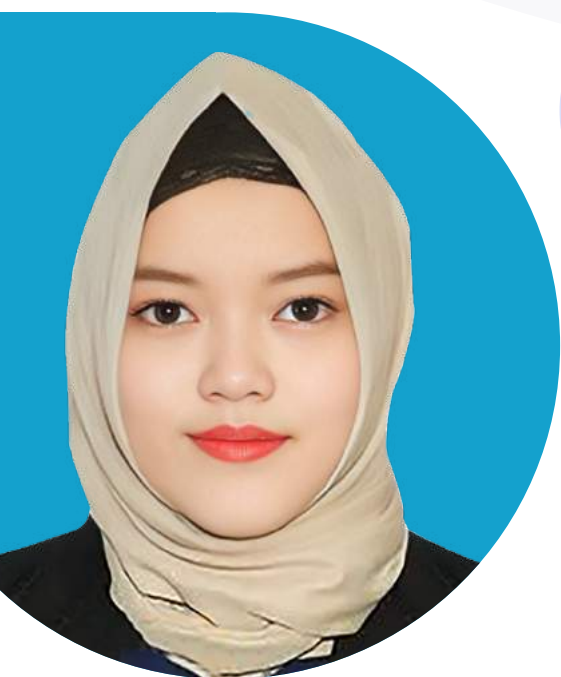
Edtech

Founded

2021

HQ

Jakarta, Indonesia



"With WebEngage's support, we could implement personalized campaigns, monitor user engagement, and analyze the effectiveness of our marketing efforts in real time. Utilizing WebEngage's Journey Designer feature, allows us to send more personalized and relevant emails aligned with our audience's preferences."

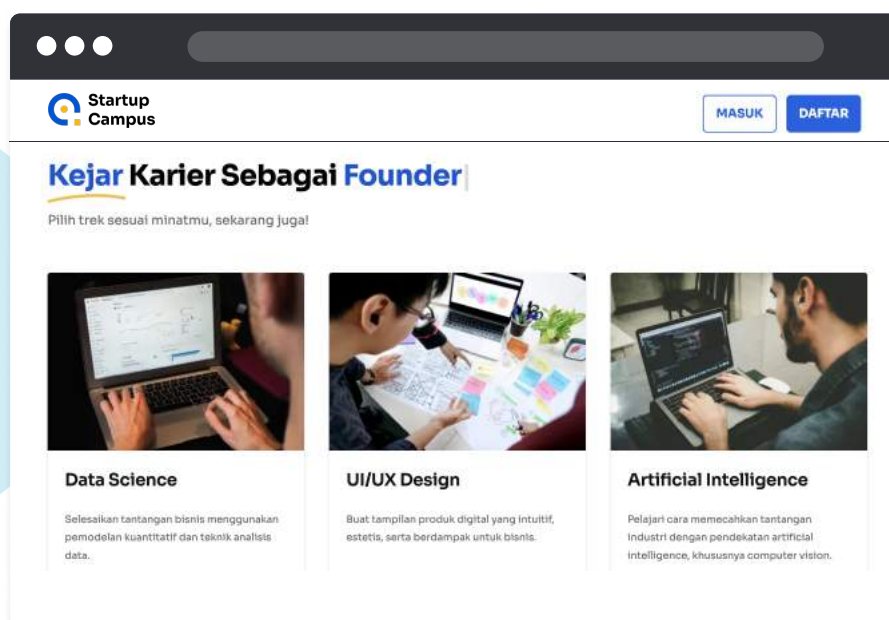
Maryati Baharuddin 

Founder & CEO, Startup Campus

About Startup Campus

Startup Campus is an education-based startup company located in Jakarta, Indonesia. It offers intensive training programs designed to develop in-demand skills customized to individual needs. These programs include intensive mentorships and real projects, alongside a robust network of experts comprising practitioners and academics to provide a deep understanding of industry trends and best practices.

From Artificial Intelligence and Data Science to UI/UX Design, learners can enrol for various courses and programs ranging from Public Bootcamps, Corporate Training, Prakerja (a government training program), Turbootcamps, and more.



Startup Campus was founded in 2021 with a vision to serve as an incubator for startup companies in the education sector based in Indonesia. The programs have received support from various partners, including the Ministry of Education and Culture (Kemendikbudristek), Endeavour Indonesia, 500 Startups, and others.

In a short span of just 2 years, Startup Campus has achieved remarkable growth, with the number of participants increasing by sevenfold. More than 6,000 participants have successfully completed various training programs offered by the organization.



Objective

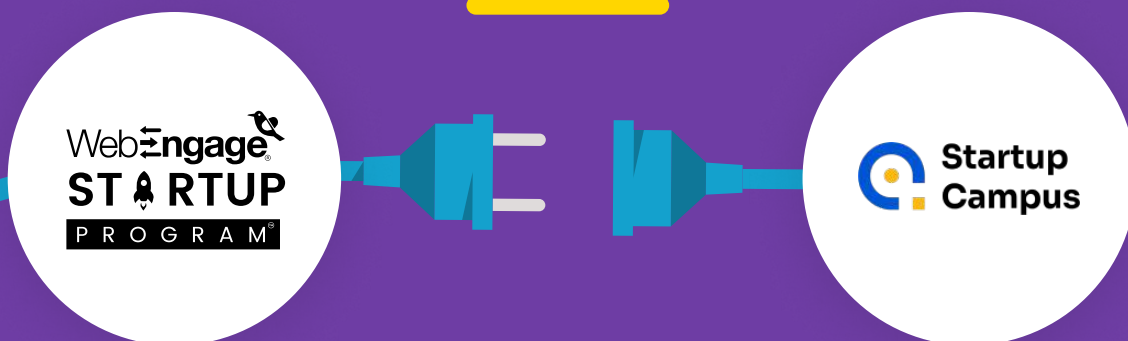
- Sending personalized communications to students and learners enrolling in various educational courses.
- Engaging users with an omnichannel approach.



Challenges

- Automating user communications
- Poor campaign delivery
- Gaining real-time insights to boost user engagement and retention.

Solution



Joining hands with the WebEngage Startup Program

Since its inception in 2021, Startup Campus recognized the paramount importance of user engagement and retention for a startup's success. The brand wanted to achieve long-term sustainability with retention-led growth to ensure that customers keep using their services, become loyal advocates, and contribute to their enduring success.

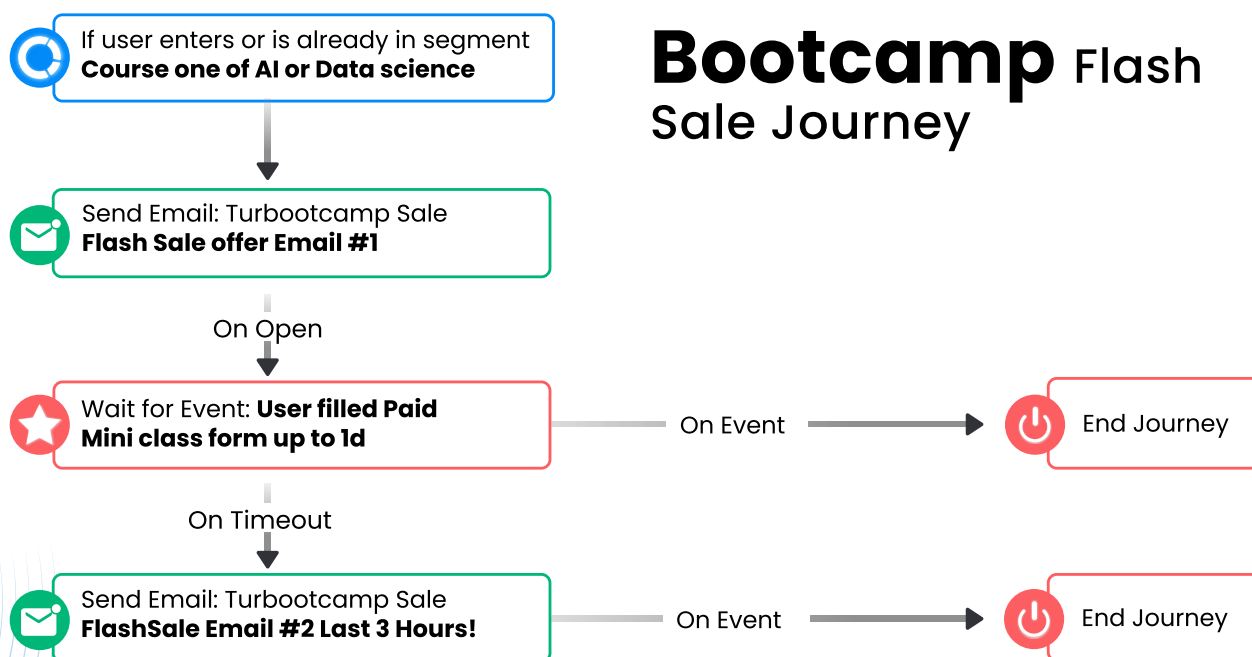
That's when Startup Campus enrolled for the **WebEngage Startup Program: Southeast Asia cohort**. The program played a pivotal role in helping the brand set up the right data foundations for retention-led growth. It provided them with the right tools and insights to comprehend user behaviour, segment their audience, and create personalized engagement strategies.

Leveraging the Journey Designer feature

Being an Edtech startup, it was crucial to engage learning professionals on their platform with a segmented approach.

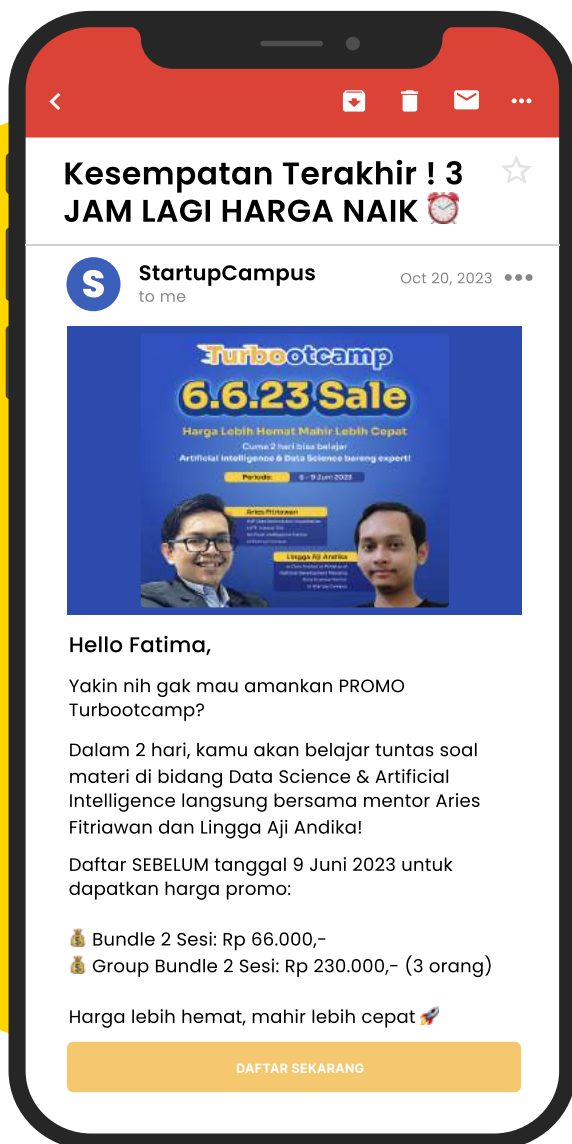
Startup Campus began by mapping out user journeys within the Journey Designer, defining triggers, actions, and conditions. The team created personalized messages and communication that was delivered at specific points in the user's journey. Here's how Startup Campus leverages the Journey designer feature:

- Users who are already in or enter the segment: Course one of Data Science and Artificial Intelligence.
- The flash sale email for the bootcamp gets triggered to this user segment personalized with limited time offers on their preferred courses.



- If the users sign up for the bootcamp in a day, the journey for that particular user ends on sign up.
- Users who don't sign up yet, receive further boot camp flash sale emails personalized to their course preferences and further discounts.

The limited time discount offer for bootcamps creates a sense of urgency around a time sensitive offer, further boosting sign up for the courses around artificial intelligence and data science.



Course sign up complete

As a result of implementing the Journey Designer feature, Startup Campus could engage their existing user base at the right time and at the right channel. This translated into a 28% increase in average open rates for their user engagement campaigns and a 9.3% growth in unique clicks achieved.

To understand the performance of their campaigns, the team at Startup Campus monitored their user engagement and analyzed the effectiveness of their marketing efforts in real-time.

This feedback loop ensured that the team could optimize their content and targeting basis the real time analytics they could leverage on the WebEngage dashboard. The comprehensive approach further helped Startup Campus make their user engagement more efficient and impactful.

The WebEngage Startup Program Impact

28%

Increase in
Average open
rates

9.3%

Growth in
unique clicks
achieved



“

The comprehensive set of tools and resources offered by WebEngage have been instrumental in helping us achieve our goals. From campaign delivery to real-time analytics and expert support, WebEngage has become an indispensable asset for our marketing efforts.”

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Digital Marketer & KOL
Specialist, Startup Campus

Loved the story?

Supercharge your startup's growth
with the WebEngage Startup Program.

Apply Now



WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. Get a unified view of your customers with a robust customer data platform, 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.

The key clientele includes marquee brands like Pasarpolis, PFI Mega Life, Shoppers Stop, Zivame, Bajaj Auto, IKEA, MakeMyTrip, Eureka Forbes, Akasa Air, and more.

About WebEngage Startup Program

WebEngage Startup Program is a growth accelerator for early-stage consumer startups across the globe. Since its inception in 2020, the program has helped over 300+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth \$25,000, alongside dedicated customer success. The platform enables startups to deliver an exceptional customer experience and build customer loyalty, increase the Customer Lifetime Value (CLTV), and lay the foundation for retention-led growth- paving the way for building sustainable businesses.

Credits



Nurfadhila Ahmad |

Customer Success Manager(SEA), WebEngage



Halimatussa' diah |

Digital Marketer & KOL Specialist, Startup Campus



Tina Verma |

Marketing Manager, WebEngage Startup Program