

How Tabiyat.pk achieves up to 25% cart abandonment recovery rate with WebEngage

HQ
Karachi, Pakistan

Founders
Asad Khan and Saad Khawar

Industry
Healthcare

Founded
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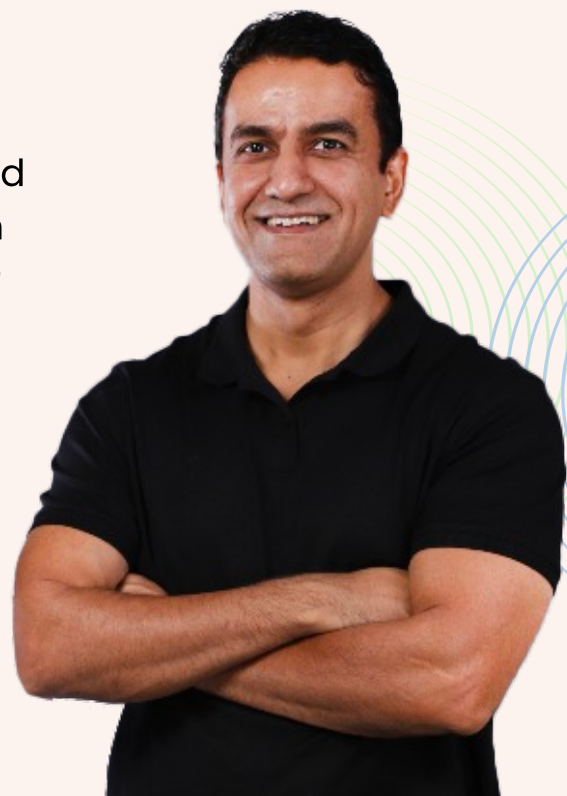
Tabiyat.pk is a digital health-tech brand that is dedicated to simplifying access to healthcare services and streamlining the process of acquiring over-the-counter (OTC) and prescription medication, with the door-step delivery. The brand is committed to tackling two major problems in the retail pharmacy market; difficulties in acquiring medicine and counterfeit drugs.

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The WebEngage Startup Program has helped us in establishing seamless communication with our users giving a significant rise in our conversions. Besides the usefulness of the WebEngage Startup Program, I would like to give a special mention to the **mentorship, masterclasses and support** we received from the team at WebEngage.

Asad Khan | 

Co-founder & CEO at Tabiyat.pk



The Objective

Being a health-tech brand, the main objective of Tabiyat.pk was to reduce the cart abandonment rate by maintaining proper omnichannel engagement and henceforth boost engagement on the app and retain users.

The Solution

Once enrolled in the program, the team at WebEngage discussed with the team at Tabiyat.pk, their objectives, current state of business and the business operations. They first helped Tabiyat.pk understand **user behaviour – read cohorts on repeat purchases, analyze funnels, retention rates**, among other metrics. The WebEngage advisors then came up with a step-by-step plan to design the respective journeys on the WebEngage dashboard. The major channels that Tabiyat.pk opted to leverage are:

- **Push Notifications**
- **Emails**

The healthcare brand used these channels to establish customer engagement across multiple touchpoints and events like **“added to cart”, “cart page return”, “home screen opened”, “viewed product detail page”, “product category page”,** etc. The majority of push notifications that they sent to the customers were that of cart abandonment.

Tabiyat.pk also sent **push notifications** for their product promotions and campaigns like **#AbHogiBaat** that aims at creating awareness on medical conditions. Here are some communication samples that Tabiyat.pk sent to its users.

“Koi baat nahi, apke selected products humein yaad hain. Tou abhi apna order muqamal karein!”

“Abhi order muqamal karein aur free delivery haasil karein!”

The Outcome

The omnichannel communication with the users helped us gain quite impactful results. We could achieve:

25% ▲

Cart abandonment
recovery rate

18% ▲

Push notification
click – through rate



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The WebEngage dashboard is absolutely user-friendly as it allows us to create our own Dashboards, which makes it easier for us to access the necessary information in one go. It also allows us to pin the analytics to our dashboard which helps us access all the details we need from the different channels in one place.

The real-time insights and powerful features really helped us deliver tailored communication to our customers.

Mohammad Anas Rafiq | 

Digital Growth Manager at Tabiyat.pk

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