

Testbook Unlocks ₹40L+ in Revenue by Leveraging In-App Surveys for Personalized User Engagement and Product Insights



About Testbook

Testbook is a leading online preparation platform for government job aspirants in India. It offers test series, live coaching, and exam-specific study plans for over 100+ government exams across categories like SSC, Railways, Banking, UPSC, Teaching, and more.



Key Achievements

1

Revenue Growth

Testbook generated ₹40L+ revenue from targeted campaigns based on insights from WebEngage's in-app surveys.

2

User Insights

Captured actionable feedback from highly engaged users, improving product strategy and nurturing user intent.

3

Product Validation

New offerings like combo SuperCoaching packs were validated, leading to improved user retention and growth.

WebEngage In Action

What Testbook Set Out to Do

Testbook aimed to collect quality, contextual user feedback from highly engaged app users to:

- Understand real user pain points and motivations
- Nurture users based on their specific needs
- Provide directional support aligned with user goals
- Use insights to drive product enhancements
- Tailor omnichannel communication
- Ultimately deliver measurable revenue outcomes



Solution: In-App Surveys via WebEngage



Targeted Approach

Reach users at high-intent moments inside the app instead of relying on passive feedback or assumptions



Contextual Feedback

Capture feedback tied to real user actions (e.g., SuperCoaching interest, UPSC prep)



Strategic Implementation

Funnel that data into product, marketing, and growth strategies



Use Case 1: Driving Revenue from UPSC via In-App Nurture Journey

Challenge:

UPSC aspirants were high-intent and high-AOV, but notoriously difficult to reach via WhatsApp and email.

Approach:

Testbook created a 5-day in-app onboarding + nurture journey:

- Days 1-4: Structured course walkthroughs
- Day 5: Final intent captured via a Google Form

Impact:

This single campaign generated over ₹40 Lakh in revenue from June '25 to now – a strong case for in-app-led funnel nurturing, especially for high-value segments.



Use Case 2: Decoding Why Students Buy SuperCoaching

Challenge

Testbook knew students were purchasing SuperCoaching, but lacked clear, structured data on real purchase drivers. Social comments gave scattered clues but no definitive insights.

Insight

The top-selected reasons were clear, actionable, and surprising in a few cases, allowing the team to refine their marketing narrative.

1

2

3

4

Approach

They launched an in-app survey listing motivations surfaced from platforms like YouTube & Instagram, asking students to select what truly influenced their decision.

Impact

These insights will be plugged into ad copy, landing pages, and CRM journeys, aiming to improve higher CTRs, better engagement, and reduced drop-offs.

Use Case 3: Understanding Multi-Exam Prep Behavior

Challenge:

Many students were purchasing SuperCoaching across multiple categories – SSC + Banking, Railways + Teaching, etc. But was this an anomaly or a pattern?

Approach:

An in-app poll helped identify the number of students preparing for multiple government exams.

Insight:

A significant portion of users were "combo aspirants" – preparing for two or more exam types simultaneously.

Impact:

This unlocked a new bundling opportunity: Testbook began exploring combo SuperCoaching packs and even considered launching an "All-Exam Super Pass" as a future product line.



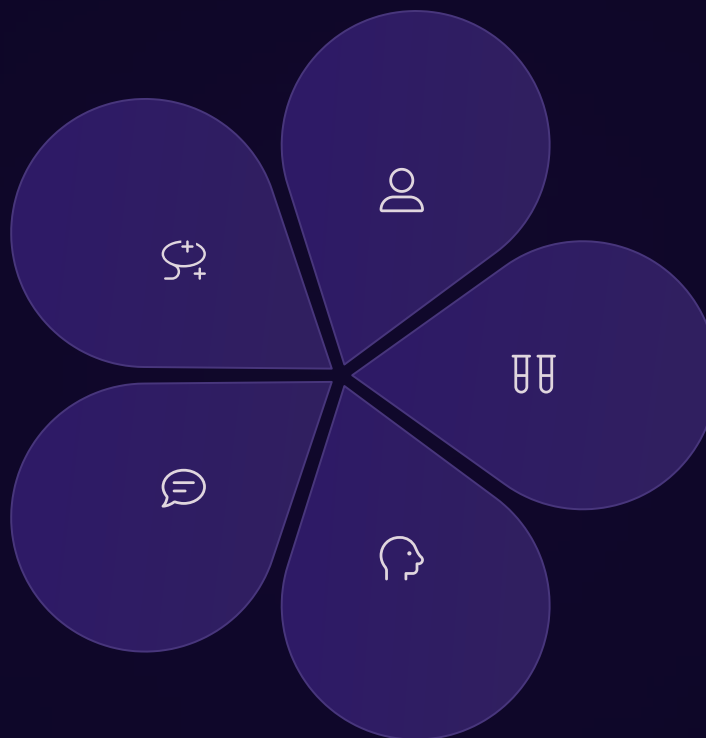
Next Steps

Automated Feedback Loops

- Trigger in-app surveys contextually (onboarding, drop-offs, trial end)
- Use Journey Builder to personalize experiences based on responses

"You Said, We Did" Campaigns

- Show users how their input led to real product/feature launches
- Boost trust, loyalty, and user engagement



Intent-Based Segmentation

- Create dynamic segments (e.g., multi-exam prep, soft skills interest)
- Power tailored campaigns and product nudges using these cohorts

Messaging A/B Testing

- Use top survey responses to craft and test messaging variants
- Optimize push, email, and WhatsApp for better CTRs and conversions

Progressive Profiling

- Collect data points over time
- Build richer user profiles for precise targeting without friction

From the Testbook desk

At Testbook, our mission is to create learning experiences that truly resonate with our students—and WebEngage has been pivotal in making that happen. Their in-app surveys have given us clear, actionable insights into user intent, helping us validate products, refine messaging, and uncover entirely new opportunities. On top of that, the custom HTML feature has empowered us to brainstorm, build, and launch interactive in-app experiences at scale with minimal tech dependency. We've already rolled out 10+ campaigns across diverse use cases, and the boost in engagement has been phenomenal.

Dhairya Mehta | Associate Director - Testbook





The Brand Team Talks

With WebEngage, we move beyond assumptions. The in-app surveys gave us real, timely insights—right from why users buy SuperCoaching to what skills they want next. It wasn't just data collection; it was clarity. We used those inputs to launch campaigns that actually worked, validate new products, and even improve our onboarding. WebEngage is our go-to tool for turning user feedback into real business outcomes.

Siddharth Kumar | Associate Manager - CRM, Testbook

From our Growth Consultants

With Testbook, the goal was clear: turn user feedback into growth fuel. By embedding in-app surveys at key moments, we moved beyond guesswork - capturing real user intent and plugging it straight into product and marketing.

The Testbook team was incredibly hands-on, always proactive, data-driven, and open to experimentation. That kind of collaboration made the impact not just possible, but scalable.

From unlocking ₹40L+ in revenue to validating new product lines, this wasn't just feedback collection - it was user-led growth in action.

~ **Arshiya Dogra** | Growth Consultant, WebEngage



What's the Industry Challenge?

India's competitive exam ecosystem is massive but fragmented. EdTech brands face two persistent challenges:

1. Understanding user motivation and behavior – What makes students convert? Why do they drop off?
2. Engaging meaningfully at scale – Broadcast channels like email/WhatsApp are often ignored or missed.

As Testbook scaled rapidly, it needed sharper signals on:

- Why users chose certain programs (or didn't)
- How to segment learners meaningfully
- What future offerings students actually wanted

The answer came down to actual, real-time, contextual in-app surveys, and not just guesswork.



Want to See What WebEngage Can Do for You?

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