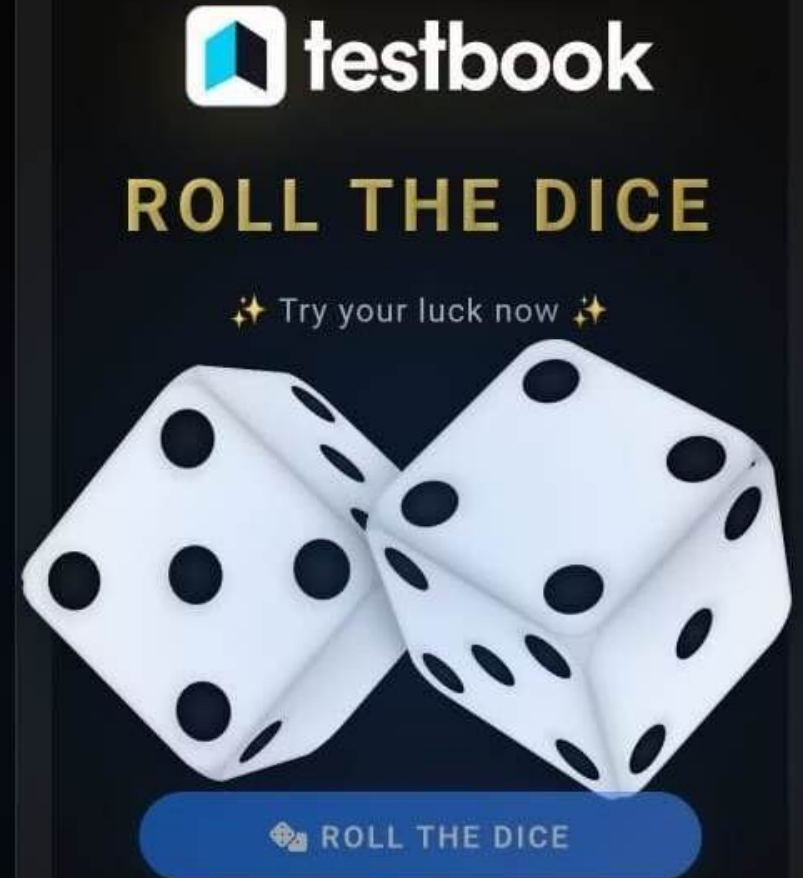


Gamification That Delivers: Testbook Turns In-App Engagement into a 6X Conversion Growth Channel



The Challenge: Static In-Apps with Limited Impact

Before mid-2025

Testbook relied on static in-app banners for communication.

The Problem

These banners were informative but lacked interactivity, leading to:

- Low CTRs
- Minimal repeat engagement
- Low conversion contribution

As the MahaBachat Sale approached, the CRM team sought a way to make in-app engagement more interactive, inviting users to actively participate rather than passively receive offers.

The Turning Point: Discovering Gamification Inside WebEngage

WebEngage's flexibility allowed Testbook to build custom HTML-based, gamified in-apps with interactive content.

Key Innovation

Created the "Answer & Win" quiz – users unlocked dynamic rewards based on correct answers.

- 1 correct answer = 10% discount
- 2 correct answers = 11% discount
- 3 correct answers = 12% discount



Immediate Results

144%

CTR Increase

vs. static in-apps

2X

Higher Engagement

during the sale

Resulted in repeat visits from users returning to play and win again.

The Strategy: From Campaigns to Interactive Experiences

Testbook integrated gamified in-apps into every sale strategy, aligning user psychology with cultural relevance and campaign themes.



Answer & Win

Users unlocked discounts through quiz participation



Flip the Card

Surprise-based engagement keeping users curious



Prebook

Created urgency with 35,000 pre-bookings



Roll the Dice

Highly innovative UI/UX format with huge user love

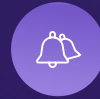


More Innovative Formats



Jackpot & Lock Your Pass

High-stakes, FOMO-driven campaigns



Prebuzz

Warm-up campaigns to build excitement



Modak

Cultural tie-in for Ganpati Utsav with exclusive rewards



Teacher's Day Special

Emotional connection with aspirants via learning-focused rewards

This shift turned in-apps from simple messaging to experiential interactions, increasing user investment in the sale journey.

The Impact: Month-on-Month Growth

After launching gamified in-apps, Testbook saw:



Increase in Impressions



Improvement in Conversion Rates

Massive increase in revenue contribution from in-apps, now a key sales driver

By August 2025, CTRs reached **12.58%** with nearly 10X higher conversion rates compared to pre-June. Gamified in-apps were scalable and sustained high performance across campaigns

Why It Matters

Gamification worked because it wasn't just for engagement – it was about purposeful interaction. For any brand with an active user base:

01

Make engagement interactive

Move beyond passive information sharing.

02

Measure what works

Fun, engaging experiences need data-driven outcomes.

03

Build long-term loyalty

Your app should drive retention, not just sales.

Conclusion: Turning Possibility into Performance

With WebEngage's flexibility, Testbook transformed static in-apps into a high-performance engagement engine – achieving a **6X conversion growth** and building long-term user loyalty.

From the Testbook team

“The idea started as a small experiment during the MahaBachat Sale – we just wanted to make our in-apps more interactive. Once we saw how users were responding, it was clear this wasn’t a one-time thing. Gamified in-apps became the way we connect with aspirants now – it’s engagement that actually converts. And WebEngage is enabling these for us in a great way. We look forward to executing many more campaigns with them.”

Sahil Chandel | Growth Manager - Marketing



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