

Edtech Startup Testbook Drives 11% Conversions From Push Notifications In 1 Month With WebEngage

Industry

Edtech

Founded in

January 2014

HQ

Navi Mumbai, Maharashtra

Founders

Ashutosh Kumar, Narendra Agrawal,
Manoj Munna, and Praveen Agrawal



About Testbook

The fastest-rising startup in the edtech space, Testbook is poised to revolutionize the industry. With a registered user base of 5.6+ crore users, 4759+ crore questions have been solved on their website and Android app.





Testbook is the perfect incubator for talent. Their motto of ***"You come, you learn, you conquer"*** enables you to train under the best mentors and become an expert in your field in your own right. That being said, Testbook offers flexibility in the projects you choose, how and when you work on them, and what you want to add to them.

You are the sole master of your work.

Testbook, like most businesses in the edtech industry, operates on a freemium model, where users initially get free limited-period access to tests, post which they are prompted to purchase.

Their USPs

With 5.6+ crore students and one of the best selection rates in India amongst online learning platforms, you can rely on Testbook to excel.

-  **Expert Insights:** You learn from the masters of the subject in the most engaging yet simplified ways.
-  **Real Exam Simulations:** Feel the thrill of a real exam. Improve your time & pressure management skills.
-  **Detailed Score Analysis:** Get a detailed breakdown of your strengths & weaknesses and discover insights to improve your score.
-  **Linguistic Flexibility:** Learn in the language you are most comfortable with. Choose from any of the platforms' 12 languages.

Key Features Used:

- ✓ Journey Designer
- ✓ Catalogs
- ✓ Advanced Push
 - Timer Push
 - Sticky Push
- ✓ Ancillary Features
 - Relays

“I've had the privilege of witnessing the transformative power of WebEngage in our customer engagement efforts. The platform's ability to seamlessly integrate with our existing systems and its ML-driven insights have given us a competitive edge. It's not just a tool; it's a strategic asset for our business.”



Narendra Agrawal |



Chief Marketing Officer and Co-founder, Testbook

Testbook and WebEngage – A Collaborative Effort

Objective

OBJ 1:

Scale in the future easily, without manual intervention

OBJ 2:

Easy and consistent updating of courses with event and user attributes

Challenges

CH 1:

The need to hard code email communications, thereby increasing turnaround time and effort

CH 2:

Manual intervention needed in updating courses and test series every time

WebEngage In Action

Testbook caters to a vast number of students with a vast number of courses and tests. Therefore to personalize communication for each candidate, the Testbook team realized the power of WebEngage's Catalogs and utilized it to its optimal degree.

- ✓ With 800+ exams, tests, courses, and more, the team realized that the logic for most of their channels – be it email, push, or more – was very similar.
- ✓ Therefore, to automate, structure, and organize, all these individual elements and to reduce redundancy, Testbook onboarded WebEngage.
- ✓ Moreover, their objectives of parallelly scaling in the future and ensuring easy and consistent updating of courses would be possible with WebEngage.

Why did Testbook pick WebEngage?

The Testbook team onboarded WebEngage in 2017. Since then, because of their proactive approach, **Testbook has become one of the earliest adopters of WebEngage's features.**

For the Testbook team, WebEngage aids their marketing needs to:

- ✓ Automate communication
- ✓ Unify customer data from various sources to provide a 360-degree view of a user.
- ✓ Analyze the performance of events and campaigns
- ✓ Bring efficient ROI and engagement

Approach:

- ✓ The need for Catalogs stemmed from the fact that there were several repetitions across communications.
- ✓ Testbook used WebEngage to give accurate information to users and to recommend other relevant products to users.
- ✓ **Instance 1:** The team wanted to nudge users to subscribe to their test series – by either purchasing a pass, upselling other courses, or subscribing to Pass Pro. Some of the Pass Pro benefits are as follows:
 - ✓ Testbook pass with 70,000+ mock tests
 - ✓ 17000+ previous year paper tests
 - ✓ Access to practice pro questions
 - ✓ Access to Pro live tests
 - ✓ Unlimited re-attempts for all tests
- ✓ **Instance 2:** In Pass Pro, there exist different cohorts, like free users and paid users without Pass Pro, on which pricing is determined.



What elements are personalized for Testbook using WebEngage?

- ✓ Name
- ✓ Exam name
- ✓ Previous Year Papers' (PYP) links/PDFs
- ✓ How many others are giving this test along with the user
- ✓ The user's attempted number of tests
- ✓ The default template for communication
- ✓ CTAs to go with individual test series

Faculty details like:

- ✓ Name/ ID,
- ✓ event attributes,
- ✓ Profile link, and more.

All of these elements are personalized across in-app, email, and push notifications.

“As someone who's been using the tool for a very long time, I can confidently say that WebEngage has been a game-changer for our team. The automation capabilities, in-depth analytics, and A/B testing tools have made it incredibly easy to optimize our messaging and drive results.”



Arpit Oswal | 
Chief Product Officer, Testbook

Sticky push & timer push

- ✓ Testbook utilized WebEngage's sticky push, and timer push features for their campaigns.
 - ✓ In timer push notifications, you can enable custom push notification layouts wherein clients can configure a timer within push notifications for Android.
 - ✓ In sticky push notifications, the users will not be able to swipe and dismiss the push notification and will have to take an action (click the action text) for the notification to be dismissed.

- ✓ The Testbook team ran campaigns with time-specific discount coupons, for segmented users.
- ✓ At the end of every month, the edtech team ran a sale to subscribe to courses, and induce FOMO within the users.
- ✓ Moreover, using Catalog, the team fetched specific discounts per user, based on website behavior, history, segments, and more.
- ✓ Using WebEngage's Catalog, you can personalize the timer countdown based on specific subjects, specific user segments, and more.



How did WebEngage solve Testbook's issues?

Before

- ✓ Using different discount slabs for each individual
- ✓ Manual updation of prices and communication for users
- ✓ For their SuperCoaching module of 150+ SuperCoaching goals, the team earlier had 150+ individual communications sent out

After

- ✓ Hyper-personalize almost every aspect of their communication including showing the exact amount for subscription and linking of brochures/courses instead of general links/ redirection to the website with automation, thereby reducing their manual efforts
- ✓ Now with Catalog, the team simply fetches the information of the 150+ courses and sends it out in 1 journey with the help of the Journey Designer



In 2017, Testbook used multiple engagement channels through Journeys to re-activate its churning user base. **[Read their Impact Story™ here.](#)**

The core intent of the Reactivation Campaign was to bring back users to the platform. With this goal in sight, Testbook created a workflow using WebEngage's Journey Designer.

Result:

Their Journey statistics stand testimony to the power of personalized multi-channel communication. Within three months of running the campaigns, the team **reactivated 15% of inactive users**, directly attributable to the Reactivation Campaign. The uplift contributed to the top-of-the-funnel users for Testbook, significantly adding to all the subsequent stages of the conversion funnel.

The Way Forward

The WebEngage team for Testbook is very proactive. The partnership is only further strengthened with Support, Engineering, and Success teams ready at every hour to further enable Testbook's success.

- ✓ Their current goal with Catalogs is to fetch and feed information into their WhatsApp, App Push, and Email communication to enhance accuracy & personalization and reduce redundancy.
- ✓ Moreover, they want to begin using WebEngage's Recommendation Engine to further hyper-personalize their communication.
- ✓ The edtech team wants to start leveraging the app in-line as a channel to scale growth.
- ✓ From user engagement for exams, question papers, test series, question sets, and more, the team wants to house it all under 1 Catalog for over 800+ exams.

We wish Testbook all the very best for their future endeavors.

Customer Success' Work

For Testbook, since 2017, WebEngage has come through with its Customer Success, Support, and Engineering teams.

Moreover, the Testbook team was pleased with WebEngage's proactiveness, relationship-building approach and more.

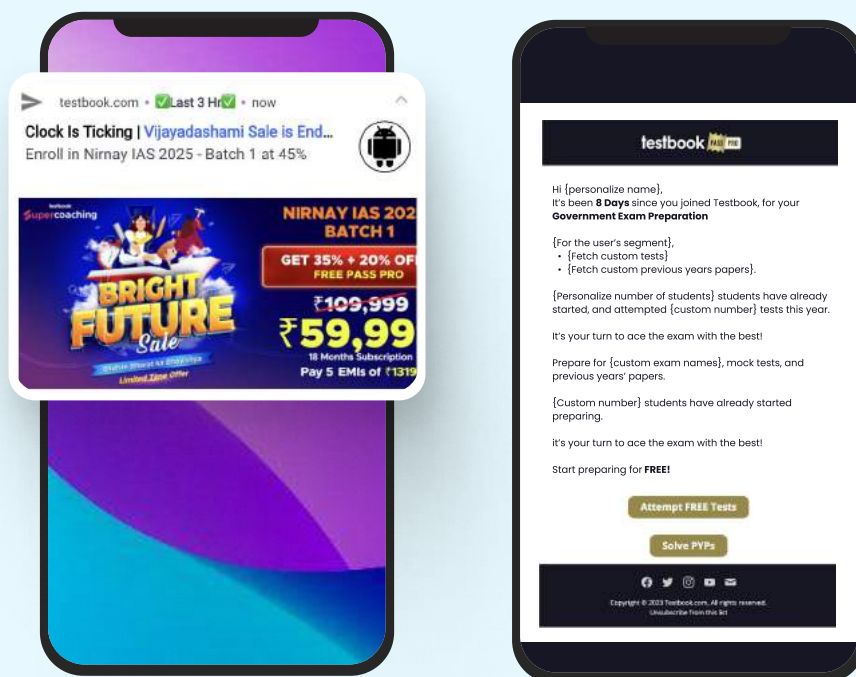
The WebEngage team helped the Testbook team with the following as well:

- ✓ Structuring data
- ✓ Reducing redundancy
- ✓ Reducing manual labour
- ✓ Increasing efficiency
- ✓ And enabling smoother processes holistically.

We thank the Testbook team for their continued support.



Email & Push Notification Examples from Testbook



Overall Impact

11% conversions from push notifications in 1 month

Closing Testimonial

“ WebEngage has revolutionized the way we engage with our customers. The platform's user-friendly interface and robust features have allowed us to create highly personalized and targeted campaigns, resulting in a significant increase in customer retention and satisfaction. ”

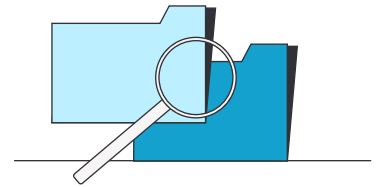


Dhairya Mehta | 
Associate Director, Testbook



Use Cases

Still not convinced? Here are some more use cases you can implement using the WebEngage dashboard. Try them out!



Improve student attendance through a personalized message strategy

Understand engagement trends across different course modules and times of the day and bring more students to your live video classes. Personalized messages have emerged as rocket fuel to increase viewership, improve attendance to your live classes, and ultimately the bottom line.



Accelerate your free-to-paid conversions

Identify 'premium students' from your vast top-of-the-funnel and help them understand the full range of your product's capabilities and value to speed up the adoption of paid subscriptions amongst your free users by 20%.



Build a wholesome onboarding experience for your subscribers

Actively guide your daily subscribers to find new value in your product through experiential learning. As teachers and students come up to speed with your product, it builds their confidence, cuts down on service calls by up to 33%, and increases adoption by 40%.



Boost course completion rates with less effort

Users start their tests/courses but don't complete them. Onsite gamification, real-time parent-teacher communication, and keeping parents involved with nudges about their children's absenteeism minimize course drop-off rates by 20%.



Motivate your dormant students with one-to-one engagement.

Solve for lack of motivation and bring users back to your platform. Execute contextual multi-channel and value-driven campaigns to revive your churning user base by about 15% within three months.

About WebEngage

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.


WebEngage goes above and beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, and Online Retail. The key clientele includes marquee brands like Adani, Bajaj Auto, IKEA, MakeMyTrip, Yes Securities, L&T SuFin, Eureka Forbes, Akasa Air, etc.

With a mission to humanize the world's websites & apps, we now power over 1 Billion messages sent every day for our customers across 50+ countries and 20+ industries.

[Schedule my free demo](#)

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