

## The Elefant Achieves 74% Boost In First-Order Conversions With WebEngage Startup Program

**Industry**  
D2C, Toy Library

**Founded in**  
2023

**HQ**  
Mumbai, Maharashtra

## About Company



Elefant is India's first mobile app-based toy library that offers a sustainable and cost-effective alternative to buying toys. It allows parents to subscribe, select toys from a curated collection, and deliver them to their doorstep.

Once children outgrow or lose interest in the toys, they can be easily exchanged for new ones through the app's delivery service. The Elefant promotes eco-friendly play by reducing waste through toy sharing and ensures all toys are cleaned, sanitized, and inspected before being sent out. It caters to children aged 0-12 years with various educational and fun toys available.



Partnering with the WebEngage Startup Program has been transformative for The Elefant. Their platform's capabilities have enabled us to personalize our user engagement strategies effectively, resulting in a remarkable increase in first-order conversions post-onboarding within just four months. This collaboration has significantly enhanced our ability to connect with our customers and drive sustainable growth.

**Sourabh Jain** | 

Founder & CEO, The Elefant

# Key Features Used



JOURNEY  
DESIGNER



PUSH  
NOTIFICATIONS



WHATSAPP



IN-APP  
NOTIFICATIONS

## The EleFant's Objectives

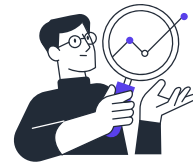
They were looking to:



**Boost Repeat Purchases:** Drive higher repeat purchase rates to enhance customer lifetime value.



**Improve Retention:** Focus on increasing overall user retention through strategic engagement.



**Leverage Advanced Analytics:** Use data-driven insights to refine strategies and optimize performance.

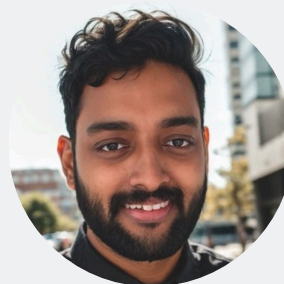
# The Elefant's Challenges In Driving The Objective



- 1 | They struggled with simplifying and mapping user journeys to improve the overall customer experience.
- 2 | A lack of personalized communication strategies made it difficult to effectively nurture leads and build stronger customer relationships.
- 3 | There were also insufficient insights into user behavior and preferences to deliver a more personalized and engaging experience.

## Mid-Story Testimonial

Implementing WebEngage's Journey Designer has streamlined our communication processes, allowing us to automate key user interactions seamlessly. This automation has not only improved our operational efficiency by tenfold. The insights gained have been invaluable in refining our strategies and enhancing user engagement.



**Santhosh Vemisetty** | 

Chief Technology Officer, The Elefant

# The Elefant X WebEngage Startup Program – A collaboration

Elefant sought to leverage retention marketing as a key driver of sustainable growth. Early in their journey, they partnered with the WebEngage Startup Program to deliver personalized, retention-led communication across all key touchpoints. This collaboration has enabled Elefant to boost user retention, increase conversions, and drive higher revenue. The program supports consumer startups by offering six months of free access to WebEngage, along with exclusive perks and benefits. Here's how The Elefant used the WebEngage platform:



# WebEngage in Action

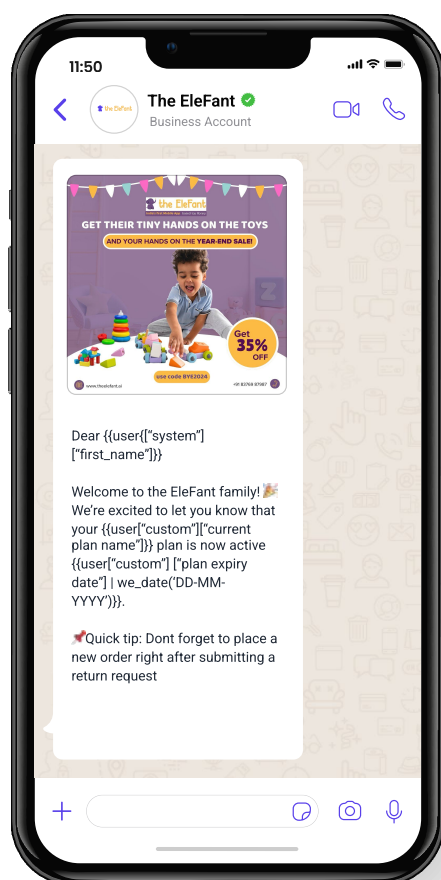


## 1. Driving First Order Post-Onboarding

To encourage users to encourage users to order their first toy/book, The Elefant leveraged the Journey Designer on the WebEngage dashboard, enabling streamlined and omnichannel communication. This ensures that every interaction is well-timed and personalized for maximum impact.

Once users subscribe to any of EleFant's subscription plans, they receive tailored WhatsApp and push notifications to keep them engaged. Context messaging is triggered over a 6-7 day period to nudge subscribers toward making their first order. To maintain a seamless and non-intrusive experience, users are engaged on their most receptive channels, with well-defined wait times to prevent message fatigue.

Here's what a simplified journey looks like to drive first repeats post onboarding:



### Impact:

A 74% boost in first-order conversions post-onboarding within 4 months.

## 2. Omnichannel Engagement: Driving Conversions and Revenue with Renewal Reminder Campaigns

The renewal reminder campaign targeted users whose trial period was set to expire within the next 15 days, ensuring they received timely nudges to continue their journey. Leveraging a strategic mix of WhatsApp and push notifications, the campaign aimed to maximize engagement and encourage seamless renewals.

By delivering personalized reminders through these high-engagement channels, the brand ensured that users remained aware of their trial status and the benefits of continuing their subscription.

To create a sense of urgency and drive conversions, reminders were strategically spaced across a 10-day timeline, with notifications sent at 10 days, 5 days, and 2 days before expiration.

This multi-touch approach helped reinforce the renewal message without overwhelming users, giving them ample time to take action. By optimizing timing and communication channels, the campaign effectively enhanced retention and subscription continuity.

## 3. Turning Registered Users into Paid Subscribers

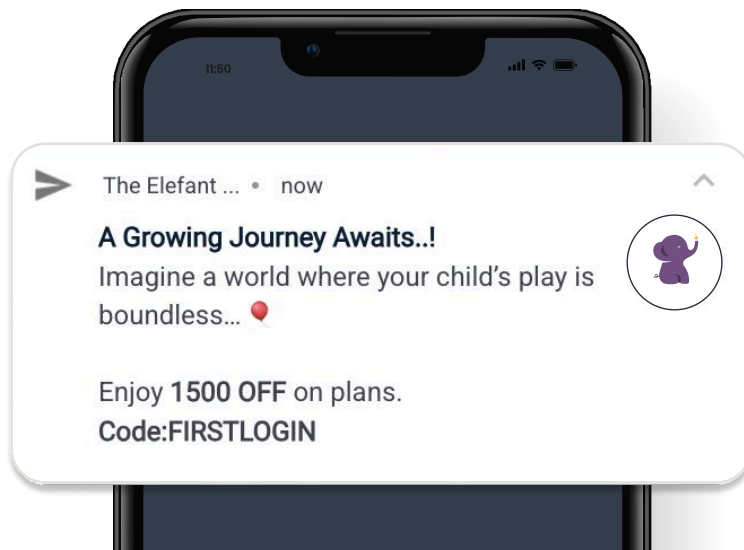
For a toy subscription platform like The Elephant, converting first-time registered users into paying subscribers is crucial for sustained growth. To achieve this, a targeted journey was designed for registered users who had yet to subscribe. The campaign specifically engaged users who had viewed or selected a subscription plan

but hadn't completed the purchase.

Using a WhatsApp and push notification strategy, the journey triggered automated nudges when a user's subscription plan remained empty. Users were encouraged to complete their subscriptions through personalized messaging and exclusive discounts.

Once a user successfully subscribed and completed the payment, the journey ended, ensuring a seamless and conversion-focused experience.





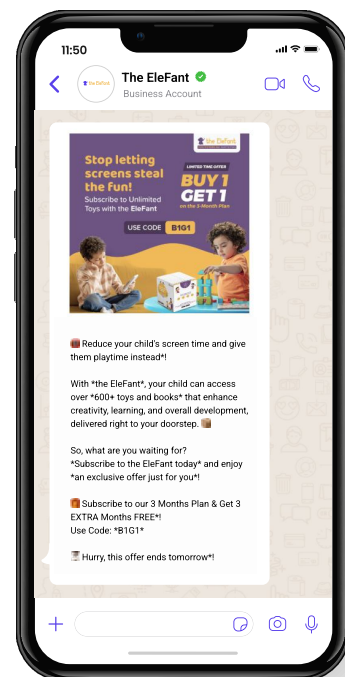
## Impact:

- They got a 29.24% boost in Click-through revenue via WhatsApp in 3 months.
- Also achieved a 66% boost in Click-through revenue via Push Notifications in 3 months.

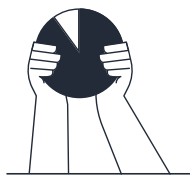
## 4. The EleFant's Smart Automation for Customer Engagement

Elefant leveraged WebEngage's Journey Designer to automate key user interactions and enhance engagement. By setting up targeted workflows, the brand executed multiple use cases, including trial expiry reminders, exchange and return notifications, order updates, and app install-to-conversion journeys—all seamlessly delivered via WhatsApp for maximum reach and impact.

Additionally, The Elefant capitalized on festive moments to boost conversions through one-time campaigns. These included engagement-driven initiatives for Children's Day, Purple Week, Diwali, Election Day, and more, ensuring timely and relevant communication that resonated with their audience.



# Overall Impact



**A 74% Rise In First-Order Conversions** Post-Onboarding Within 4 Months.



**Achieved A 29% Increase In Click-Through Revenue** Via WhatsApp In 3 Months.



**A 66% Boost In Click-Through Revenue** Via Push Notifications In 3 Months.



## The Way Forward



### Product Growth:

The Elephant aims to drive app adoption and boost to enhance user engagement.

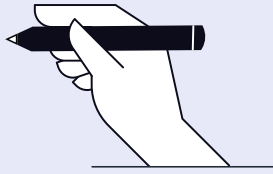


### Business Expansion

The company plans to expand into new cities, bringing its subscription-based toy library to more families and broadening its market reach.



# Closing Testimonial



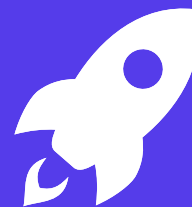
The omnichannel engagement facilitated by WebEngage has been pivotal in driving our subscription renewals and overall customer retention. Through targeted renewal reminder campaigns and personalized messaging, we've maintained strong connections with our users, leading to sustained growth and a loyal customer base. This partnership has empowered us to deliver exceptional value to our customers and expand our reach effectively.



AM – Growth and Relationship, The EleFant

**Suhair Zubair** | 

# About the WebEngage Startup Program

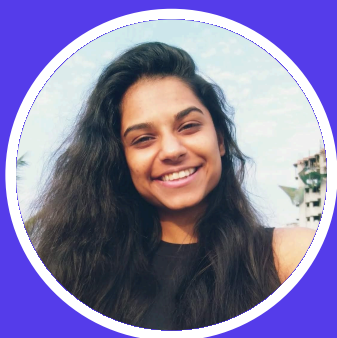


WebEngage Startup Program is a growth accelerator for early-stage consumer startups across the globe. Since its inception in 2020, the program has helped over 400+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth \$25000, and dedicated customer success.

The platform enables startups to deliver an exceptional customer experience, build customer loyalty, increase Customer Lifetime Value (CLTV), and lay the foundation for retention-led growth from day one, paving the way for creating sustainable businesses.

[Ready to supercharge your startup's growth?](#)  
[Learn more about the program and apply here.](#)

## CREDITS



Written by  
**Prakhya Nair** | 



Designed by  
**Suchitra Honmukhe** | 



Growth Consultant  
**Krystle Vaz** | 