Mom & Baby Company The Moms Co. Increases Conversion Rate By 300% Using On-Site Surveys Using WebEngage In 3 Months

Industry	**Founded in**	**HQ**
D2C Consumer Goods	2016	Gurugram, India

About
The Moms Co.

The Moms Co. was born out of a mother's uncompromising attention to the smallest details and her desire to not compromise on good quality, safe products that deliver real results.

At The Moms Co., they strive to create natural products with proof of performance that are extremely safe and made with zero compromises. These products meet global safety standards; you can use them fearlessly for yourself and your family.

After noticing a gap in the market for safe, toxin-free products for prenatal and postnatal consumption and baby care, they are on a mission to help women with better, safer options wherever they feel the need—personal care products, foods, and more.

In 2023, The Moms Co. was acquired by the **Good Glamm Group,** a household name in the industry. Since then, The Moms Co. has increased its efforts to increase revenue significantly as it stays committed to helping moms make safe, natural, effective choices for themselves and their families.

Their products have been developed and tested with the best experts for over a year. Everything they create retains the good and rejects the bad to give their customers a product that is as pure as Mother's Love.

We've seen remarkable growth and engagement since our partnership with WebEngage. With a 10% survey-to-customer conversion, their personalized approach has helped us understand our customers better, giving us more customer satisfaction and retention.

Kshitij Mathur | in
AVP Growth - Head Retention, The Good Glamm Group

Key Features Used

### Web Personalization: On-site survey

This enables them to collect valuable customer feedback and preferences in real time and use the data to improve their marketing.

On-Site and In-App Notifications:

An on-site/in-app notification is a personalized message to website visitors designed to engage, inform, or guide them effectively regarding the health of the mum and baby.

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The Moms Co.'s Objectives
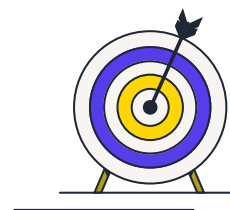
What were your company-level objectives?

The main goal was to capture data by nudging users to present their information while offering a relevant incentive, such as a discount. This helped in future targeting and personalized communication.

Secondly, the team wanted to drive immediate conversions through on-site and in-app campaigns by leveraging time-sensitive deals, exclusive discounts, and tailored reminders to re-engage customers and boost sales.

What were you looking to solve with a marketing automation platform?

- The ability to efficiently convert anonymous users to leads and customers.

- Automation of the marketing processes to improve scalability.

- Delivering personalized campaigns to micro-segments, reducing drop-off in funnels.

- To improve their segmentation capabilities for targeted marketing decisions.

- Getting deeper insights into customer behavior, preferences, and attributes.

The Moms Co.'s Challenges
# In Driving The Objective

- Converting unknown to known users: 80%+ users every month are unknown, thereby inefficient data capture and profiling of unknown users.

- Insufficient insights into customer behavior, preferences, and attributes.

- Difficulty in converting anonymous users to leads and customers.

- Prompt hesitant shoppers to complete purchases with limited-time offers.

- Engage existing customers with exclusive, attractive deals.

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Why Did The Moms Co. Pick WebEngage?

The Moms Co. selected WebEngage as its marketing automation platform to overcome its marketing challenges. It was drawn to WebEngage's comprehensive user profiling capabilities, which enabled it to better understand its customers.

WebEngage's personalization feature allowed them to deliver targeted campaigns to micro-segments, and the deep analytics and insights provide actionable data on customer behavior for better targeting.

WebEngage In Action
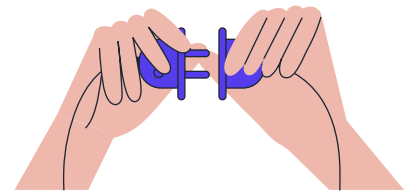
Audience: Known and Unknown Users

Approach: The Moms Co. used WebEngage's personalization features, powered by on-site surveys, to address their marketing challenges and convert over 80% of their unknown users to known ones. This solution enabled:

1 Data Collection

The survey helps turn with data collation & collection, feeding valuable data into WebEngage for better segmentation and retargeting across multiple channels (email, SMS, push, etc.).

2 Personalization

Data collection leads to personalization, capturing the user's life stage and details like the baby's birthdate; the Mom's Co. can deliver highly relevant content, recommendations, and offers that resonate with each segment.

3 Improved Conversion Rates

Offering discounts based on user-provided information immediately benefits users, driving conversions with the introductory offer.

4 Lifecycle Marketing And Onsite Campaigns

By knowing the user's stage (expecting, newborn, toddler), they can create timely campaigns tailored to the mom's journey, helping to maintain long-term engagement and retention.

But what is the main objective here?
And why is the team collecting this data? It is to build and maintain a better Customer Lifetime Value (CLV) with mothers and their users alike.

The aim is to personalize communication to remain relevant throughout — to have products that cater to a 2-year-old as well as a 5-year-old. This increases brand visibility and builds trust that MomsCo will support every stage of the baby's growth.

This on-site campaign is run daily, ensuring that information from new website visitors is collected for further marketing purposes.
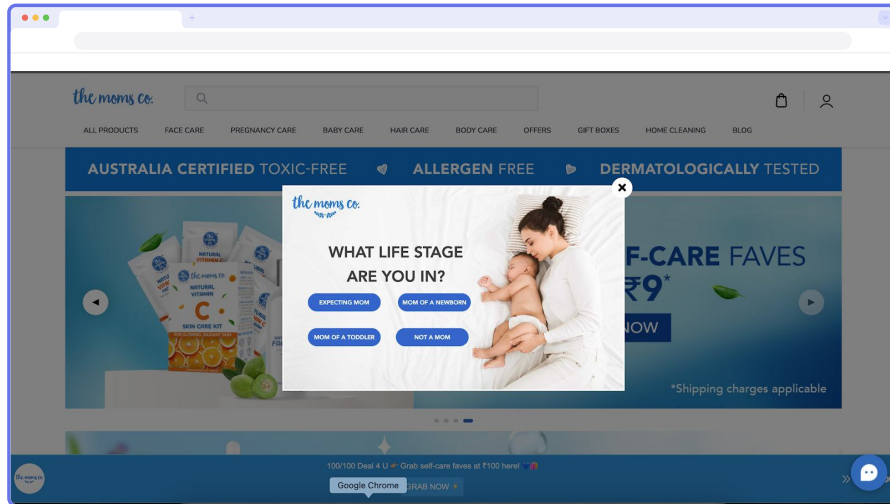
5 Onsite Campaigns

The onsite campaign is run daily, ensuring immediate conversions with time-sensitive deals, exclusive discounts, and tailored reminders to re-engage customers and boost sales.

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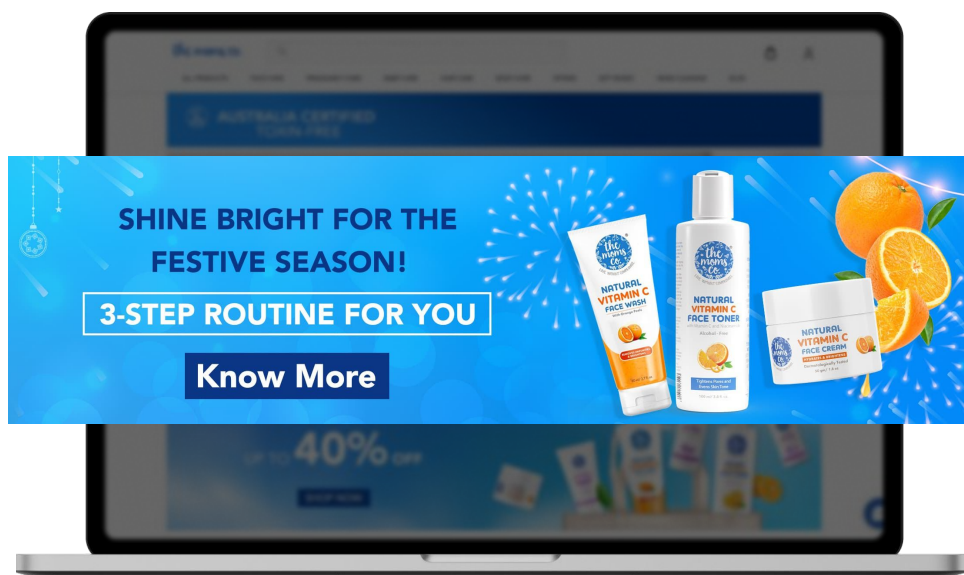
Overall Impact

Impact Timeline: June-Aug 2024

- **10% Of Survey Respondents** Converted Into Customers, Showing How Effective The Targeting Was.

- Over **60% Of The Users Added The Product To Their Cart** After Viewing It.

- **41% Higher Add-To-Cart Rate** Post-Product Viewed In Comparison To Users Who Viewed The Survey And Who Did Not.

- **20% Of Users Who Viewed Products** Went On To Place An Order, Improving Their Customer Journey From Discovery To Conversion.

- **300% Higher Conversion Rate** For Users Who Saw The Onsite Survey Notification Vs Those Who Didn't.

- **8 Lakh Monthly Incremental Revenue** Via Onsite Notifications.

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The Way Forward
For **The Moms Co.**

- Increasing email open rates and proper engagement through personalized content. Moreover, targeted campaigns are to be sent using emails collected in the survey.

- Improving retention rates through a simplified checkout process for better product recommendations and offering tailored promotions.

- Achieving quarterly growth through strategic partnerships, expanded marketing channels, and data-driven decision-making.

- Building a cohesive user experience across all touchpoints, driving a percentage increase in customer satisfaction and reduction in cart abandonment rates.

- Optimize lifecycle drop-off communications to improve conversion rates.

- Identify optimal user behaviors and nudge the existing user base in the same direction.

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Use Cases

Still not convinced? Here are some use cases you can implement using the WebEngage dashboard.

Communicate with users on critical touchpoints

Develop an understanding of touchpoints like cart abandonment and product wishlists and send communication accordingly. Show intent to serve the customer better and design better user and customer experiences in the long run. Enhancing user and customer journey mapping exercises also becomes much simpler.

Send product recommendations

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Target users with location-based messages

The key benefit of geotargeting is that it increases customer experience through personalization. The user's product use and behavioral patterns/buying history give you an idea of the products/services they're looking for and what you can target them accordingly.

Increase cart value

Creating a minimum order value for free shipping, selling complementary products, bundle deals, offers, etc., allows users to increase their cart value and thereby generate higher revenue.

Cross-sell or up-sell to boost course purchases

Exposing your users to add-ons through attractive upsell/cross-sell opportunities will give them an experience of what you have to offer. Encouraging them to customize their packages through different offerings will enable them to relish a comprehensive experience and boost your revenue.

Closing Testimonial

"
WebEngage has been instrumental in helping us to deliver targeted experiences that resonate with our customers. We're excited to continue pushing boundaries and driving growth with the team and their exceptional customer support. „

Aayushi Sharma | **in**

Manager, CRM, The Good Glamm Group

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About WebEngage

WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. With a robust customer data platform, you can get a unified view of your customers, 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 beyond a marketing automation platform and powers user engagement for thousands of enterprise brands worldwide. It works across several industries, including E-Commerce, Edtech, Fintech, Foodtech, Media and 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 and apps, we now power over one billion messages sent daily to customers across 50+ countries and 20+ industries.

Schedule my free demo

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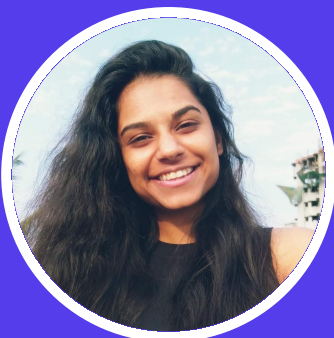
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