travelxp

From Drop-Offs To Repeat Bookings: Travelxp's **28.75% Open Rate** Success With WebEngage

Industry	Founded in	HQ
Travel	2011	Mumbai, India

About Travelxp

Travelxp is redefining the travel experience by helping modern explorers transition seamlessly from inspiration to booking. By combining immersive content, curated experiences, and intuitive commerce, the brand creates a seamless journey for travelers.

As a global leader in travel infotainment, Travelxp merges captivating TV and OTT content with effortless OTA bookings, forming a robust content-to-commerce engine that transforms inspiration into action.

In a fragmented and transactional travel industry, Travelxp stands at the crossroads of media, technology, and traveler behavior, shaping journeys that begin with discovery and culminate in unforgettable travel experiences.

USPs:

1 **World's Leading Travel Channel**
Available in 20+ languages and 100+ countries, Travelxp offers high-quality, original content exploring offbeat destinations and local cultures in stunning 4K HDR.

2 **OTT + OTA Integration**
The Watch & Book model lets users watch travel shows and instantly book featured experiences, stays, or flights, creating a seamless journey from inspiration to booking.

3 **Hyper-Personalized Travel Experience**
AI-driven recommendations personalize content viewing and travel booking, offering tailored itineraries, accommodations, and travel options based on user preferences.

4 **Focus on Offbeat & Experiential Travel**
Travelxp highlights lesser-known destinations and immersive local experiences, appealing to millennials and Gen Z audiences who seek authenticity and adventure.

5 **Tech-First, AI-Enhanced Platform**
AI powers marketing automation, campaign personalization, website and app optimization, recruitment, and voice AI for chatbot-driven bookings.

6 **Multilingual & Diverse Global Content**
Content is available in various Indian and international languages, making it accessible and appealing to both global and regional audiences.

7 **Trust & Credibility**
With years of industry expertise, Travelxp offers genuine reviews, expert tips, and curated recommendations backed by authentic experiences.

8 **One-Stop Travel Platform**
Travelxp combines entertainment, inspiration, and booking in one platform, eliminating the need for separate travel blogs, YouTube channels, and online travel agencies (OTAs).

> WebEngage has been pivotal in transforming how we engage with our users. The platform's ability to deliver personalized journeys at scale has directly contributed to a 4% increase in flight conversions and a 10% revenue boost. It's become an essential part of our strategy, helping us offer a seamless experience across channels and move closer to our goal of redefining the travel experience.

Vedant Khandelwal | in
Marketing Executive, Travelxp

Key Features Used

Journey Designer

One of Travelxp's most powerful tools, WebEngage's Journey Designer allowed them to visually map out user flows and automate engagement based on real-time behavior. They used it extensively to create multi-phase journeys across email, WhatsApp, push notifications, and SMS for various audience segments, such as web bookers, app drop-offs, and inactive users, leading to a significant increase in flight bookings.

Advanced User Segmentation

WebEngage's dynamic segmentation enabled Travelxp to create precise audience groups based on transactional behavior, browsing history, geolocation, device type, and more. This helped deliver hyper-personalized communication tailored to each user segment.

Email & SMS Campaigns

Travelxp used email for detailed product storytelling and transactional nudges, while SMS was used for time-sensitive reminders such as limited-time offers, price drops, and booking confirmations.

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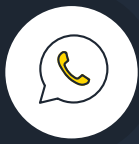
WhatsApp Automation

A key engagement channel, especially for last-mile conversions. WebEngage enabled Travelxp to automate WhatsApp flows that were both responsive and smartly integrated into retention journeys.

Push Notifications

Travelxp leveraged both web and app push notifications to deliver instant nudges, such as "your flight price is dropping," driving urgency and re-engagement.

Cohort Analysis

This feature was crucial for measuring impact over time. Travelxp tracked retention cohorts to identify which campaigns or journeys were effectively bringing users back, enabling continuous iteration and optimization of their strategy.

Real-time Event Tracking

Real-time event tracking allowed Travelxp to trigger personalized messages the moment a user searched for a destination, viewed a villa, or abandoned their cart, adding immense value to their conversion funnel.

A/B Testing and Channel Optimization

Travelxp tested creatives, CTAs, and message formats across channels to optimize delivery, open rates, and click-through rates (CTRs), making their campaigns data-driven and performance-oriented.

Travelxp's Objectives

At the company level, Travelxp's primary objectives were:

- To enhance user retention across both their OTA and OTT platforms.

- To increase conversions from casual browsers to active bookers/ subscribers.

- To create a unified communication experience across email, WhatsApp, SMS, and push notifications.

- To build personalized journeys for each user based on their behavior, preferences, and interaction history.

The goal was to ensure that every user touchpoint, from discovery to booking to post-trip engagement, felt seamless and relevant.

Challenges to Solve with Marketing Automation
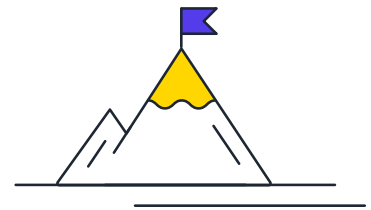
Travelxp identified three core challenges they needed to address:

1. Drop-offs and Inactivity: A significant portion of users visited the platforms but did not complete transactions. They needed a solution to intelligently re-engage these users.

2. Fragmented User Journeys: Without a centralized system, their communication was inconsistent and non-contextual.

3. Scalability of Campaigns: As their audience grew, manual segmentation and campaign deployment became inefficient. They needed automation to maintain precision at scale.

WebEngage helped Travelxp solve these challenges by offering behavioral segmentation, cross-channel orchestration, and real-time personalization capabilities.

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Long-Term Goals:

Travelxp's long-term goals for marketing automation were:

- To build a data-driven engagement engine that could dynamically adapt based on user intent.

- To reduce dependence on paid marketing by boosting retention and encouraging repeat usage.

- To create loyal customer communities who find real value in their experiences and offers.

Additionally, Travelxp sought to derive actionable insights from user journeys that could inform not just marketing, but also product and content strategies. By investing in marketing automation, they aimed to make retention as powerful a lever for growth as acquisition.

Travelxp's Challenges In Driving The Objective

What challenges was Travelxp looking to solve with a marketing automation platform?
Travelxp was addressing several key gaps that were limiting their growth potential:

- **Low Retention & Drop-offs:** Many users discovered the platform through ads or organic channels but dropped off before completing a booking or subscription. Travelxp needed a smarter way to bring them back with contextual nudges.

- **Fragmented Communication Across Channels:** Prior to using WebEngage, Travelxp's communications were siloed across different platforms. There was no unified visibility into user engagement across email, SMS, WhatsApp, and push notifications.

- **Manual Campaign Bottlenecks:** The marketing team spent excessive time manually creating segments, scheduling messages, and managing campaign logic. This made scaling personalized communication extremely difficult.

- **Inability to Personalize at Scale:** Although Travelxp had rich user data, they lacked an efficient way to personalize campaigns based on user behavior (e.g., searched destinations, incomplete bookings, preferred travel dates).

What challenges did Travelxp face in solving the objectives mentioned above?

- **Lack of Behavioral Triggers:** Without an automation tool, Travelxp was unable to act on user signals in real-time. For example, if a user abandoned a booking, there was no system to trigger a timely reminder or offer.

- **Limited Insights on User Lifecycle**: It was challenging to understand exactly where users were dropping off in the funnel or which engagement strategies worked best for different audience segments.

- **Scattered Data Sources:** User data came from web, app, and third-party sources, and integrating this into a single platform for effective segmentation and targeting was a major challenge.

- **One-Size-Fits-All Messaging:** Travelxp was using broad campaigns that didn't align with the user's journey, leading to lower engagement and ROI on communication.

- **Inconsistent Testing & Learning Loops:** Without an automation framework, running structured A/B tests or cohort analysis was difficult. Travelxp couldn't easily evaluate what was working or focus on high-performing strategies.

Why Did Travelxp Pick WebEngage?

Travelxp chose WebEngage for its user-first approach to marketing automation. WebEngage's platform offered the comprehensive features needed to improve retention and conversion, including an intuitive Journey Designer, seamless multi-channel orchestration, and real-time behavioral segmentation.

It allowed Travelxp to create hyper-personalized user experiences at scale, without adding operational complexity.

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Were other tools considered at the same time?
Yes, Travelxp evaluated several other platforms. While each had its strengths, WebEngage stood out due to its more comprehensive and customizable solution, which aligned better with their retention goals and the need for granular control over user journeys.

What made Travelxp pick WebEngage over the others?
Several key factors influenced their decision:

User Journey Flexibility: The drag-and-drop Journey Designer enabled Travelxp to set up complex flows quickly, with precise logic based on events, attributes, and user states.

Cross-Channel Execution: WebEngage allowed Travelxp to orchestrate Email, SMS, WhatsApp, Push, and Web overlays within a single flow— something other tools couldn't do as seamlessly.

Superior Segmentation Engine: The depth of segmentation options—combining transactional data, behavioral events, and lifecycle stages— was far more robust than other platforms.

Local Support and Guidance: WebEngage's team provided hands-on support, onboarding guidance, and strategic input, making the transition smooth and delivering immediate impact.

Were other solutions used that were unsatisfactory?

- Before adopting WebEngage, Travelxp relied on basic campaign tools that lacked integration and automation. These tools required manual execution, offered limited behavioral tracking, and couldn't scale with their growing needs.

- Communication felt disconnected, and the inability to test, measure, and personalize effectively made it difficult to optimize campaigns. WebEngage changed that entirely.

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WebEngage In Action

WebEngage played a pivotal role in closing the loop between user acquisition and retention. By leveraging the platform's capabilities, Travelxp was able to:

- Reduce user drop-offs by engaging users in real-time with targeted nudges and offers.

- Personalize communication based on real user behavior, ensuring each message resonates with its intended audience.

- Create automated journeys for users at different stages, from initial discovery to repeat bookings, streamlining the entire user lifecycle.

- Unify messaging across multiple channels—email, SMS, WhatsApp, push notifications, and on-site touchpoints—to ensure a seamless and consistent experience for users.

This shift from reactive to proactive engagement fundamentally transformed how Travelxp nurtures and retains its users, making retention a key driver of growth rather than just an afterthought.

What steps did Travelxp take to solve their challenges?

01   Data & Event Integration:

Travelxp began by integrating all user-level data from web, app, and backend sources into WebEngage. This integration created a comprehensive 360º view of each user, allowing them to trigger contextual communications based on real-time behaviors.

02   Segmentation Strategy

Travelxp created dynamic audience segments, including "recent searchers," "inactive users," "frequent bookers," and "dropped off at checkout," ensuring that every communication was personalized and targeted to the right group.

03   Automated Journey Setup

Travelxp established automated journeys to re-engage users, such as targeting dormant watch users or flight bookers who had previously made a purchase. By leveraging WebEngage's segmentation capabilities, they successfully encouraged users to return to the platform and complete their bookings.

04   Channel Optimization

Travelxp optimized their use of email for detailed storytelling, WhatsApp for confirmations and urgent messages, and push for real-time nudges. By refining the role each channel played in the overall communication strategy, Travelxp ensured it could drive engagement more effectively across the user journey.

How did Travelxp meet its objectives?

By utilizing WebEngage, Travelxp was able to achieve several key outcomes:

- A significant increase in repeat transactions, particularly from users who had previously been inactive.

- A reduction in booking abandonment, thanks to timely nudges and personalized offers tailored to users' behaviors.

- Better ROI from communication channels, with every message being contextual and behavior-driven, leading to more relevant and effective engagement.

- A seamless, unified experience across channels, ensuring that user journeys were smooth, consistent, and engaging from start to finish.

As a result, retention is no longer seen as an afterthought for Travelxp—it has become a critical driver of growth, fueling both user loyalty and increased bookings.

Conclusion: What is the current situation with Travelxp and WebEngage?

Today, WebEngage is a central part of Travelxp's growth and retention strategy. It empowers not only the marketing team but also provides valuable insights for product, content, and customer experience teams. As a result, Travelxp has achieved a 10% YoY revenue growth and a 4% increase in flight bookings. The partnership continues to evolve as Travelxp refines its user journeys, optimizes conversion funnels, and deepens personalization across both its OTA and OTT platforms.
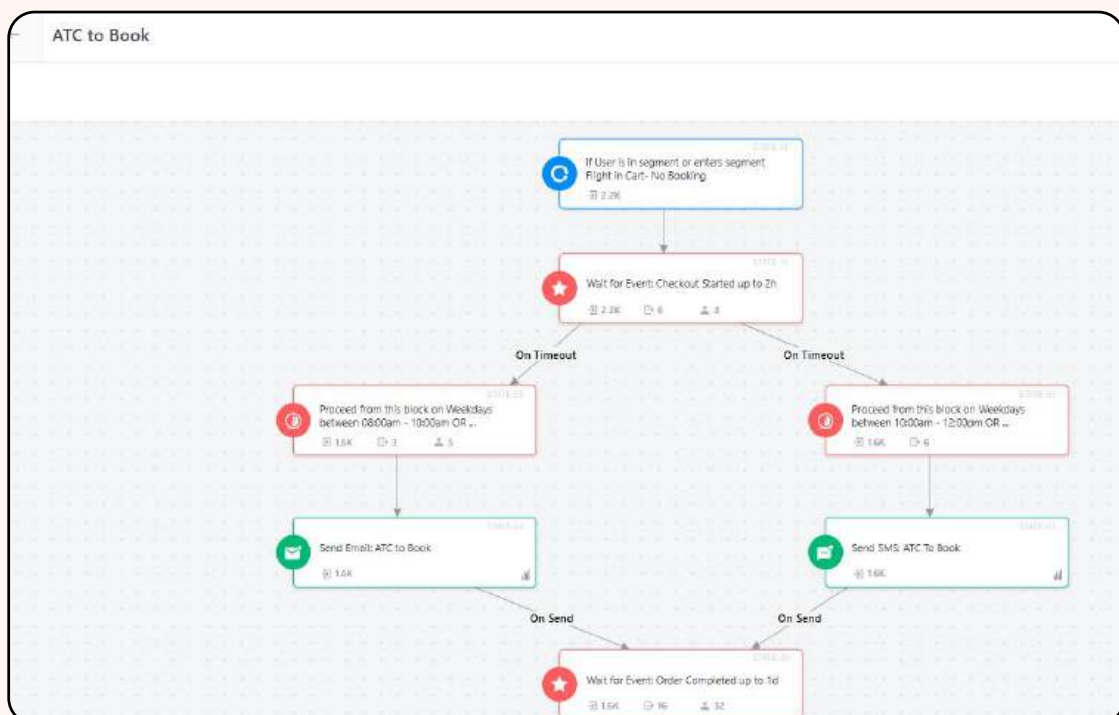
Travelxp now views WebEngage not merely as a tool, but as a strategic partner in their mission to create meaningful, memorable travel experiences at scale.

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Journey Designer

App installed, didnt book
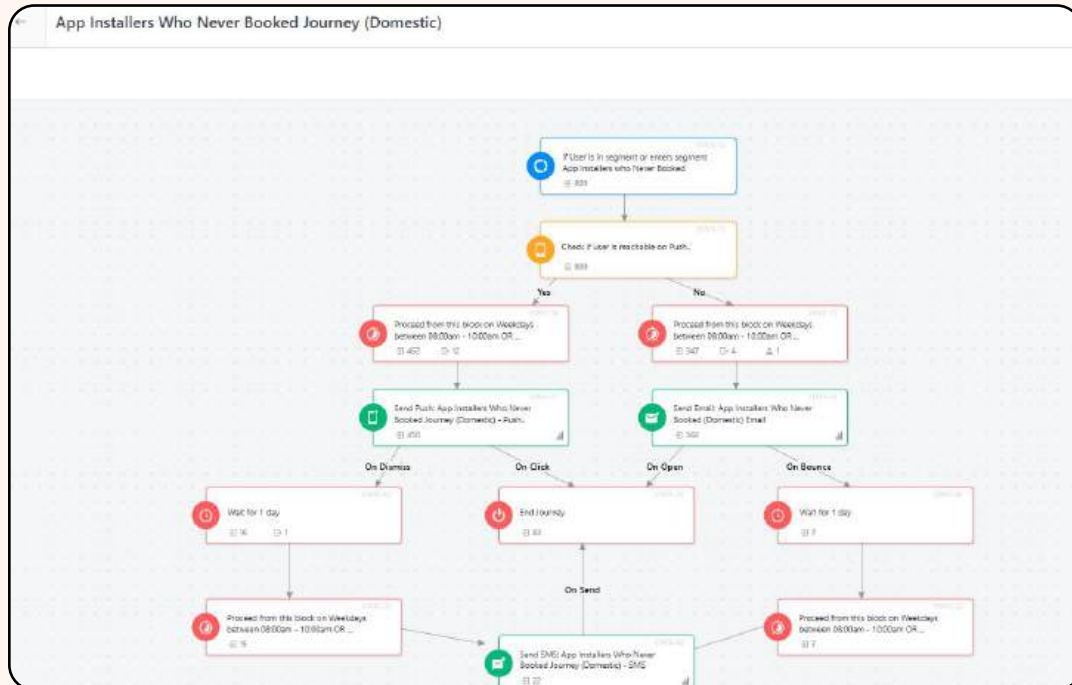
Cart abandonment

Re-engagement for dormant users

Output Samples

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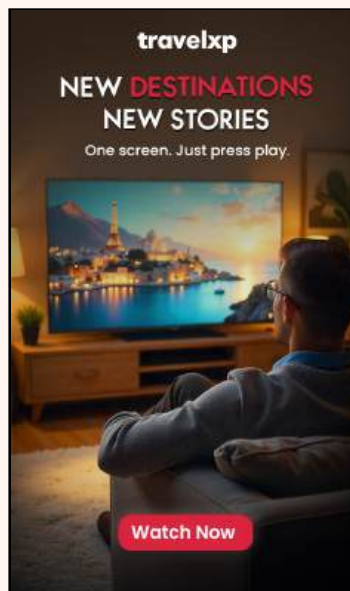
Overall Impact
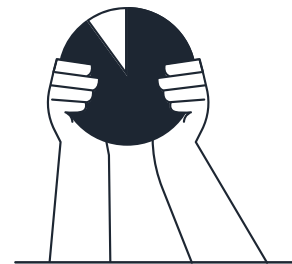
Quick wins: Feb'24 - Jun'24 vs Jul'24 - Nov'24

Flight Conversions Doubled From 3% To 7%, Thanks To More Targeted And Personalized User Journeys.

10% Year-On-Year Revenue Growth Was Driven Through Hyper-Personalized Email Journeys That Engaged Users At The Right Moments.

28.75% Open Rate And 5% Conversion On OTT Show Promotions, Showing The Effectiveness Of Personalized Communication In Driving Engagement And Conversions.

The Use Of WebEngage's Segmentation Tools Enabled The Creation Of Hyper-Personalized Journeys, Leading To More Relevant And Impactful User Engagement.

These outcomes highlight the power of personalized, behavior-driven communication in enhancing both user retention and revenue.

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The Way Forward

On a Product Level:

- Travelxp's focus moving forward is to deepen engagement and retention through smarter automation and optimization. Key areas of focus include:

- Improving Email Open & Click Rates: Travelxp is experimenting with advanced personalization techniques, optimized send times, and more effective subject lines to drive stronger email performance.

- Journey Branching & Predictive Triggers: They plan to implement AI-driven predictions to customize user journeys further, targeting users based on their likelihood to book, churn risk, and content preferences.

- Enhanced Cohort Monitoring: Regular reviews of behavior-based cohorts will help Travelxp track the long-term impact of each retention journey and campaign, ensuring continuous optimization.

- Multi-Touch Channel Optimization: Refining the role of each channel, especially WhatsApp and in-app push, to avoid fatigue while maximizing relevance and timeliness.

- Real-Time Personalization at Scale: With growing user data, Travelxp aims to dynamically adjust journeys and content in real-time to match each user's unique behavior.

On a Company Level:

- At a broader level, Travelxp remains committed to delivering seamless, memorable experiences that convert and retain users organically. Their goals include:

- Elevating User Experience: Leveraging insights from WebEngage to refine the booking flow, content recommendations, and app/web UX to create a more intuitive experience.

- Driving Sustainable Growth: Reducing reliance on paid channels by maximizing the value of every acquired user through long-term retention and loyalty, ultimately fostering organic growth.

- Cross-Functional Enablement: Expanding the use of WebEngage data across marketing, product, and customer support to enable more informed and cohesive decision-making.

- Building a Retention-First Culture: With WebEngage as the core CRM platform, Travelxp is embedding retention thinking into every department, from campaign planning to product development.

The road ahead is clear: smarter journeys, deeper relationships, and stronger growth. With WebEngage as a strategic partner, Travelxp is confident that they are building not just campaigns but meaningful, long-term user connections.

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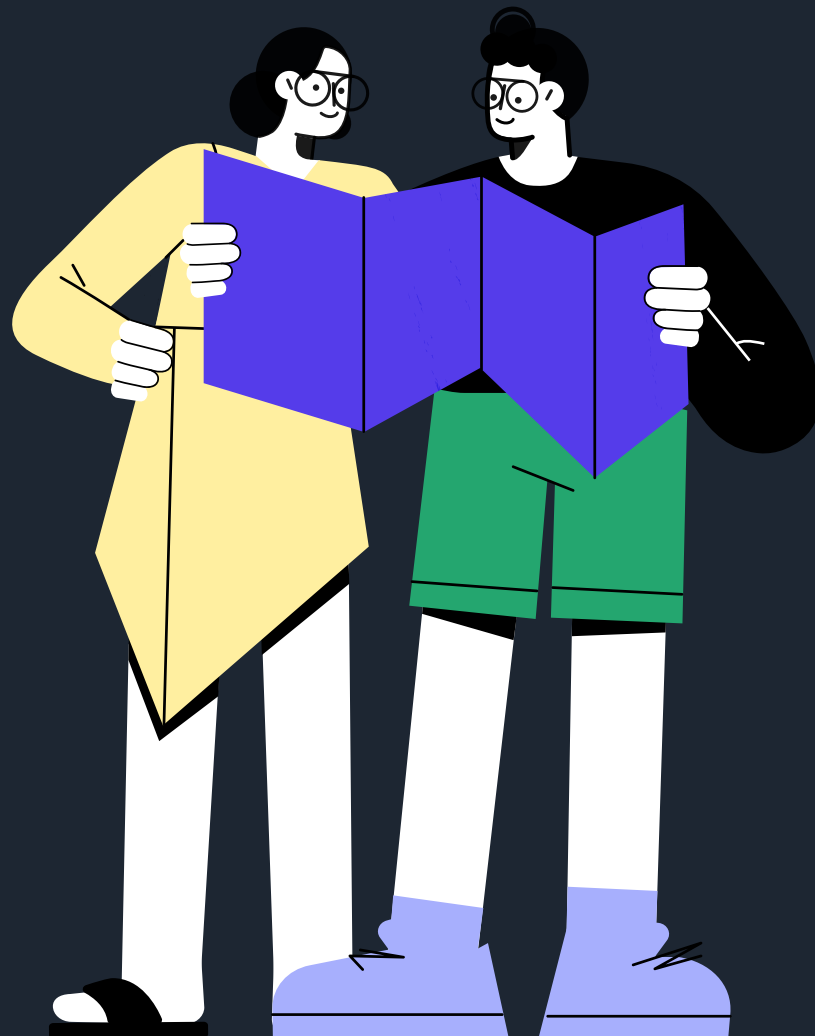
Use Cases

Still not convinced?

Here are some additional use cases you can implement using the WebEngage dashboard:

◆ **Convert your visitors into buyers with effective lead-capturing mechanisms.**

Using intuitive on-site surveys to capture your visitors based on their interests, or targeting them via Facebook or Google ads using the WebEngage dashboard, increases your chances of converting more of your web visitors.

◆ **Abandon journey (preventing drop-offs)**

The more people see your site, the more potential customers you will have. And the number of people who stay on your website beyond just visiting and dropping off increases the value of those customers. The number of visitors to your website becomes the number of opportunities your business has to make an impression, generate qualified leads, share your brand, and build relationships, ultimately leading to selling your product or service, gaining new clients, and helping grow your business.

◆ **Nudge users towards repeat purchases.**

It is common knowledge that repeat purchasers spend more on your business or website, are easier to sell to, promote your business, and help you build customer retention rates. Who wouldn't want that?

◆ **Send reminders for upcoming bookings (experiences, hotels, flights, etc.)**

There are always a bunch of experiences to sell to the user. Remind your users that your services exist among a sea of other services that many may provide and that you stand out from the crowd, emerging as a winner in world-class travel.

◆ **Drive more conversions through AI-based recommendations.**

Show your users customized and relevant content through a catalog of recommended products, which will further increase cart value, boost revenue, and showcase brand consistency, all while providing a holistic, personalized experience.

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Closing Testimonial

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WebEngage has streamlined our workflows and allowed us to engage with users more effectively. The ability to automate personalized communication across multiple channels has not only improved our user retention but also made our campaigns more efficient. With WebEngage, we've been able to track real-time behaviors and adjust our strategies instantly, driving better results and making our efforts more impactful.

"

Tejas Kanchan │ **in**

Assistant Marketing Manager, Travelxp

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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**]

CREDITS

Written by
Prakhya Nair | in

Account Manager
Aman Singh | in

Designed by
Zahir Abbas | in

Sr. Retention Consultant
Simran Kapoor | in

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