

Bekasi-Based Startup VCGamers Increases **Revenue By 77X In 1 Quarter** With WebEngage

Industry
Travel

Founded in
2011

HQ
Mumbai, India

About VCGamers

Based in Bekasi, Indonesia, **VCGamers** is a marketplace platform specializing in in-game items and services, connecting sellers and buyers to facilitate secure and convenient transactions.

The platform offers gamers a comprehensive experience to trade, socialize, and stay updated with the latest gaming news.

VCGamers' vision is to become the leading platform that connects gamers and enhances their gaming experience through safe and engaging interactions.

Its mission is to provide a secure, user-friendly environment where gamers can trade, interact socially, and discover new gaming opportunities.



USPs:

1

Gaming-Focused Digital Marketplace

VCGamers is a specialized marketplace dedicated exclusively to gamers, offering digital products such as game vouchers, top-up services, mobile credits, electricity tokens, and app subscriptions. The platform is tailored to meet the specific needs of the gaming community.

2

Lowest Prices in the Market

VCGamers provides highly competitive pricing, often the lowest in the industry, making it the preferred choice for gamers who frequently top up and seek the best value.

3

Community-Driven Brand with Content & Livestreams

TBeyond being a marketplace, VCGamers fosters a gaming culture through engaging TikTok and social media content, along with regular livestreams that build strong emotional connections with users.

4

Flexible Store System for Sellers (Marketplace Model)

VCGamers empowers sellers with their own digital stores, allowing for competitive pricing, a wide variety of products, and scalability without the need for centralized stock management.



Before using WebEngage, most of our retention efforts at VCGamers were manual and hard to scale. Now, our campaigns run automatically based on user behavior, from onboarding to repeat purchases. The segmentation and journey builder features help us deliver timely and relevant communication. We've seen a clear impact on engagement and revenue. For us, WebEngage is a highly recommended platform to support user retention and growth.

Ibnu Anggara

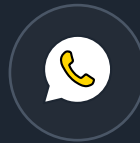


Co-founder & CCO of VCGamers

Key Features Used



Journey Designer



WhatsApp



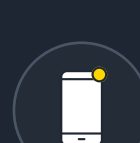
A/B Testing



Email
Campaigns



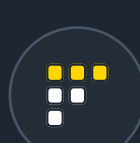
User
Segmentation



Push
Notifications



Web push &
On-Site Messaging



Cohorts &
Real-Time Analytics



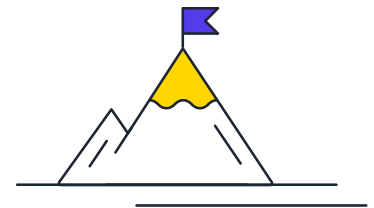
Behavioral
Triggers

The Team's Objectives



- Increase Conversions from New Users to Purchases: Optimize onboarding and user engagement strategies to drive higher conversion rates from first-time users to paying customers.
- Map and Engage Loyal Users: Identify high-value users and create tailored engagement strategies to nurture long-term relationships, ultimately boosting customer lifetime value (CLTV).

VCGamers' Challenges In Driving The Objective



- Onboarding Adaptation: During the onboarding process, adapting to the WebEngage platform was a learning curve. However, this challenge was mitigated by WebEngage's comprehensive documentation and the availability of the local support team to assist with smooth integration.
- Language and Support Barriers with Previous Platform: The client faced difficulties with CSM support with other tools the team used, primarily due to language barriers with foreign representatives, which complicated communication and issue resolution.
- High Costs with other tools: While the client was paying for services with other tools, they felt the pricing was high relative to the value received, especially since the platform was not fully optimized for their needs.

Why Did VCGamers Pick WebEngage?

"At VCGamers, we were looking for a marketing automation platform that could support our growth, especially in driving user retention and lifecycle communication at scale. Initially, most of our campaigns were manual—built around spreadsheets, basic CRM tools, and ad-hoc messaging through in-app and email.

We considered a few alternatives. However, what made us choose WebEngage was a combination of factors:

The granular segmentation capability was far more flexible and user-friendly.

The journey builder gave us full control to automate communication based on real-time user behavior.

The local support team was responsive and understood the needs of fast-growing startups like us.

Before WebEngage, the team tried other marketing tools, but most of them either lacked robust automation, were too expensive for the features offered, or didn't integrate well with their tech stack. WebEngage gave them the balance they needed: powerful features, flexibility, and great local support.

"Since adopting WebEngage, we've been able to improve our onboarding flows, increase repeat purchases, and test new lifecycle strategies faster than before."



WebEngage In Action

Faced with user engagement, personalization, and conversion optimization challenges, they turned to WebEngage to implement an automated, data-driven marketing strategy. Here's how they achieved these remarkable results:



01 Personalized, Multi-Channel Engagement

- VCGamers sought to improve user conversions from new users to paying customers and engage loyal users. With WebEngage, they were able to create automated workflows that guided users through their entire journey, from registration to event participation.
- Email Campaigns: By targeting new users, VCGamers created personalized email campaigns that provided onboarding instructions, upcoming tournaments, and exclusive offers. These targeted emails drove engagement, ensuring users understood how to participate and stay active within the community.
- Push Notifications: WebEngage's real-time push notifications were sent based on user actions to address dormant users. For instance, users who registered for a tournament but didn't participate received nudges, increasing tournament attendance by 25%.
- On-Site Messaging: For active users, on-site messages provided personalized reminders about registration deadlines, game-related offers, and tournament updates. This cross-channel engagement ensured users stayed involved, increasing platform usage and participation.

Impact Metrics:

Webinar attendance saw a **25% increase** after implementing WebEngage's personalized reminder system.

User stickiness improved, driving consistent engagement with **3M total campaigns delivered**.

02 Data-Driven Segmentation and Behavioral Targeting

- Given their goal of increasing conversions from new users and mapping and engaging loyal users, VCGamers leveraged WebEngage's advanced segmentation tools to create tailored campaigns that appealed to specific user segments.
- New User Segmentation: New users were grouped and nurtured based on their behavior, such as game preferences and registration activity. Personalized messages were sent to guide them through the platform, encouraging them to engage with key features like tournaments and community events.
- Loyalty Engagement: For loyal users, VCGamers sent tailored offers, event reminders, and rewards for continued participation. This segmentation-based approach ensured that both new and existing users felt valued, driving repeat purchases and engagement.

Impact Metrics:

The average GMV* per user increased significantly, from \$1 in January to \$4 in February and \$7 in March, reflecting improved targeting and upselling.

MAU grew by 87% month-on-month, from 440K in February to 822K in March.

*Gross Merchandise Value

03

Real-Time Campaign Triggers and Personalized Messaging

- VCGamers aimed to reduce drop-offs during onboarding and drive higher conversions. With WebEngage's real-time event tracking and behavioral triggers, they engaged users at critical moments.
- Abandoned Cart Recovery: If a user added a product to their cart but didn't complete the purchase, WebEngage triggered automated emails and push notifications. These messages reminded users to complete their purchase, with special offers like discounts to encourage conversion.
- Tournament Reminders: For users who registered but hadn't joined an ongoing tournament, WebEngage triggered real-time push notifications and emails. This increased participation and helped drive users back to the platform, improving overall conversion rates.

Impact Metrics:

Conversion rate grew from **2.1% in February to 3.7% in March**, surpassing the industry average.

Total **GMV increased by 77x**, from \$17K in January to \$1.3M in March.

04 A/B Testing for Campaign Optimization

- VCGamers wanted to increase open rates and improve campaign effectiveness. With WebEngage's A/B testing capabilities, they continuously optimized their campaigns to ensure maximum impact.
- Email Campaign Optimization: Various versions of subject lines, copy, and CTAs were tested to determine what resonated best with users. This iterative process improved open and click rates, making emails more effective in converting users.
- Push Notifications Optimization: Push notification designs, delivery times, and messaging were A/B tested to see which combinations drove the highest engagement, resulting in reduced user fatigue and better response rates.

Impact Metrics:

Click rate improved from 5.8% in February to 3.1% in March, still above industry standards.

Campaign ROI skyrocketed **from 0% in January to 1,305% in March**, demonstrating the effectiveness of the optimized campaigns.

05

Comprehensive Analytics and Performance Monitoring

- VCGamers aimed to optimize conversion funnels and improve user retention. WebEngage's real-time reporting enabled them to measure campaign performance, track key metrics, and adjust their strategies based on actionable insights.
- Revenue Attribution: Using WebEngage's attribution models, VCGamers tracked the revenue generated by WebEngage campaigns. This helped them understand the exact ROI of their efforts, with WebEngage attributed revenue growing from \$0 in January to \$652K in March.
- User Behavior Tracking: By tracking MAU, DAU, and user actions, VCGamers gained insights into which campaigns were working and how users were engaging with the platform. This allowed them to continuously optimize their strategies.

Impact Metrics:

The average GMV* per user increased significantly, from \$1 in January to \$4 in February and \$7 in March, reflecting improved targeting and upselling.

MAU grew by 87% month-on-month, from 440K in February to 822K in March.

06 Explosive Growth and Impact

- Thanks to WebEngage's automated campaigns, personalized messaging, and powerful analytics, VCGamers achieved explosive growth in just three months. Key performance metrics highlight the success of their strategy:
- Total GMV*: \$1.8M, with \$882K attributed to WebEngage
- Total Purchases: 1.6M purchases, with 113K attributed to WebEngage
- Avg. Revenue per User: \$4, increasing to \$7 in March
- ROI: 588x, demonstrating the tremendous value WebEngage brought to VCGamers
- User Growth: 87% MoM growth in MAU, from 440K in February to 822K in March.

*GMV= Gross Merchandise Value

Conclusion

Through personalized campaigns, real-time triggers, and data-driven segmentation, VCGamers successfully engaged users across multiple touchpoints and drove revenue growth. With WebEngage's support, they not only optimized their engagement strategy but also significantly boosted conversion rates, purchases, and revenue. The platform's seamless integration and actionable insights have made WebEngage an indispensable tool in VCGamers' ongoing growth story.

The explosive month-on-month growth is a clear indication of how marketing automation can transform user engagement and drive business success in the competitive gaming industry.

Journey Designer

- If you have some good journeys you're running, showcase them here
- Also, need a few outputs of notifications/emails users are getting

Overall Impact

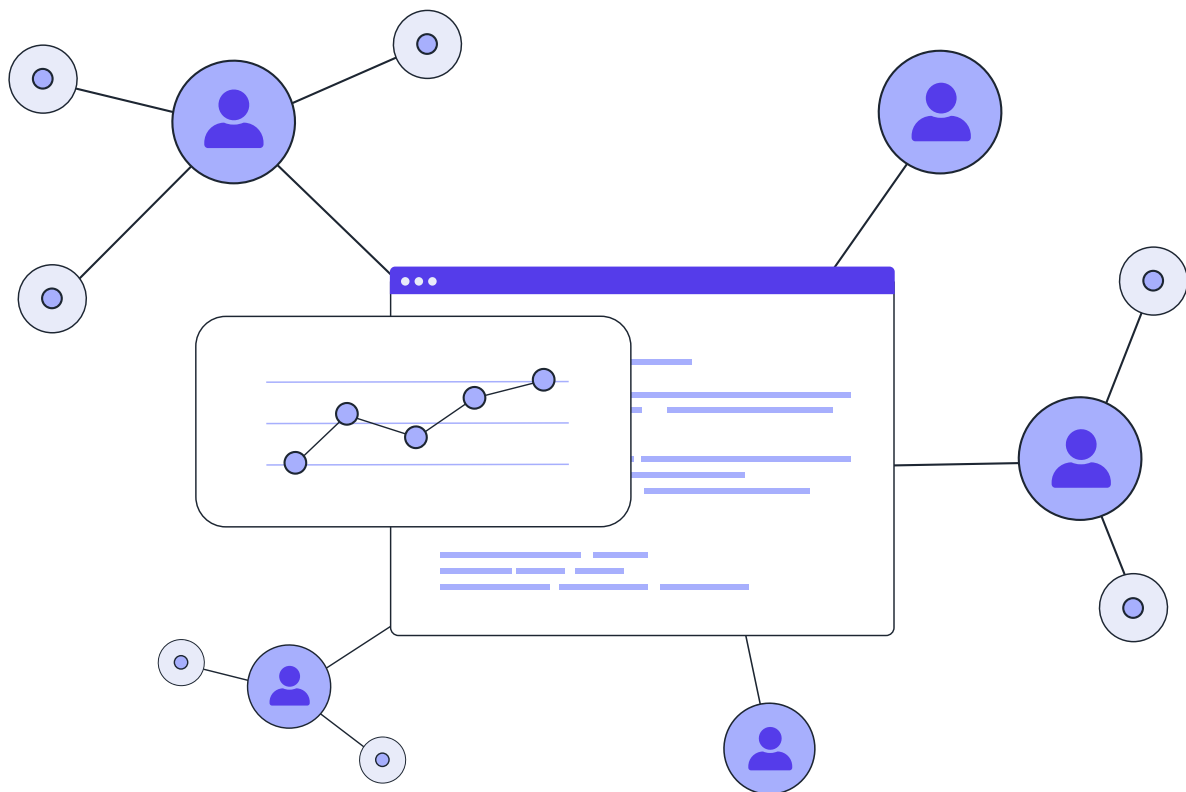
Business Metrics:

- Total Revenue: VCGamers achieved a 77x growth, reaching \$1.8M in total revenue, up from just \$17K in January.
- WebEngage-Attributed Revenue: \$882K of the total revenue was directly attributed to WebEngage campaigns, reflecting the platform's strong impact on driving conversions.
- Total Purchases: The number of total purchases soared to 1.6M, a 26x increase from the previous month, highlighting the effectiveness of WebEngage-driven engagement campaigns.
- WebEngage-Attributed Purchases: Of the total purchases, 113K were influenced by WebEngage campaigns, underscoring its pivotal role in purchase decisions.
- Average Revenue per User: The ARPU increased significantly from \$1 in January to \$4 in February, and further to \$7 in March, demonstrating the platform's ability to nurture high-value users and successfully upsell.
- ROI: The ROI on WebEngage campaigns grew exponentially, from 0% to 1,305%, reflecting their engagement strategy's exceptional return on investment



Engagement Metrics:

- **Total Campaigns:** VCGamers successfully executed 91 campaigns across various channels, driving targeted user engagement.
- **Total Campaigns Delivered:** More than 3 million campaigns were delivered, ensuring broad reach and effective user touchpoints.
- **Monthly Active Users (MAU):** The platform saw an 87% increase in MAU, growing from 440K in February to 822K in March, signaling strong user engagement and platform activity.
- **Daily Active Users (DAU):** Daily active users doubled from 23K in February to 47K in March, reflecting a healthy and growing base of engaged users.
- **Stickiness:** With an average stickiness rate of 5.54%, users are returning to the platform more frequently, engaging with new content and ongoing events.
- **Conversions:** 126K total conversions were tracked, showcasing the strong impact of personalized campaigns and real-time engagement strategies.



The Way Forward



As VCGamers looks ahead, it will focus on strengthening its retention strategies and enhancing user engagement. The goal is to drive long-term growth through personalized experiences and optimized campaigns. Here's what's next:

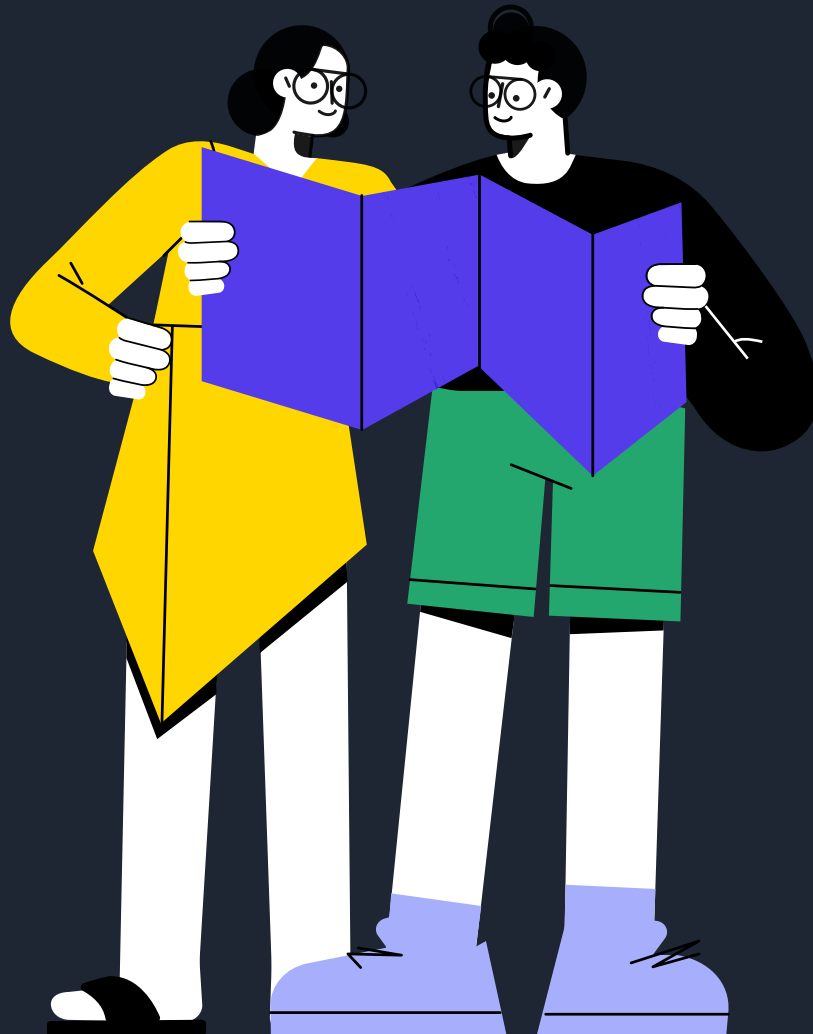
Customer Retention Initiatives

To improve customer retention, VCGamers plans to implement several initiatives to keep players engaged and returning for more.

- Personalized Game Deals will be rolled out, where users will receive tailored offers based on their in-game behavior, creating a more customized and engaging experience.
- A Gamified Loyalty Program will be introduced to reward players for continued participation. This program will help nurture long-term relationships by offering rewards and benefits for regular engagement.
- A Daily Streak Challenge will encourage users to log in daily, rewarding consistent activity and turning daily habits into valuable engagement points for players.
- Limited-Time Discounts for Repeat Buyers will be offered to users who make multiple purchases. This strategy will incentivize repeat spending while providing exclusive value to loyal customers.
- For users who have become inactive, Re-engagement Campaigns will be triggered. These campaigns will remind dormant users of the platform's new offerings and upcoming tournaments, motivating them to return and participate once again.
- Event-based reactivation will be another key strategy. By using key events such as new game launches or tournaments, VCGamers will re-activate users with special promotions and updates.
- Exit Surveys & Incentives will be utilized to understand why users are leaving, with incentives provided to encourage them to reconsider or return to the platform in the future.
- To further boost engagement and revenue, VCGamers will implement upselling tactics designed to provide users with more value while increasing their spend:

- Bundle Deals will be offered, where players can purchase packages that combine multiple games or in-game items at a discounted rate, encouraging more purchases in one go.
- Along with that, Upselling efforts will focus on offering high-value items, premium memberships, and exclusive content to players based on their behavior and preferences.

VCGamers aims to create a more personalized and rewarding user experience through these initiatives. The road ahead is all about building stronger relationships, driving sustainable growth, and continuously enhancing player engagement with every interaction. With WebEngage's support, VCGamers is confident they can unlock new opportunities for their community and achieve long-term success.



Use Cases



Still not convinced?

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

◆ **Personalized Onboarding**

Automate the onboarding process for new users by sending welcome messages and tutorials via email or push notifications. Guide users through key platform features, ensuring they understand how to register, participate in games, and explore the platform's offerings, resulting in a smoother onboarding experience.

◆ **Event & Tournament Reminders**

Send timely reminders about upcoming tournaments or events through email or push notifications. By triggering messages based on user registration, you can ensure that users are kept informed and encouraged to participate, boosting attendance and overall engagement in competitions.

◆ **Abandoned Cart Recovery**

Automatically send reminder emails or push notifications to users who abandon their carts during in-game purchases. Offer incentives such as discounts, exclusive content, or bonuses to motivate users to return and complete their purchase, thereby reducing cart abandonment rates.

◆ **Personalized Game Recommendations**

Leverage segmentation to analyze user behavior and recommend new games via push notifications or email. This ensures users are exposed to content that aligns with their interests and gaming habits, leading to increased game discovery and engagement across the platform.

◆ **Re-engagement for Dormant Users**

Use personalized messaging through email or push notifications to reach out to users who have been inactive for a while. Trigger re-engagement campaigns by offering tailored content, rewards, or updates on new features, enticing them to return to the platform and resume activity.

◆ **Feedback Collection After Events**

Trigger post-event surveys via email or SMS to collect valuable user feedback after participating in tournaments or gaming events. This helps to gather insights for future improvements, enhances the user experience, and shows players that their opinions matter, fostering loyalty.

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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