

# Innovative Audio-Based Social Platform VoiceClub Sees 5x Growth In ROI With WebEngage

**Industry**  
Audio-based  
consultation platform

**Founded in**  
2022

**HQ**  
Bengaluru

## About VoiceClub



*"Being heard is what matters at the end of the day."*

It's 2023.

Traditional text-based communication has given way to a more immersive and intimate interaction: your voice.

VoiceClub, an innovative audio-based social platform – backed by Better, Blume and multiple other Angel VCs – has emerged as a pioneering force in the evolution of digital communication. It is an on-demand audio consultation platform for love, astrology, legal matters, careers, and more.

### Features of VoiceClub

- **Audio Rooms:** VoiceClub provides a platform for users to create and join audio rooms, which enable individuals to have group conversations, share ideas, and engage in discussions, all in a voice-first environment.
- **Voice Profiles:** This feature allows individuals to introduce themselves, share their passions, and connect with others through the sound of their voice, fostering deeper and more genuine connections.
- **Voice Messages:** VoiceClub's messaging system centers on voice messages, allowing users to send audio messages to their contacts or groups.
- **Real-Time Translation:** To bridge language barriers and promote inclusivity, VoiceClub offers real-time translation for conversations in multiple languages.

# Key Features Used



Journey  
Designer



Push Notifications  
& in-app

## Company's Objectives



For VoiceClub, it all boils down to retention.

Very early on, the team figured out that if you want to build a platform that lasts for a very long time and actually has a meaningful impact, you need to have retention as your base.


Earlier, the team used multiple other platforms but wasn't able to interact with its users the way they wanted to. And, so, upon exploring, they found WebEngage.

### Their company-level objectives were as follows:

1. Increasing click-through conversions
2. Increasing the amount of calls and texts on the platform
3. The long-term goal was to have a very high retained platform
4. Week 4 or Week 5 retention rate to flatline at a minimum of 30%



“WebEngage has played a pivotal role in shaping the success of VoiceClub. The platform's intuitive interface and robust features have empowered us to connect with our users in meaningful ways, significantly improving user retention and monetization. WebEngage is not just a tool; it's a key partner in our journey to make VoiceClub the go-to platform for genuine human connections.”

**Paraag Mishra** |   
Founding Member, Head of Product

# Company's Challenges In Driving The Objective

On the company front, since talking to strangers is a delicate topic, the team struggled to encourage users to talk to someone since people don't prefer opening up unless they're going through something.

The main challenge that VoiceClub faced was user engagement, retention, and monetization on the platform. The key issue was getting users to add money twice on the platform:



## Better User Onboarding and First Impression

VoiceClub observed that users who added money for the first time had a better understanding of the platform and its value. However, the challenge was to make this initial experience compelling enough to encourage users to explore further.



## Monetization Strategy

The platform's model relied on users paying to access its features and benefits. To retain users, it was crucial to convince them of the platform's value proposition and encourage repeat payments.



## User Retention

VoiceClub noticed that users who paid a second time were more likely to remain engaged and retained as long-term users. The challenge was identifying how to motivate users to make that second payment.



## Perceived Value

VoiceClub needed to demonstrate the actual benefits and value that the platform provided to users. Convincing users that their second payment would be worth it was a key part of the challenge.



## User Engagement

Encouraging users to explore and engage with the platform's features was essential. Users needed to see how the platform benefited them, which required effective communication and user education



## Retention Strategy

Developing and implementing a strategy to improve user retention by addressing the challenge of getting users to pay again was critical.

# Why Did Voice Club Pick **The WebEngage Startup Program?**

*“The WebEngage Startup Program was clearly a bang for the buck.”*

Relationships are at the heart of everything the VoiceClub team does. Based on that sentiment exactly, WebEngage approached the VoiceClub team with proactive relationships, conversations, and more.

The audio-platform team appreciated WebEngage for honoring the association with its tenacity and its perseverance.

Moreover, with the WebEngage Startup Program, VoiceClub could leverage the WebEngage dashboard and platform for free, allowing the team to experiment with all its features.

## The Retention Game

*“Day-one retention is a must because nothing else matters at the end of the day.”*

As Paraag Mishra, Head of Product, rightly says, “You might grow to acquire a billion customers and activate a hundred thousand of them, but it’s futile if you can’t bring them back.”

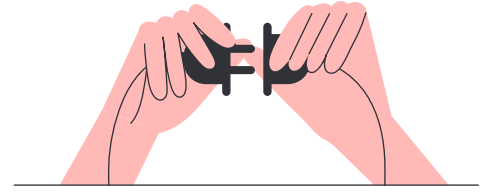
To enable this sentiment to have the platform’s users come back is why VoiceClub picked the WebEngage Startup Program.



“WebEngage has been instrumental in our growth strategy at VoiceClub. The platform’s versatility and analytics tools have empowered us to refine our approach and maximize user engagement. From creating targeted campaigns to analyzing user behavior, WebEngage has provided us with the insights needed to make informed decisions. WebEngage isn’t just a tool; it’s a growth partner that continues to be integral to our success in the competitive landscape of social platforms.”

**Ayush Singh** |   
Co-Founder, VoiceClub

# WebEngage In Action



*“Sometimes you do not need a person to give you a solution.  
All you need is someone that you can vent out to.”*

With that sentiment in mind, retention plays a huge role in this segment. For VoiceClub, from a customer's perspective, if they find one person to talk to, all they have to do is come back to the platform and talk to that one guy to at least vent out their problems. And to enable retention, they turned to WebEngage.

VoiceClub used WebEngage to implement and track a series of user engagement journeys with the goal of improving monetization.

## Nudge to Transact User Journeys

VoiceClub created a series of user journeys, which are essentially a sequence of marketing touchpoints or interactions with users. These journeys were designed to engage users who had already added money to the platform.

One of the specific journeys focused on users who had added money once to nudge them to make a second transaction, add more money, and continue having conversations with VoiceClub's partners.

# 01

# 02

## Targeted Push Notifications

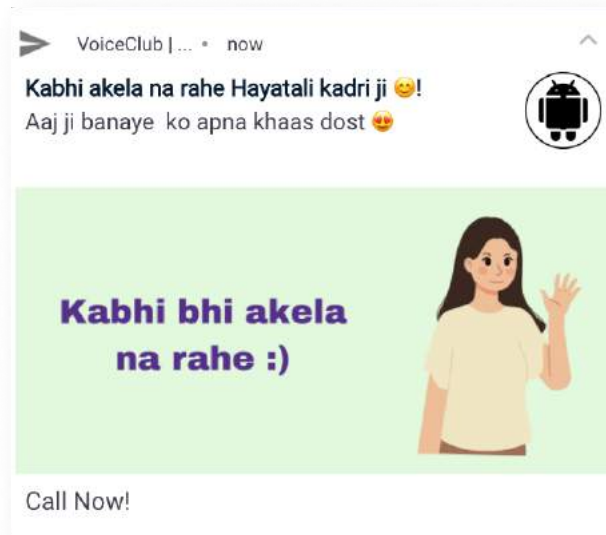
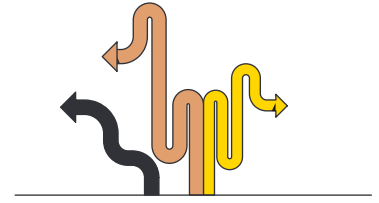
When a user took certain actions on the app, such as playing a voice or attempting to make a call, VoiceClub leveraged targeted push notifications and in-app messages to deliver these engagement prompts to the users. These notifications were framed in a way that emphasized that someone on the platform wanted to connect with the user. This approach leveraged the human tendency to prefer being approached rather than initiating contact.



### RESULT

VoiceClub Tracked The Effectiveness Of These Journeys And The Impact They Had On User Behavior. Two Such Journeys, The 'second-Time Add Balance Journey' And 'Voice Plate To Call Success Journey,' Were Identified As Significant Successes.

# Journey Designer



## Overall Impact

5x

jump in Return On Investment (ROI)

17%

Unique Click Through Conversions  
on Recurring targeted campaigns

# The Way Forward



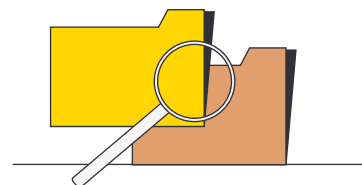
VoiceClub's success signals a growing interest in audio-based social platforms. It highlights the potential for more immersive and authentic digital interactions. As the platform continues to grow and evolve, it will likely influence the future of social networking and inspire the development of other audio-centric platforms.

- 1. Enhanced User Experience and Engagement:** VoiceClub's primary goal on the product level is to become the go-to platform for anyone seeking human connection and interaction. In a world where loneliness is prevalent, they aim to position VoiceClub as the application that is always there for users, providing a sense of belonging and communication.
- 2. Holistic Solutions:** VoiceClub aspires to provide comprehensive and reliable solutions to users, ensuring that they can rely on the platform for a variety of purposes. Whether it's seeking advice, connecting with others, or finding answers to questions, VoiceClub aims to be the trusted destination.
- 3. Retention Focus:** VoiceClub recognizes the critical importance of user retention. While many startups may overlook this aspect, VoiceClub places a high priority on retaining users and keeping them engaged over the long term. This emphasis on retention is a central component of their company-level strategy.
- 4. Transition to Community Member:** As a result of the success observed during the Startup Program, VoiceClub expressed the intention to move from being a part of the startup program to becoming a full-fledged member of the community. This transition indicates the positive outcomes achieved through the utilization of WebEngage and the subsequent user engagement strategies.

We wish them all the best for their future endeavors.



# Use Cases



**Still not convinced? Here are some more use cases you can implement using the WebEngage dashboard to personalize your user experience:**



## **Personalized Content Recommendations**

Leverage user behavior data to provide personalized content recommendations. Use WebEngage to track user preferences and viewing history. Implement personalized recommendation campaigns through push notifications, in-app messages, or emails to suggest movies, shows, or events tailored to individual user interests.



## **Event Reminders And Ticketing Campaigns**

Set up targeted campaigns for promoting upcoming events, movie releases, or concerts. Utilize push notifications or email campaigns to send event reminders. Integrate ticketing information and facilitate easy ticket purchases directly through the campaigns.



## **Feedback And Surveys For Audience Insights**

Collect feedback from users about their experience with your media and entertainment offerings. Use WebEngage to create and distribute surveys through various channels. Gather insights on user preferences, satisfaction levels, and areas for improvement to enhance the overall user experience.



## **User Retention And Loyalty Programs**

Implement user retention campaigns to keep users engaged over the long term. Set up loyalty programs using targeted messaging to reward frequent viewers or users who engage with specific content. Utilize personalized offers, discounts, or exclusive access to premium content to incentivize loyalty.

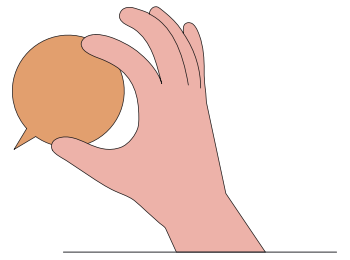


## **Cross-Channel Marketing For Promotions**

Coordinate marketing efforts across various channels, such as push notifications, in-app messages, emails, and SMS. Run cross-channel campaigns to promote new releases, special events, or exclusive content. Ensure a consistent and seamless user experience by delivering cohesive messages across different touchpoints.



# Closing Testimonials



“WebEngage's comprehensive suite of tools has streamlined our communication strategies, enabling us to reach users at critical touchpoints and drive desired actions. It's an invaluable asset for our team, making user engagement not just a goal but a measurable reality.”



**Azhar Rabbani** | 

Co-Founder, VoiceClub

“WebEngage enables our Day 0 retention. For a brand like VoiceClub, that's incredibly crucial because not only is acquisition expensive to scale with, but it's also your loyal consumers that really scale your business. We thank WebEngage for being a constant enabler of Day 0 retention for us.”



**Md Wasim Ali** | 

Co-Founder, VoiceClub

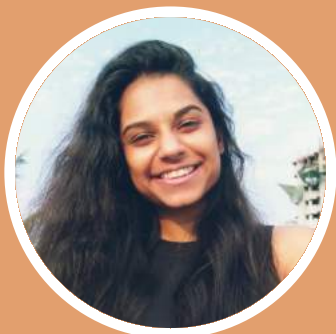
# About The WebEngage Startup Program



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 300+ startups grow and scale their businesses with free access to the WebEngage retention stack for six months, free credits worth \$25000, alongside dedicated customer success. The platform enables startups to deliver an exceptional customer experience and build customer loyalty, increase the Customer Lifetime Value (CLTV), and lay the foundation for retention-led growth from Day one- paving the way for building sustainable business.

[Schedule my free demo](#)

## CREDITS



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