



Award-winning meta-search engine Wego amasses nearly **27K unique conversions every day through push notifications.**

Key features used

- Journeys
- Send intelligently - through journey designer
- Push notifications, Emails
- Send time optimization
- A/B testing
- Dashboard analytics and segmentation

HQ

Dubai and Singapore

Industry

Travel

Founders

Ross Veitch,
Craig Hewett

Founded

2005



WebEngage's marketing automation platform has enabled us to deliver personalized experiences to each traveler around the globe. We are now able to engage with our customers and maximize conversions. With the help of automated user engagement journeys, we've been able to plan, execute and amplify campaigns at scale, which brings us more revenue, thereby giving the best possible pricing for our end-users.

Sourav Dey | 

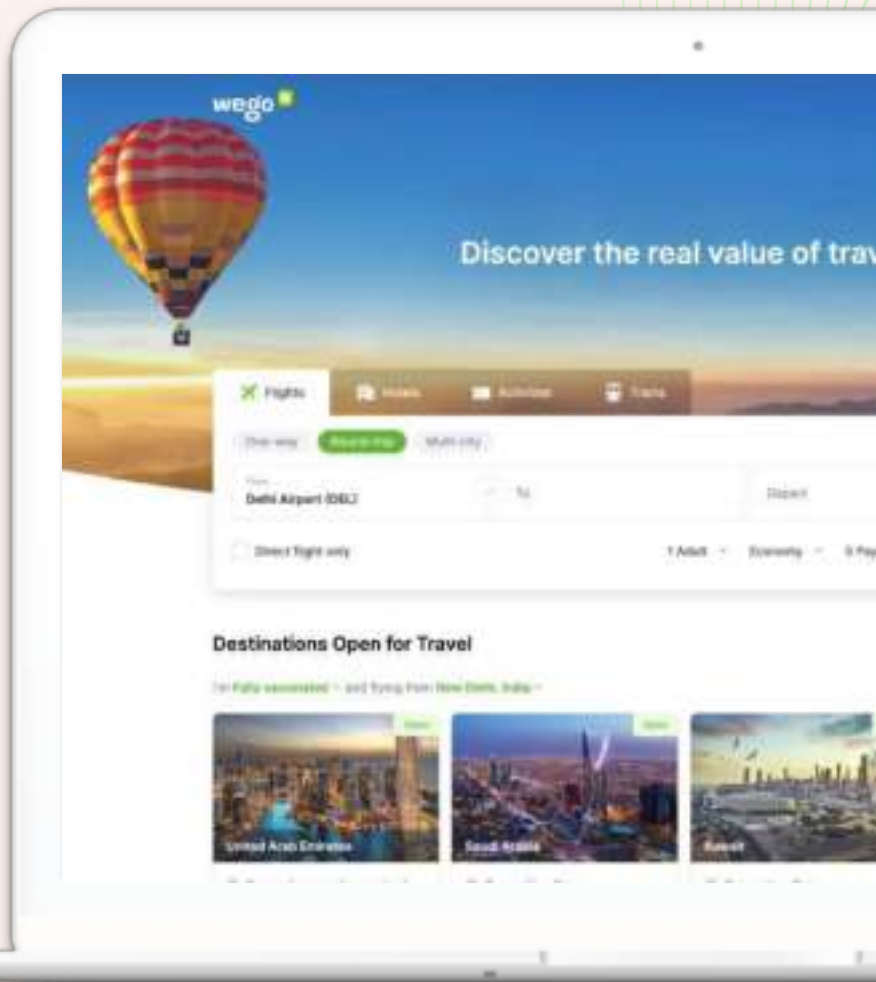
VP - Growth, Wego



About Wego

Wego is an award-winning meta-search engine and one of the largest online travel marketplaces that enables travelers to discover new destinations, compare packages, and book flights and hotel deals, and is focused on users living in the Middle East, North Africa & Asia Pacific. It holds the number 1 rank for travel bookings in Saudi Arabia.

On a mission to help people discover the actual value of travel, Wego has imagined and created some of the most well-loved products for travelers worldwide and is dual Headquartered in Singapore and Dubai, with offices in India, Indonesia, Egypt, Pakistan, and Malaysia.



Wego harnesses powerful technology that simplifies the process of searching, comparing, and booking flights and hotels across hundreds of airlines, hotels, and online travel agency websites. Wego is backed by top-tier investors, including Tiger Global, Crescent Group, Square Peg Capital, MEVP, and the MBC Group.

Ross Veitch co-founded the travel metasearch site in 2005 with Craig Hewett to give Southeast Asia its first real-time, bookable tool. At Yahoo!, he recognized the desire for travelers to research their flight and accommodation options independently and from live inventory. Veitch joined Southeast Asia operations and kick-started various initiatives, including successful search, media, commerce, communications, mobile, and community platforms.

Veitch's passion for travel and technology were combined as he became Chief Product Officer of Wego and assembled one of the strongest web development teams in APAC today. Consecutively today, Wego is used by millions of people every month, which is why the team works tirelessly to make their end users' experience of planning their trips as seamless as possible. The ingrained idea of the human need to travel – “why we go?” – is one that the company has woven into the name of its organization – Wego.

Their USPs are:



Embracing diversity



Loving travel and technology



The company prides itself on being explorers and geeks



Wanting to be the world's best at what they do, not just local champions



Using global benchmarks



Promoting meritocracy



Advancing based on achievement and attitude, not tenure or pedigree

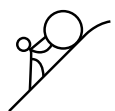


Wego is spread over 25 nationalities (out of about 200 employees)



Objectives

- To give the best possible pricing for their end-users
- To give said end users a seamless experience, as well as engagement on the application and website



Challenges

- Improving engagement and conversions from one-time marketing communications
- Improving engagement on the website and communication by users
- Reducing drop-offs in users completing their flight search journey

Why WebEngage

- Good response time from customer support
- Wanted a single dashboard and a single tool that aided with communication, data, and insights
- Ease of use of the dashboard and its features

WebEngage In Action

Wego leveraged multiple aspects of the WebEngage dashboard for holistic growth.

By using journeys, Wego witnessed a boost in CR, and with the help of push and email channels, they enhanced their communication strategy on push and email channels.

Moreover, Wego used the WebEngage dashboard to understand the best time period to reach out to users and select their events and triggers accordingly. By leveraging the power of drag and drop for their communications, they further refined their emails and communication strategy to reach the levels it does today.

Wego further leveraged user-level data to give users a unique personal experience to increase conversions and engagement across the channels with the use of personalization/hyper personalization. Search preferences were leveraged, on push as well as emails, to create a seamless and personalized experience for the user. An example is the Onboarding Travel Push, which consisted of all user-level data sent to the user via push notifications.

Paths was one of the important features to create journeys, which helped Wego to understand the various touch points of the user, their behavioral change so that they could communicate with the user at different touch points.

Multiple campaigns for multiple aspects of the audience segments were formulated for holistic growth of the company. Wego, being the largest online travel marketplace in the Middle East and North Africa (MENA), often collaborates with National Tourism Boards across the world seeking to boost the destination's awareness and increase visitors footfall year round.

Via concerted online and offline marketing activities and organic promotions, Wego's GCC audiences are being encouraged to experience exemplary culinary, shopping, adventurous or relaxing experiences in destinations around the world or to discover unexplored gems and create ever-lasting memories.

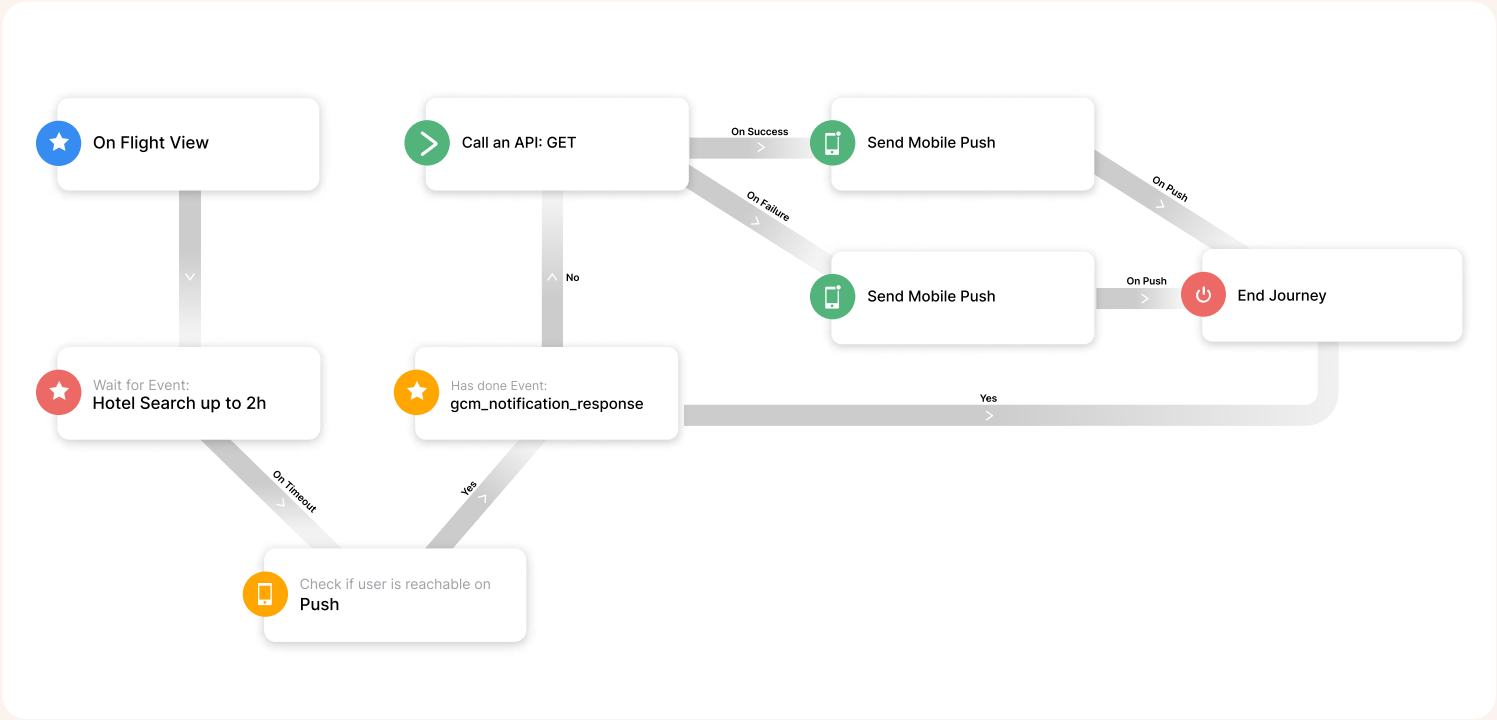
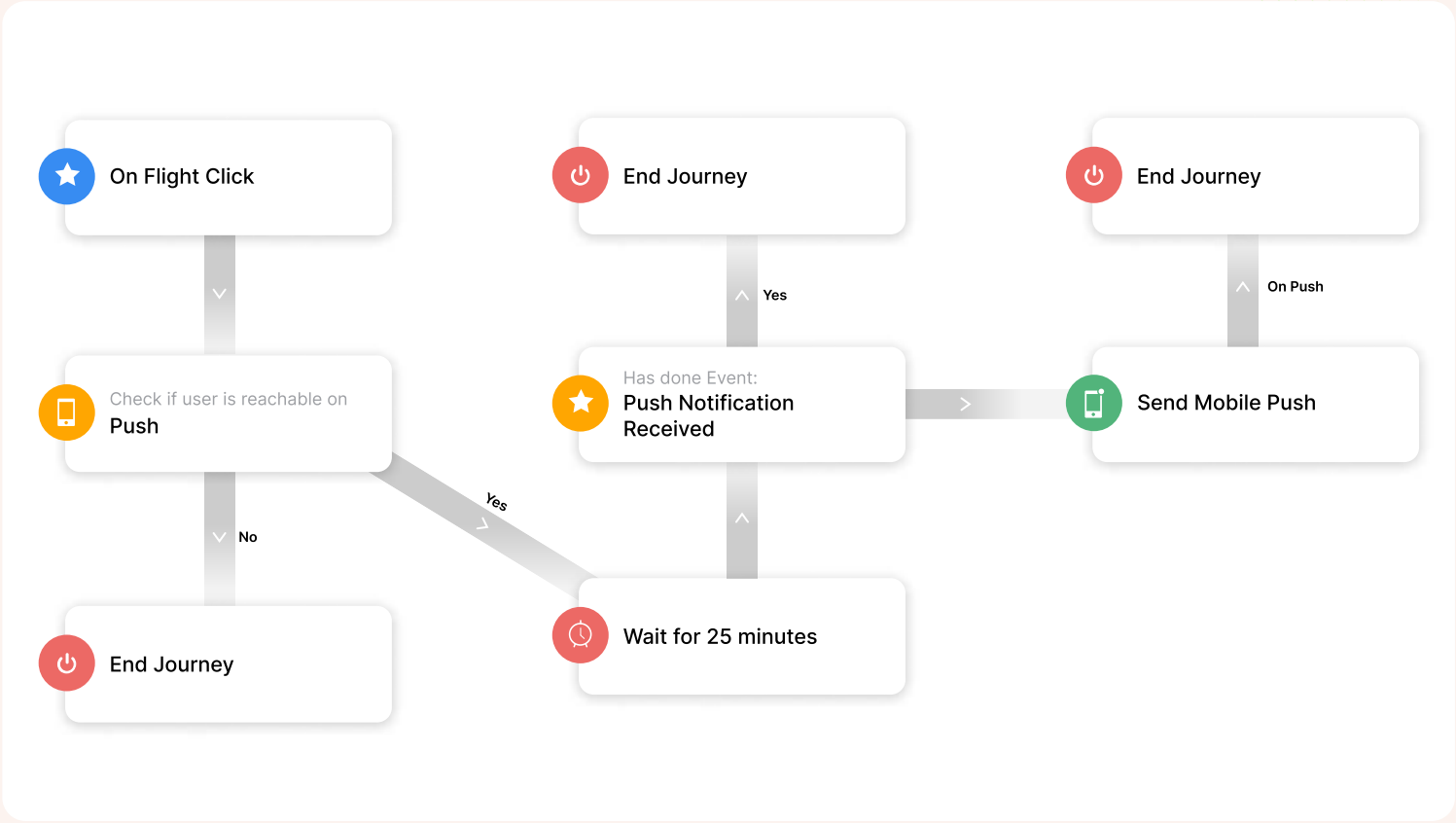
Wego is working closely with National Tourism Board Partners such as VisitBritain, Tourism Ireland, Greek National Tourism Organization, Azerbaijan Tourism Board, only to name a few.



Journey Designer



Enhancing Mobile Push Notifications:



Key Results:

20X

rise in email open rates now, from a **10X** rise earlier, since inception

28%

Increase in conversions during JFM

Nearly
27K

Unique conversions every day through push notifications

26%

Increase in conversions from flight search to booking

6.4
million

Users engaged across 600+ campaigns on a monthly basis with 9% conversion rate on campaigns

27%

Increase in conversions from hotel search to booking



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The onboarding and customer success team at WebEngage made the integration process for us hassle-free and convenient. Within a few weeks's time, we were ready to go live with our primary use cases and the speed at which queries and concerns were handled was brilliant.

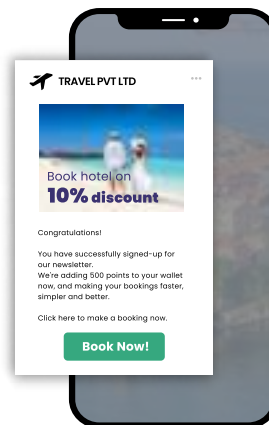
Amanjeet Singh Malhotra | 
CRM Manager – Global, Wego

Does Wego's Success Story Inspire You?

Here Are Some Travel Use Cases You Can Implement Using WebEngage.

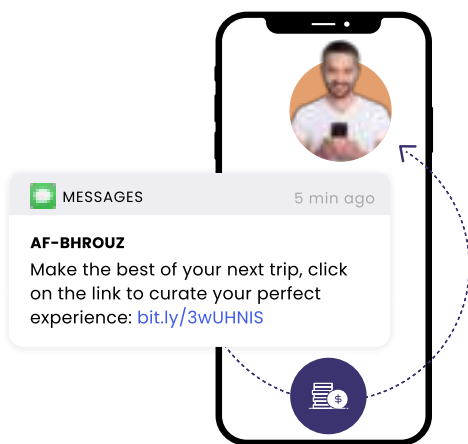
Convert your visitors into buyers with effective lead-capturing mechanisms

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



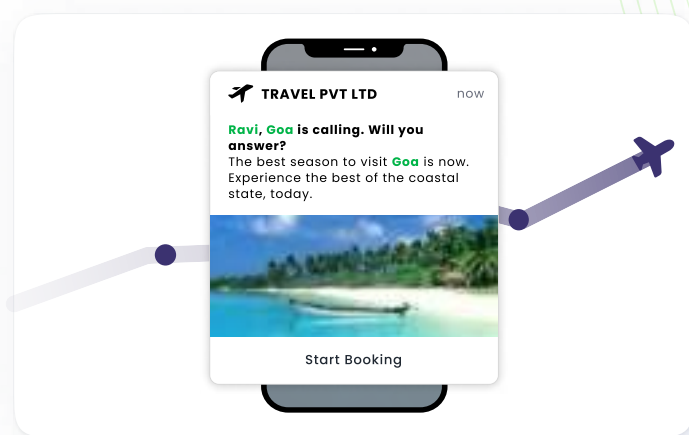
Prevent booking drop-offs

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 give an impression, generating qualified leads, sharing your brand, and building relationships, thereby leading to selling your product/service 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/website, are easier to sell to, promote your business, and help you build customer retention rates. Who wouldn't want that?

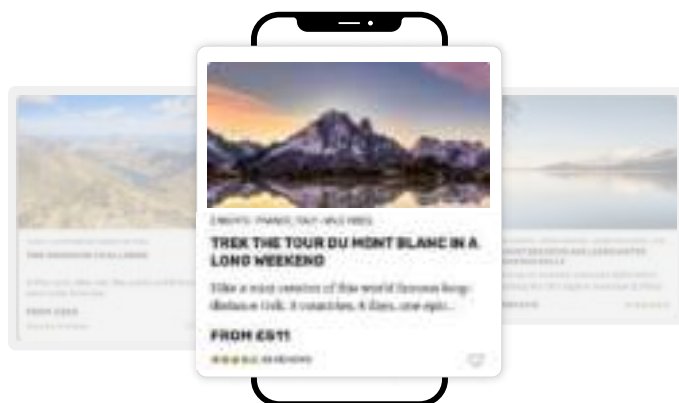


Send reminders for upcoming bookings (experiences, hotels, flights, etc.)

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 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 that will further increase cart value, boost revenue and show brand consistency, and give a holistic, personalized experience.



Loved the Case Study?

Get a free product walkthrough. Talk to our automation experts for custom solutions.

[Schedule my free demo](#)



WebEngage is a new-age Retention Operating System, a single suite for marketers to store user data, provide actionable insights, and orchestrate omnichannel campaigns by leveraging user insights to provide a hyper-personalized end-user experience.

The platform helps brands drive revenue from existing customers and anonymous users across ten communication channels. WebEngage goes above and beyond a marketing automation platform and powers the user engagement for thousands of enterprise brands worldwide, working across several industries like E-Commerce, Edtech, Fintech, Foodtech, Media & Publications, Gaming, BFSI, Healthcare, and Online Retail.

The key clientele includes marquee brands like HUL, Bajaj Finserv, Unacademy, ALT Balaji, MakeMyTrip, Zivame, Firstcry, etc.

For more information, visit webengage.com or follow WebEngage on Twitter and LinkedIn.



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