

Leading Health & Supplement Brand
What's Up Wellness Achieves 55+% Increase
In Revenue Via Journey Flows With
WebEngage Startup Program

Industry

Health and Wellness

Founded in

2020

HQ

Gurgaon

About What's Up Wellness



What's Up Wellness is a top wellness brand in India, driven by their founders' personal journey. After experiencing firsthand the impact of an unhealthy lifestyle, Vaibhav Makhija and Sayantani Mandal were inspired to create a brand focused on making wellness accessible, transforming their challenges into a mission to help others live healthier lives.

After talking to people from various walks of life, they noticed that those who work hard and are on a mission to achieve what they aspire to, tend to focus less on their health and wellness, leading to problems in the long run.

Hence, they created What's Up Wellness, catering to their customers' health and supplement needs. This enabled users to focus on what they aspire to do while taking care of their wellness by making it fun and easy for them to consume.

Their product is easy to use, vegan, has no added preservatives or artificial colors, and is used with a higher level of efficacy.



Our partnership with WebEngage Startup Program to improve our user engagement strategy gave us phenomenal results. Aside from the 55% increase in direct revenue from journey flows, their platform is easy to use, and everyone on the team was helpful with the adoption. We look forward to continuing with them as our marketing automation tool.

Vaibhav Makhija | 
Co-founder, What's Up Wellness

Key Features **Used**



Cohorts



Segmentation



WhatsApp



Email

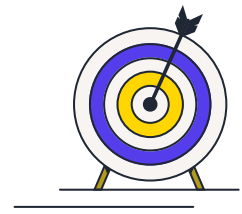


Journey Designer



SMS

Company's Objectives



As a company, What's Up Wellness's goal is to reach every Indian consumer who wants to take a step ahead and fix their overall wellness but can't do so due to their diet or busy schedule. They would serve as their helping hand with their products.

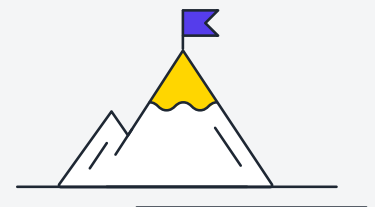
Solving with a marketing automation platform

With a marketing automation platform, the goal was to automate their retention activities. This shift reduced dependence on manual, ad hoc campaigns and allowed them to focus on driving incremental growth through automated flows.

Long-term goals

- To build a complete retention stack that drives the major business impact through repeat users without being dependent on paid traffic sources.
- The brand also wants to develop an efficient way to leverage product behavioral insights to positively influence its customers' consumption patterns.

Team's Challenges In Driving The Objective



- The team at What's Up Wellness wanted to build a solid customer retention charter that would improve product adoption among their end customers.
- They also wanted to boost ROI by ensuring each user re-engagement effort generates a 4X-5X return and contributes 45%-50% of their GMV.
- To build predictable data models to improve customer cohorts
- To implement reliable, scalable solutions with maximum uptime and minimal event errors, helping them build a robust retention stack.

What were the team's challenges in solving the objectives mentioned above?

The legacy tools lacked a tailored approach for focusing on the Indian market. The newer platforms aren't mature enough for a logic-driven, highly attentive retention model and also raise concerns about reliability and scalability.

Collaboration with the WebEngage Startup Program

What's Up Wellness collaborated with the **WebEngage Startup Program** to amplify its growth strategy and accelerate user engagement and retention efforts.

Using the WebEngage platform, the team at What's Up Wellness aimed at solving the following:

- **Execute faster:** They launched their first seamless journey flow three days after integrating with Shopify, a remarkable feat achieved with minimal setup requirements.
- **Measure ROI:** The program enabled them to measure ROI from both a top-line and bottom-line perspective.
- **Iterate and refine:** With distinct WebEngage features, they could reiterate their communication, engagement, and product models, test various versions, and relaunch without incurring significant costs.
- **Leverage expert support:** The dedicated customer success from the startup program provided invaluable guidance, facilitating fast-paced execution and ensuring seamless integration.

Why did they choose WebEngage as their marketing automation platform?

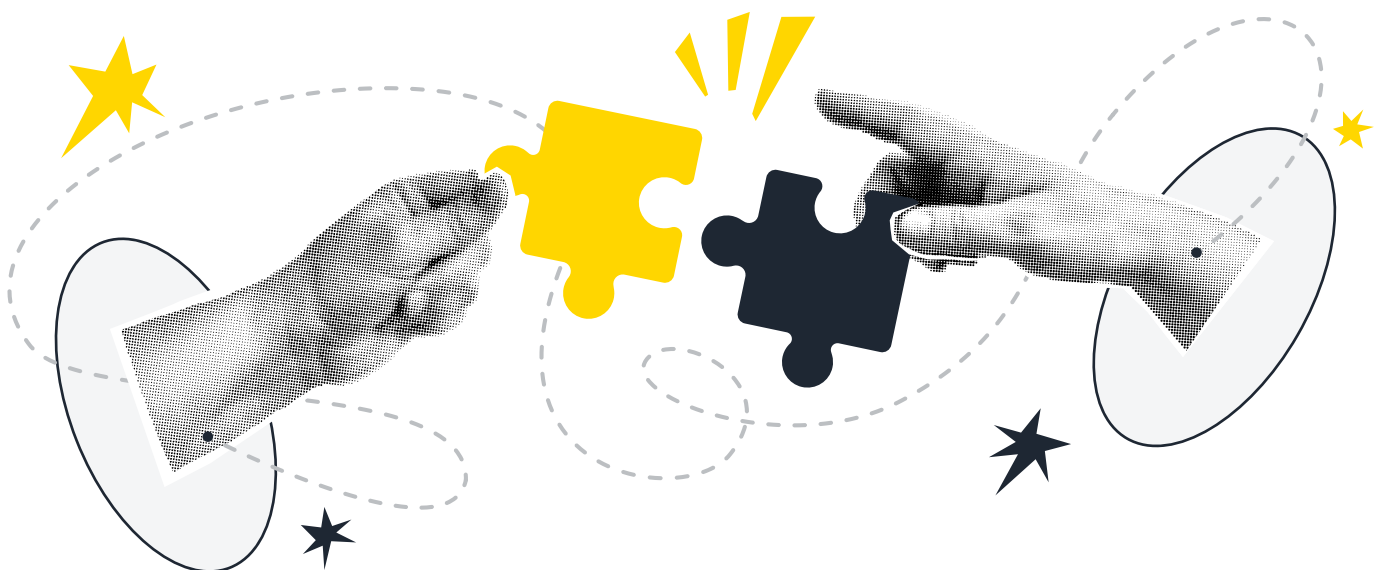
What's Up Wellness chose WebEngage as its marketing automation platform due to its proven track record, reliability, and scalability. The team trusted the platform's ability to meet their growing needs.

Additionally, WebEngage boasts a lower learning curve, enabling seamless onboarding even for new team members. This ease of using WebEngage played a significant role for What's Up Wellness, as it allowed their team to focus on core objectives rather than navigating complex software.

WebEngage's focus on retention also aligned with its goals. WebEngage provides essential features that help improve understanding of user cohort performance. Instead of relying on an overwhelming array of analysis tools, it streamlines the process, enabling clear and efficient identification of cohort performance issues.

“Were you considering any other tools at the same time? If yes, what made you pick WebEngage over them?”

What's Up Wellness explored and tested other solutions. After encountering multiple issues with other platforms, the team decided to go with WebEngage, opting for a more reliable option that better suited their needs.



Use Cases



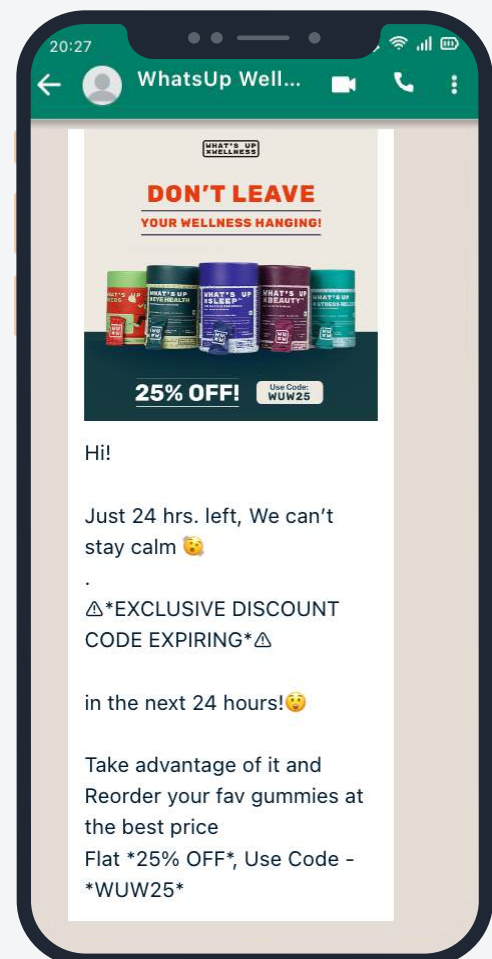
Driving Add-to-Cart Conversions:

The campaigns targeted both new and returning customers who added items to their carts but didn't complete the checkout process, resulting in a significant increase in Add-to-Cart conversions.

The brand leveraged an omnichannel strategy to re-engage abandoned cart users across platforms such as WhatsApp, Email, and SMS. Using WebEngage's journey designer, the team seamlessly set up automated flows, triggering sequential messages based on specific user actions, driving higher engagement and conversions.

Impact

The Add-to-Cart (ATC) uplift exceeded 400% compared to the control group. Previous ATC efforts using different software had achieved only around a 10% uplift. This remarkable improvement highlights the effectiveness of the new approach in driving conversions.



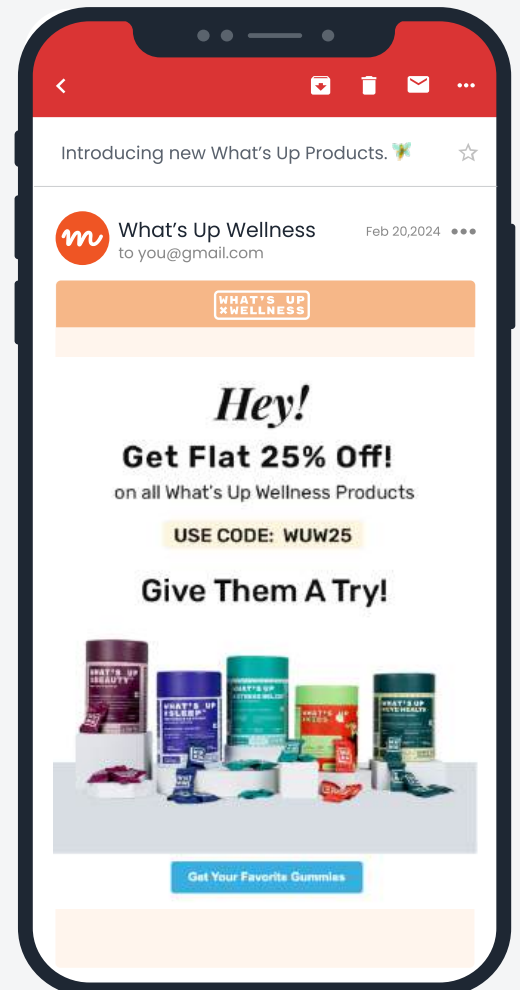
Driving Conversions from Product Views and Checkout Initiation Journeys:

The Product Viewed journey was designed to re-engage users who viewed a specific product but hadn't completed the checkout.

- **Channels Used:** Email and WhatsApp
- **Trigger:** The journey activates when a user views a product, with a wait time of 75 minutes. Over five days, targeted messages and product discounts are sent via Email and WhatsApp based on the user's channel reachability and encourage purchase.

Here is an email communication sample to drive product checkouts.

Similarly, multiple Checkout Initiation journeys were crafted to target users who showed interest in specific products like "sleep gummies" or "beauty gummies" but abandoned their cart, engaging them via SMS, Email, and WhatsApp.



Impact

With WebEngage's journey designer, What's Up Wellness achieved over 12% conversions from product views and 18% from checkout initiations. This represented a 16.4% improvement over previous product view flows and a 42% uplift from earlier checkout initiation flows implemented by the brand.

Driving Month-on-Month Repeats

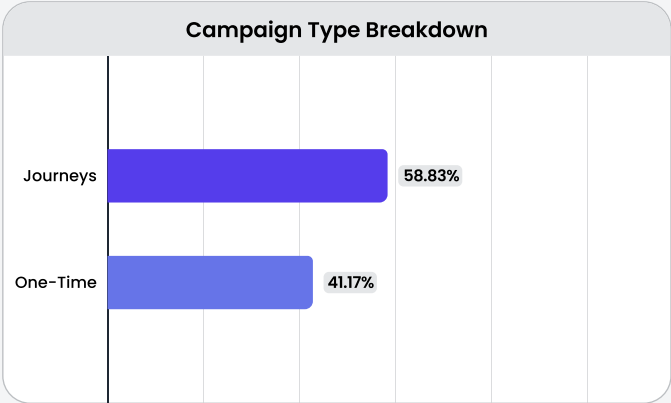
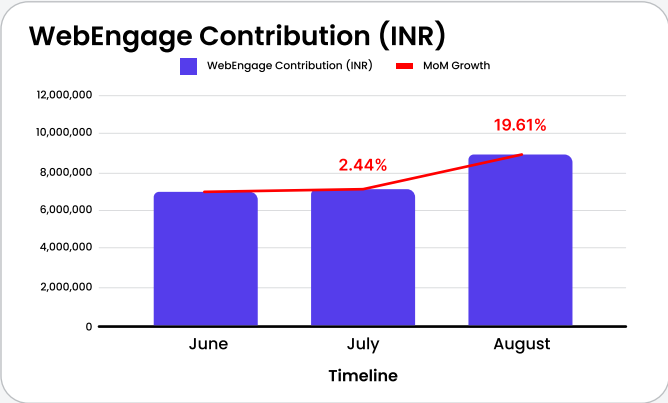
The cohort analysis reveals that What's Up Wellness has shown promising retention rates over multiple months. Month 1 (M1) customers had the highest repeat rate, **increasing by 12.3%**, followed by a **steady 5.3% increase in M2 repeats**. The M3, M4, and M5 cohorts maintained a **consistent repeat rate of 7%**.

On average, the brand achieved a **MoM repeat rate of 8.2%**, indicating strong long-term customer engagement. This cohort analysis helped What's Up Wellness understand user behavior and improve retention strategies tailored to different user cohorts.

This also helped reduce the dependency on one-time ad hoc campaigns.

On the CRM front, user event-based journeys (like add to cart, initiate checkout, product view, etc.) and a combination of scenario-based campaigns (like first-time to repeat buyer journeys, cross-sell journeys, churn predictive journeys, etc.) **increased MoM repeat users, thereby increasing direct revenue by 55%.**

1.1K^{5.2%}
User Won Back

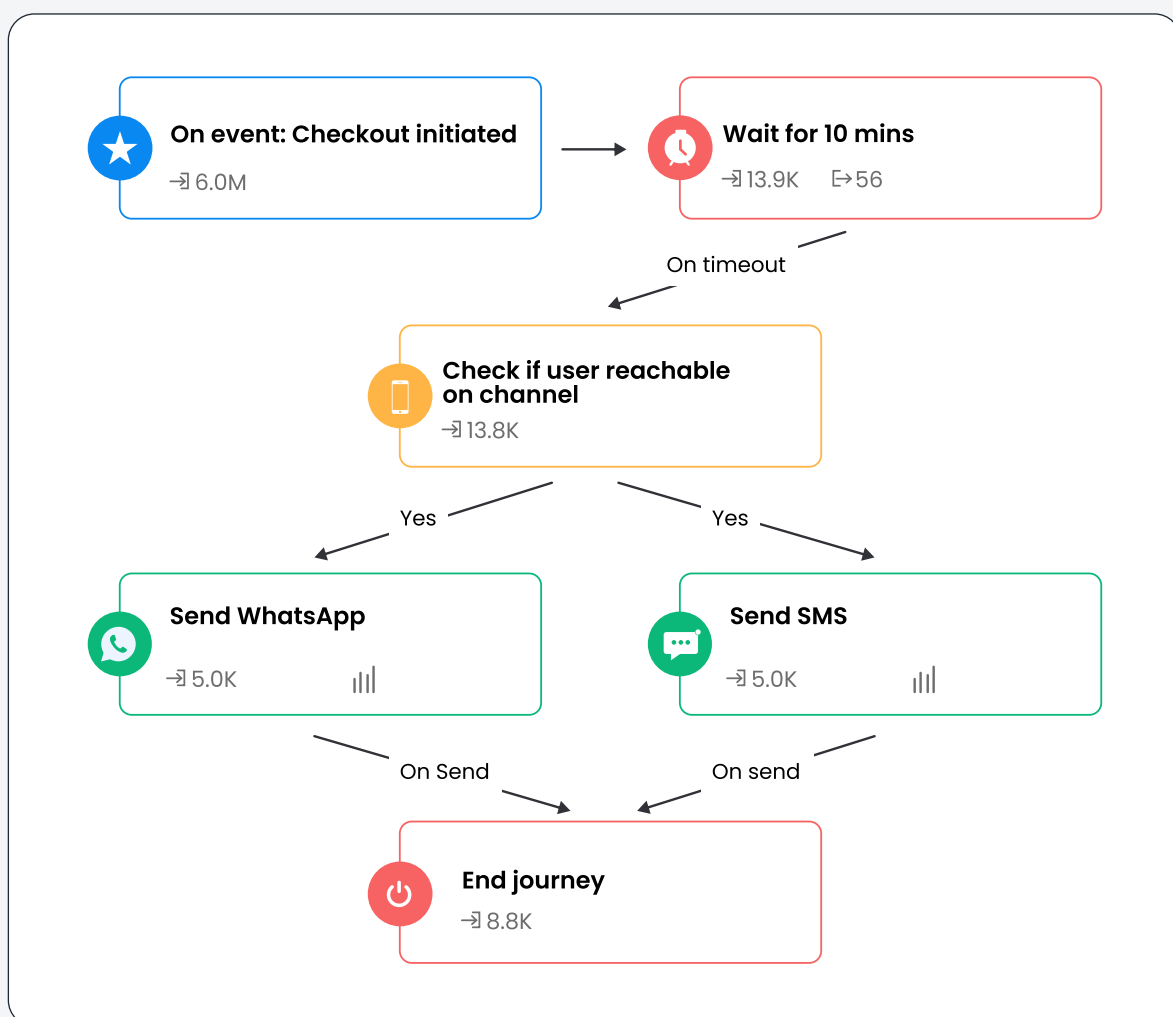


What were the steps taken to solve their challenges?

They built an extensive Retention Model backed by the O.G. RFM model. Unlike other brands, which have just basic 3 - 4 flows, they got around 22+ active flows/journeys running on various case scenarios, with 98% accuracy of users entering every journey uniquely and beating the control version in almost 7.8/10 scenarios.

Journey Designer

WhatsApp + SMS nudges



Overall Impact

- Churn customers that were won back had an **uplift of 5.2% on average**. They were able to **achieve 16.4% and 42% uplift in Product View and Initiate Checkout flows** respectively.
- There was a **12.3% uplift in retention** for M1 and a **7% uplift for M3-M5 cohorts** during the collaboration.
- Over **400% increase in Add-To-Cart rate**.
- Achieved a **55% increase in direct revenue** from journeys.
- Average **Click-through ROI reached 50.49%**, significantly improving revenue efficiency.
- Conversion Rate (CR) optimizations led to a **27.05% contribution** to total revenue with a **2% Month-on-month increase**.
- Revenue Per User (RPU) from **conversions saw an impressive 80.80% uptake**.
- Channel statistics:
 - **104% uplift in email open rates** (from 22% previously to 45% currently).
 - **95% delivery rate of WhatsApp messages** (even with Meta message capping limits).
 - **85% WhatsApp open rate** (with ad-hoc campaigns).
 - Revenue split: **WhatsApp: 74%, Email: 21%, SMS: 4%**.

The Way **Forward**



Product Initiatives:

- Aiming to significantly strengthen the impact of email as a revenue-driving channel, with a focused effort on achieving both higher and more consistent open rates to ensure sustained engagement across the customer base.
- Enhancing personalization features to directly improve cohort performance by introducing tailored web experiences that cater to specific groups, such as high-frequency purchasers and users at risk of churn, thus creating more meaningful interactions.
- Exploring the power of micro-segmentation by rigorously testing various niche segments that promise high ROI, enabling more targeted marketing efforts that maximize engagement and revenue potential.



Company-Level Objectives:

- Strategically focusing on increasing Customer Lifetime Value (CLTV) and driving a robust six-month retention rate on the web platform, recognizing this period as a pivotal threshold for organic retention, which allows Whatsup Wellness to sustain engagement without the need for extensive re-engagement costs.
- As part of its growth strategy, the company is committed to optimizing its retention stack to operate with 95% efficiency, integrating data from post-purchase interactions, survey responses, NPS platforms, and other touchpoints to form a holistic view of customer behavior.
- By connecting and analyzing these customer data sources, Whatsup Wellness aims to create predictive models that will drive a high-impact retention

Use Cases

Still not convinced?

Here are some use cases you can implement using the WebEngage dashboard for your business:

- Personalized Wellness Program Recommendations
- Track user behavior and preferences (such as fitness goals, health issues, or favorite wellness routines) to offer personalized wellness program recommendations through emails, in-app messages, and push notifications.
- Automated Reminders for Health Goals
- Send automated reminders to users to encourage them to stay on track with their fitness goals, whether it's reminders for meditation, workouts, or nutrition plans. This can be done through SMS, emails, and push notifications.
- In-App Wellness Challenges
- Use WebEngage to create gamified challenges within the app, encouraging users to participate in daily or weekly wellness challenges. Send personalized reminders to motivate users to complete these challenges.
- Targeted Offers for Wellness Products
- Leverage RFM segmentation to target users with relevant wellness product offers, such as supplements, fitness gear, or wellness services, based on their past purchases or interests.
- Event-Based Triggers for Class and Session Reminders
- Implement event-based triggers to send reminders for upcoming wellness classes (e.g., yoga, meditation) or one-on-one health coaching sessions via push notifications, email, and SMS.

Closing Testimonial

“

WebEngage has transformed our cohort analysis and retention strategy. We've seen impressive improvements across our cohorts during the months of our collaboration. Getting an average 5.2% uplift in churn customer win-back using their features is a win for us. ”



Sanmaya Biswal | 

Growth Manager (D2C), What's Up Wellness



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, and 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 creating sustainable business.

Ready to supercharge your startup's growth? Learn more about the program and

APPLY NOW

CREDITS



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