

# Edtech Platform uLesson Education Sees A 73% Increase In MAUs With WebEngage

## Key features used

- ✓ Journey Designer
- ✓ Emails
- ✓ Push Notifications
- ✓ In-app Notifications

### Founders & CEO

Sim Shagaya

### SPOC

Seun Olayiwola

### Industry

Edtech

### Founded

2019

### Website

ulesson.com

### HQ

Abuja, Nigeria

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WebEngage has been one of the most helpful partners in uLesson's journey. Their seamless integration, personalized omnichannel interactions, and contextual messaging have made it effortless for us to engage learners and parents, driving subscription, feature adoption, and user engagement on our app.

**Seun Olayiwola**

Online Marketing Manager



# About uLesson

**uLesson** is a Nigerian education technology company founded by Sim Shagaya. The uLesson app features a comprehensive video library, live classes, homework help, multiplayer quizzes, mock exams, practice exams & timed quizzes, and a weekly parent report to provide a rounded learning experience. With a core curriculum video library, learners can study at their own pace and prepare for tests and examinations. uLesson teams up with expert tutors to provide more tailored teaching of analytical concepts. With personalized homework help, learners receive real-time answers to their questions from subject matter experts via live chat.

uLesson's online assessment tools and weekly progress reports help families track their children's progress to ensure academic success.



# Mission

uLesson's mission is to enable African learners to reach their maximum potential by making high-quality digital education services widely accessible.

# Purpose

To prepare people for the opportunity to improve society through education.

# Presence

The uLesson app is available in Nigeria, Ghana, Sierra Leone, Liberia, Gambia, Rwanda, Kenya, South Africa, Uganda, the United States, and the United Kingdom.

## Their target audience is:

- ✓ Parents
- ✓ Learners in Grades 1 – 12
- ✓ School Administrators and Educational Administrators
- ✓ Education NGOs





## Company Objectives

- ✓ Consolidate all user data and marketing channels into one platform.
- ✓ Deliver contextual omnichannel messaging to engage users nudging them towards actions that drive value to the business.



## Company's Challenges In Driving The Objective

- ✓ No integrated customer engagement system
- ✓ Limited omnichannel engagement platforms
- ✓ There was no existing platform to consolidate user data, marketing, and events data in one place – There were multiple platforms used for user engagement and communications by the team, which the team was looking to reduce.



# Why WebEngage

Using a user engagement and retention platform like WebEngage was important for uLesson since their objective was to encourage their users and nudge them toward actions that drive value to the business. So at each stage in the user's lifecycle, once the user installed the app, the uLesson team needed them to register, engage, take a lesson, a quiz, and transact. Moreover, since WebEngage is an integrated tool, a customer data platform, and a product engagement platform that can also consolidate PII data and help create custom events to track user activity on the website/app, the uLesson team found a holistic solution to get all their needs satisfied with one platform.

## WebEngage In Action

The uLesson team primarily used the journey designer for re-activation (of inactive users) and re-engagement. Using WebEngage's Journey Designer, the team determined user interactivity and engagement and deployed omnichannel messaging to these user segments to nudge them into performing engagement and conversion actions.

### ✔ **Contextual Omnichannel Messaging:**

The uLesson team created dynamic and static segments to deploy new users with personalized messaging, thereby nudging them towards conversion events using the apt omnichannel communication based on their language, subscription status, grade level, and country to maximize user stickiness and engineer long-term retention.

### ✔ **Reactivation Campaigns:**

Reactivation for non-lesson watchers was necessary for a learning curve for students for better school grades. The team's goal & a key engagement metric for the brand was to have users watch as many video lessons as they can. Hence, the team ran reactivation campaigns to target them accordingly.

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## ✓ **Reactivation for non-registered users:**

This journey was designed with the goal of nudging users who have installed the app but haven't completed registration.



### **Result**

Post-journey deployment, the install-to-registration rate increased by 85%.

## ✓ **App Update:**

Post-journey Every so often, the uLesson team needed to undertake bug fixes and improve the learning experience for learners to release new Android or iOS app versions. Before WebEngage, they relied solely on Firebase Cloud Messaging or FCM (earlier Google Cloud) to segment and nudged users to update their apps. After onboarding WebEngage, the team built automation that would check user app versions and encourage them to update the app to its newest version. Once updated, they would be exited from the old version automatically. When they pushed a new build to the users, the team returned to identify users not on the version with WebEngage's user attributes and incentivize them accordingly.  
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### **Result**

The uLesson team saw more than 50,000 conversions in less than two weeks by simply segmenting these users and nudging them to update their app.

## ✓ The Way Forward

The way forward for uLesson involves several key initiatives aimed at enhancing user engagement and driving growth. First and foremost, uLesson plans to implement App Personalization as a new feature. This addition will allow students to personalize their learning experience, tailoring it to their individual preferences and needs. By providing a more customized and adaptive platform, the team aims to offer a truly personalized education solution that enhances student engagement and learning outcomes.

In addition to app personalization, uLesson aims to focus on increasing student subscriptions. By expanding its user base, the edtech platform will be able to reach and impact a larger number of students across various educational levels and subjects. This growth strategy aligns with uLesson's vision of making high-quality education accessible to students across Africa and beyond.

Furthermore, uLesson aims to improve click rates for its email campaigns. Effective email marketing plays a crucial role in driving user engagement and encouraging students to take action. By optimizing email content, design, and targeting strategies, uLesson can enhance its communication with students, ensuring that they receive relevant and compelling messages that resonate with their educational needs and interests.

By implementing these key initiatives, uLesson is poised to strengthen its position as a leading edtech company. Through app personalization, increased student subscriptions, and improved click rates for email campaigns, uLesson is committed to providing an exceptional educational experience that empowers students to learn effectively and succeed academically.

## ✓ Impact / Metrics

**20%**

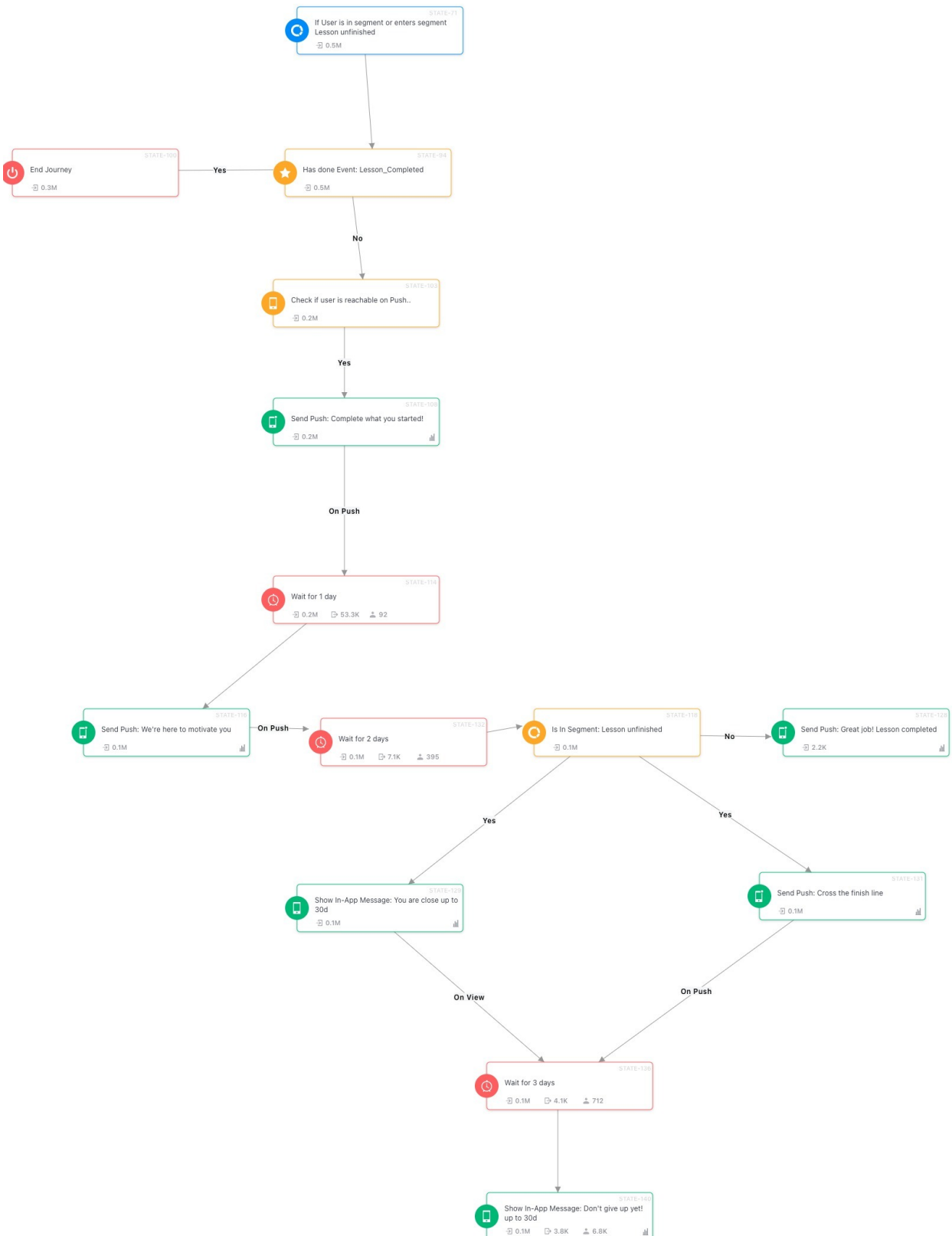
Increase in unique conversions for subscriptions through in-app campaigns.

**73%**

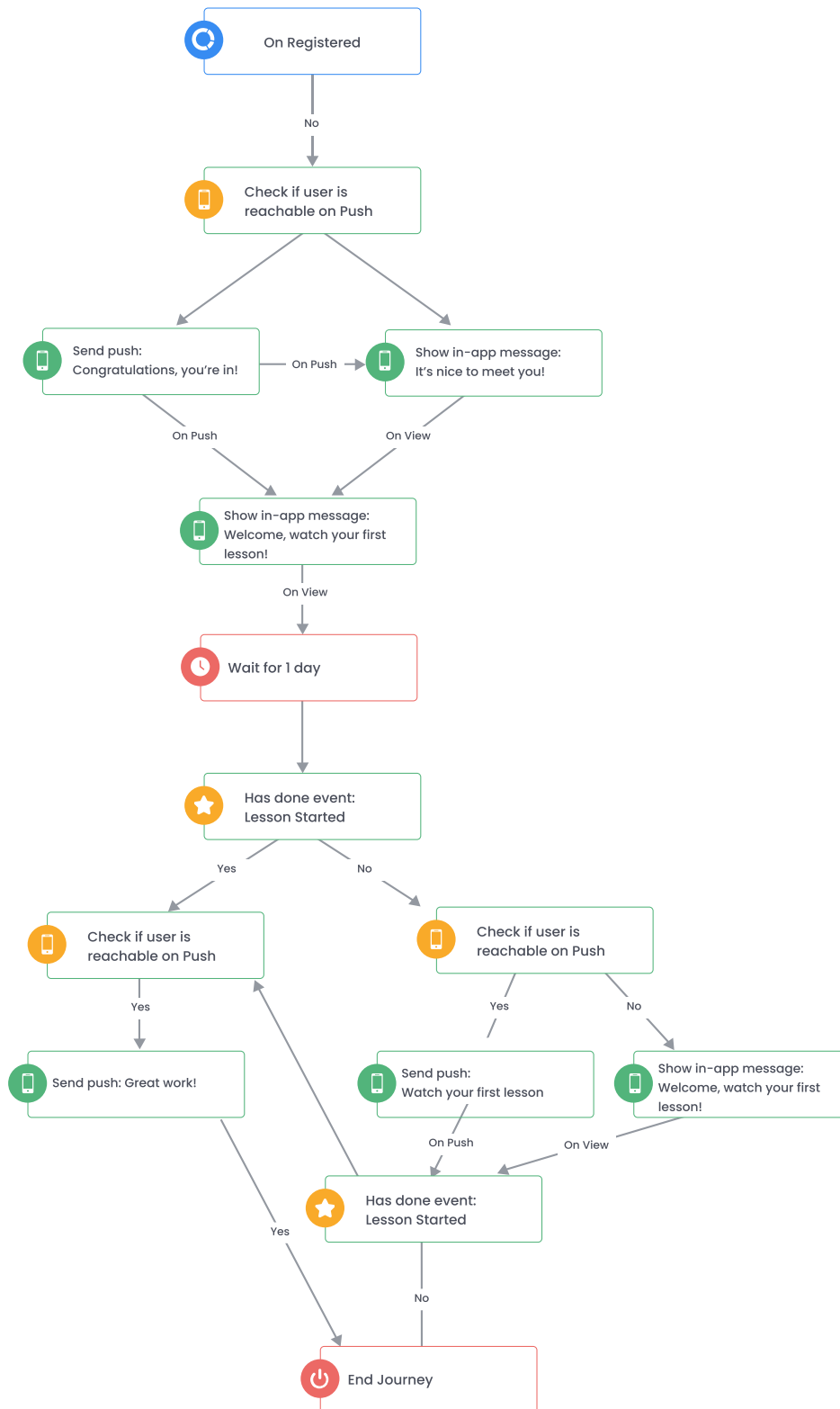
increase in MAUs in the first 6 months of 2023 (compared to Q3-Q4 2022).

# Journey Designer / Marketing Automation Examples

## Lesson Completion Reminder



## Onboarding Journey for Free Users



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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 10+ 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](https://webengage.com) or follow WebEngage on Twitter and LinkedIn.



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