POWERING THE E-COMMERCE REVOLUTION

Multi-channel Marketing Automation Reimagined
Welcome to the fifth and the final collateral of the E-commerce Master Pack!

We hope you enjoyed reading the four eBooks on buyer and seller engagement and exploring stories of some of our E-commerce customers.

E-commerce, or online shopping, encompasses everything - from selling daily utilities, services, or products to purchasing them online by availing a wide range of offers, discounts, and prizes, in just a few clicks.

Be it the payments, groceries, retail, tourism, or healthcare, the giant E-commerce sector has evolved over the years and still continues to do so. It wouldn’t be wrong to say that this evolution is possible because of the powerful squadron of entrepreneurs, marketers, and product managers like you.

We, at WebEngage, have been a part of this evolution too and constantly thrive to bring in a unique experience of helping global e-commerce businesses take their seller and buyer engagement up a notch and move the needle via our full-stack marketing automation platform!

This collateral will give you an overview of the WebEngage marketing automation platform and help you realize how it plays an impactful role in powering your E-commerce business growth!

Cheers
Our solution for your E-commerce business

**ONLINE MARKET-PLACES**
Retention and engagement strategies for your marketplace to power increased conversions.

**FASHION AND LIFESTYLE**
A one size fits all solution to your on-boarding, discovery, purchasing & delivery.

**GROCERY DELIVERY PLATFORMS**
Implement a hyper-local engagement & retention strategy for your daily essentials.

Learn More
Our solution for your E-commerce business

DIRECT-TO-CONSUMER
Build direct and long-lasting customer relationships to power your D2C growth.

OMNI-CHANNEL RETAIL
Create memorable shopping experiences that win customers for life

B2B E-COMMERCE
Build direct and long-lasting customer relationships to power your B2B growth.

Learn More

Learn More

Learn More
Why should you focus on user retention?

Would you like to...

- **Justify your marketing spends and ROI?**
  Businesses struggle to justify customer acquisition spends due to low repeat purchases

- **Increase your revenue from your existing users?**
  Drive high user engagement to increase your chances of making money

- **Use a single platform for all channels of engagement?**
  Use a single dashboard for different marketing needs - email, SMS, on-site, etc.

- **Engage with users 1-on-1 on a large scale?**
  Boost conversions with personalized and contextual messaging

If yes, then you need

WebEngage
B2C MARKETING AUTOMATION
Why use WebEngage?

#2 Marketing Automation Platform On G2’s Customer Satisfaction Index
India | Spring 2020

Contenders

Leader

Niche

High Performers

Leader

High Performer

High Performer

Push Notification

Mobile Marketing

Marketing Automation
Why use WebEngage?

Seamless Onboarding & Ease Of Use
- Highly intuitive and customizable product
- Easy integration in no time
- Campaigns live within 4 weeks

Dedicated Support & Service
- 24x7 support, guaranteed!
- Campaign-based solutions for better impact
- Simple and concise product guide

Trusted By Thousands Of Brands Worldwide

- 10 Billion+ Messages Sent Monthly
- 60 Billion+ Events Tracked Monthly
- 300+ Enterprise Customers
- 400 Million+ Users Tracked Monthly
- 1.2 Million+ Cross-Channel Campaigns
- 250 Million+ Users Engaged Monthly
WHICH CHANNELS DOES WEBENGAGE HAVE?
We’ve a gift for you! Leslie, just for you. The sandals you checked out earlier, are just in and are at a 5% discount for the next 24 hours.

Reserve for Pickup

Not today, thanks
In-app Notifications

Introducing CakeCrafters Rewards

CakeCrafters Rewards (member-only) lets you earn points on every order.

Learn more
Your baby diaper stocks might be running out!

Josh from babywonders.com

Hey Melinda,

Thank you for shopping with Babywonders!

We reckon you might be nearing the end of your stock, after your last purchase of baby diapers (Pack of 72).

Stock up on our Premium diaper sets again & enjoy a 15% off on your next purchase of Premium Babywonders Diapers.

Buy Now
Froogal Stores

Order Confirmed: ID 32459916. Your order will be delivered to you by 23 May. Please check your email for more details. Thank you for shopping with Froogal.
Stay on top of THE LATEST TRENDS

Recipes, news, advice and much more!
Healthy + Fresh, right to your inbox.

Your Email    Join Now
Help us serve you better!

We’d love to get feedback from you on our app. The more details you can provide, the better.

How would you rate our delivery services?

- Good
- Just Okay
- Not Good

How could we improve your experience?

Please leave detailed feedback

Submit
You have an abandoned cart!
Hey Judie! You still have some items lying in your cart post your last purchase.
Order Delivered: Hey there! Your Order SPL-36852905-8683987 having 4 item(s) has been delivered. Share the Shopperlane love with your friends and get 200 off! Click here: happens.shopperlane.com/cishRI5XJY.

Please find the Order Invoice in the attachment below
9:41

facebook

Brainstorming over some wireframes for an upcoming app. #ux #ui #design #ios #apple

Tammy Olson
3 hrs · Instagram ·

Sponsored ・

SoundCircle's most innovative headphones yet! Wireless + Noise-cancelling + Sleek finish.

SOUNDCIRCLE.COM
Available at a 10% discount

623 Likes    42 Shares

Like Comment Share
Press 3 to confirm your order.

Press 6 to report a misplaced item.

Press 9 to talk to the customer support.
WebEngage Marketing Automation Dashboard

- Analytics Engine
- Engagement Channels
- Cross-channel User Journeys

Engagement Overview

<table>
<thead>
<tr>
<th>CHANNELS</th>
<th>USERS ENGAGED</th>
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<tbody>
<tr>
<td>Overall</td>
<td>668,188</td>
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<tr>
<td>Push</td>
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<tr>
<td>In-app</td>
<td>25%</td>
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<tr>
<td>SMS</td>
<td>25%</td>
</tr>
<tr>
<td>On-site Notification</td>
<td>0%</td>
</tr>
<tr>
<td>Web Push</td>
<td>0%</td>
</tr>
<tr>
<td>Email</td>
<td>5%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>2%</td>
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</table>

TAGS

- Overall: 3,535,587
- Cart Abandonment: 53%
- Weekend Offers: 53%
- D7 Retention Campaigns: 49%
- App Updates: 37%
- Onboarding: 25%
- D30 Retention Campaigns: 16%
- New User Activation: 10%
- Catalog Recommendation: 12%
Here's why our customers love us!

Proven performance and scale

50M+ Shoppers engaged daily

23% Abandoned cart recovery

27% Uplift in repeat purchases

133% Uplift in first-time purchases

“"We use WebEngage to deliver messages and communications to all our clients!"”

Karolina D
Marketing Automation Specialist
G2A
<table>
<thead>
<tr>
<th></th>
<th>WebEngage</th>
<th>Braze</th>
<th>Localytics</th>
<th>Adobe Campaigns</th>
<th>Salesforce</th>
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<td>Email, SMS, Mobile &amp; Web Push, In-App Messages, Web Overlays, Facebook &amp; WhatsApp, IVR</td>
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<td>Push notifications, In-app Messages</td>
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<td>8.5</td>
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<td>7.8</td>
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<td>6.8</td>
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<td>Product direction</td>
<td>9.6</td>
<td>9.5</td>
<td>7.9</td>
<td>7.5</td>
<td>7.9</td>
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<td>Source:</td>
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</tbody>
</table>
WE'RE DOERS
GO-GETTERS
GAME CHANGERS
DISRUPTORS

MUMBAI
B1602 Lotus Corporate Park
Goregaon East
Mumbai 400063, India

BENGALURU
4th Floor, No 22, Salarpuria Towers
Hosur Road, 7th Block, Koramangala
Bengaluru 560095, India

DELHI
91 Springboard Business Hub Pvt Ltd
Building Number 145, Sector 44
Gurugram, Haryana 122003, India

DUBAI
Office 406, Bayswater Business Bay,
PO Box 57167
Dubai, United Arab Emirates
Create engaging customer experiences that matter

Get in touch for a personalized demo of the WebEngage marketing automation dashboard.

Schedule my free demo

WebEngage is a full-stack marketing cloud which gives a 360° view of your users & your marketing efforts (& everything else in between). Loaded with cross platform & cross channel analytics, the suite makes it possible to drive user engagement & retention with data driven, personalized campaigns through multiple channels, including the revolutionary Journey Designer.

Thousands of online consumer businesses use WebEngage everyday to improve their user engagement and retention. Why are you still hesitant?

TALK TO US TODAY

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@Webengage | /Webengage