







# POWERING THE E-COMMERCE REVOLUTION



Web Engage

Multi-channel Marketing Automation Reimagined



### Web**±ngage E-commerce**

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



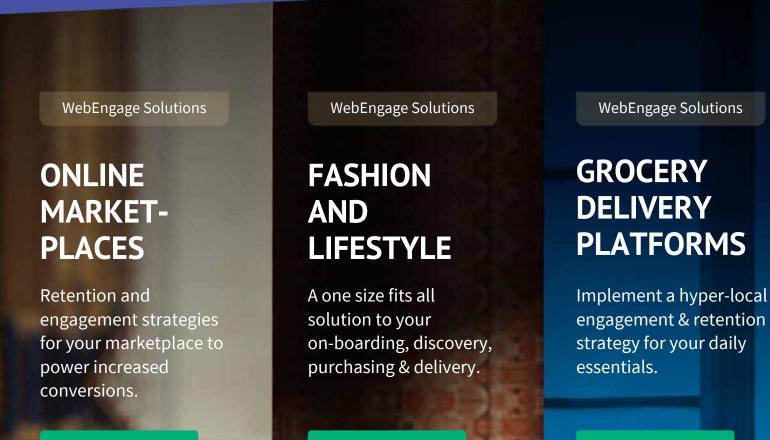
**Avlesh Singh**Co-founder and CEO



**Ankit Utreja**Co-founder and CTO

### Our solution for your

### **E-commerce business**



**Learn More** 



**Learn More** 



## Our solution for your

### **E-commerce business**

WebEngage Solutions

# DIRECT-TO-CONSUMER

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

**Learn More** 

WebEngage Solutions

# OMNI-CHANNEL RETAIL

Create memorable shopping experiences that win customers for life

**Learn More** 

WebEngage Solutions

### B2B E-COMMERCE

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

**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





**B2C MARKETING AUTOMATION** 



# Why use **WebEngage?**

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





**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<sup>+</sup>

**Events Tracked Monthly** 

400 Million+ Users Tracked Monthly

1.2 Million<sup>+</sup>
Cross-Channel Campaigns

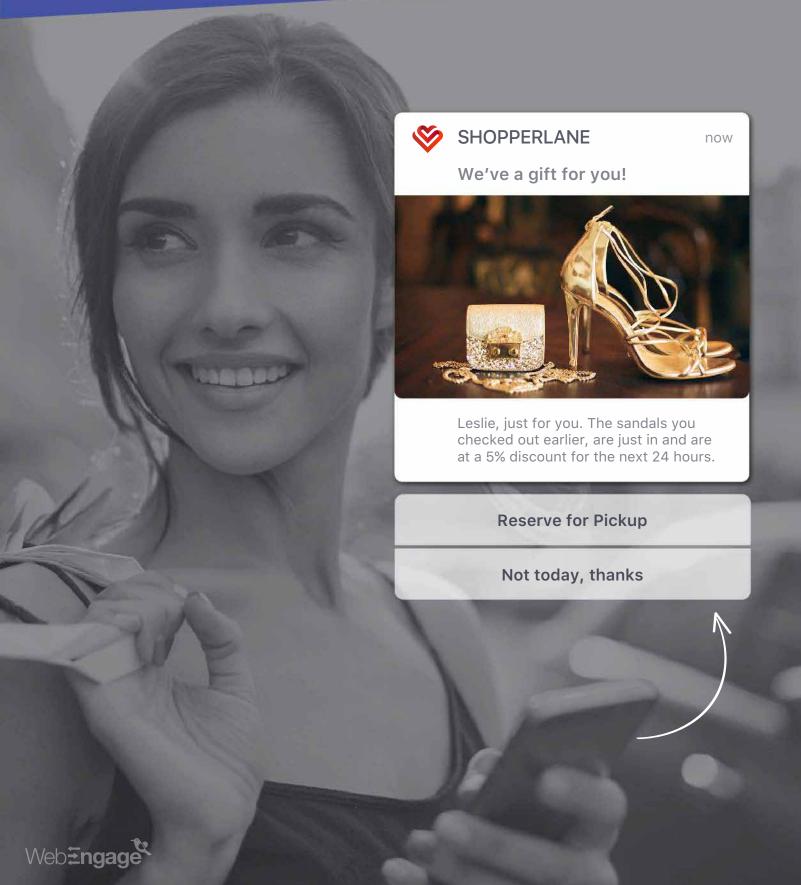
300<sup>+</sup>
Enterprise Customers

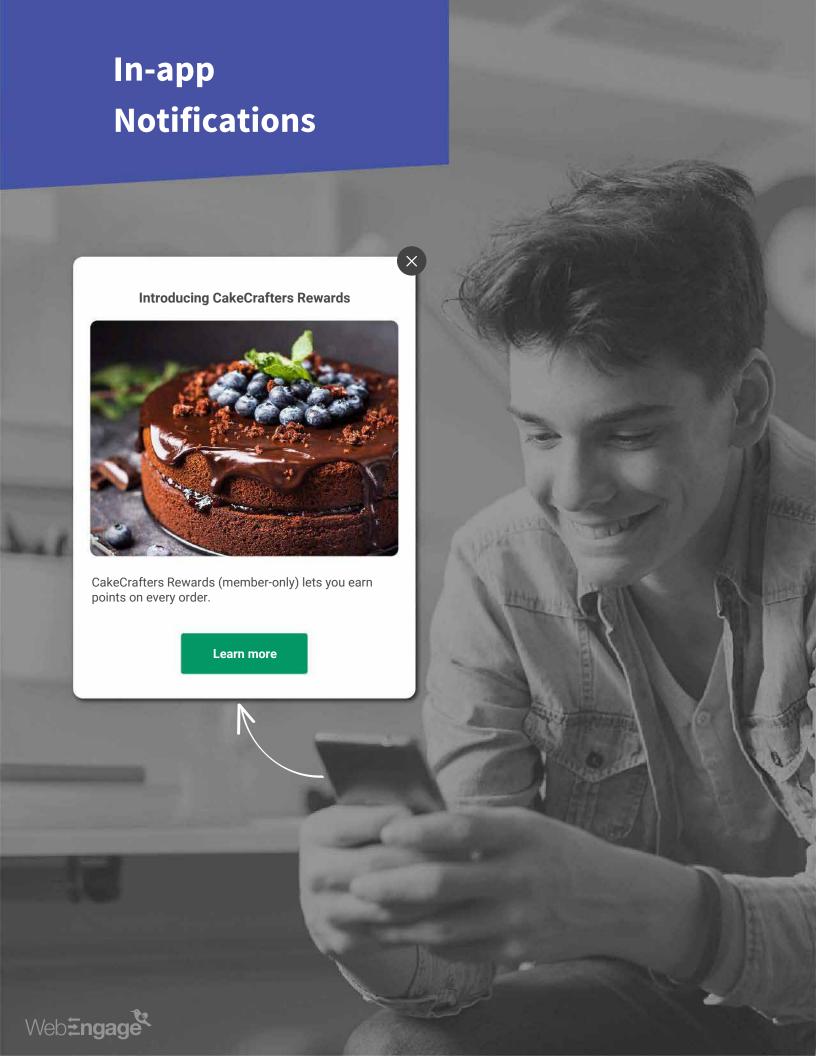
250 Million + Users Engaged Monthly

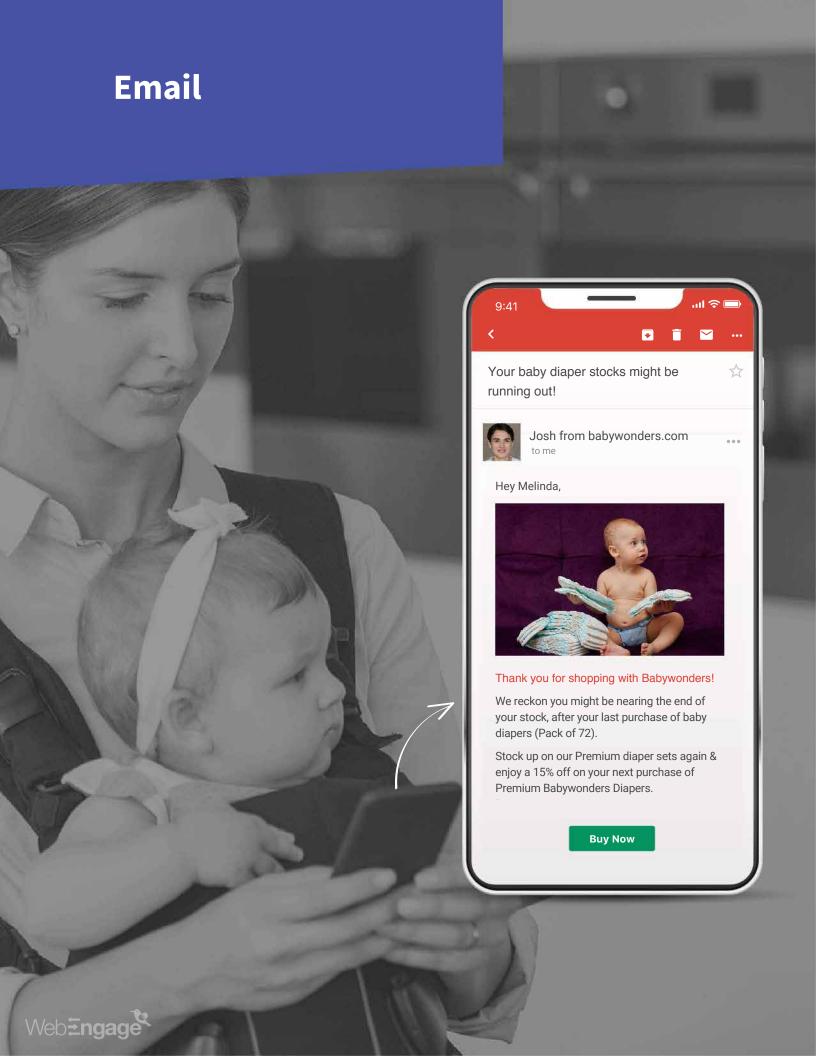


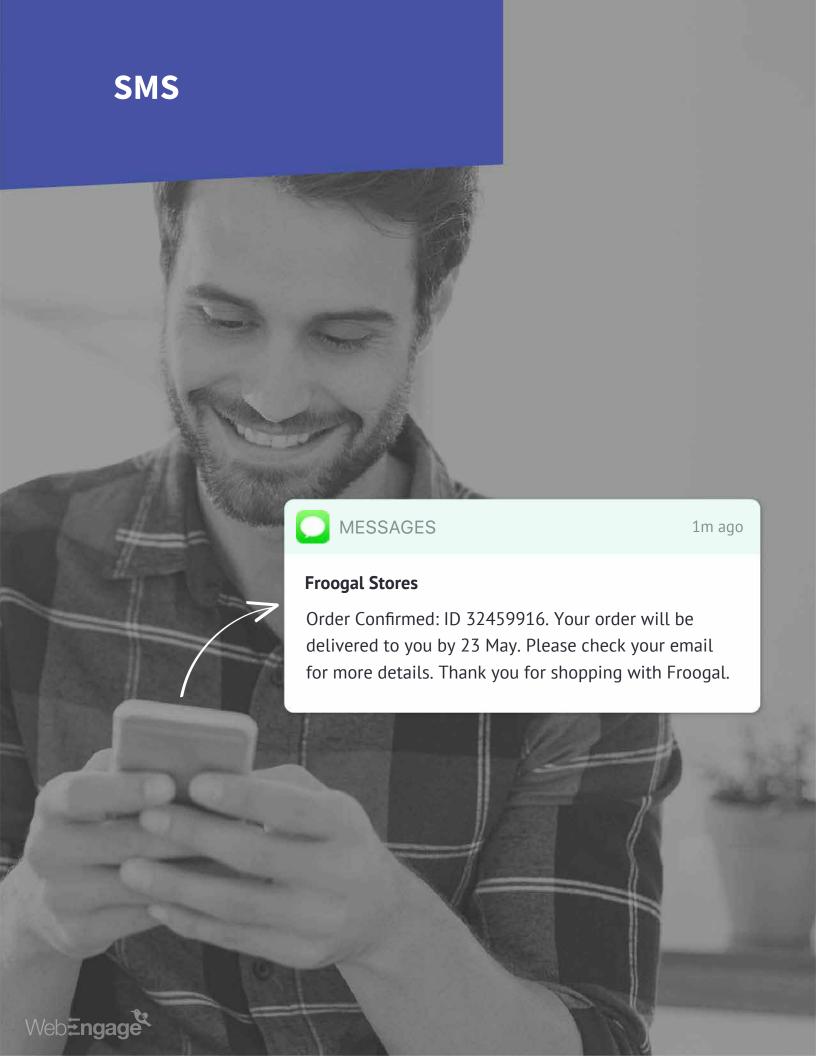


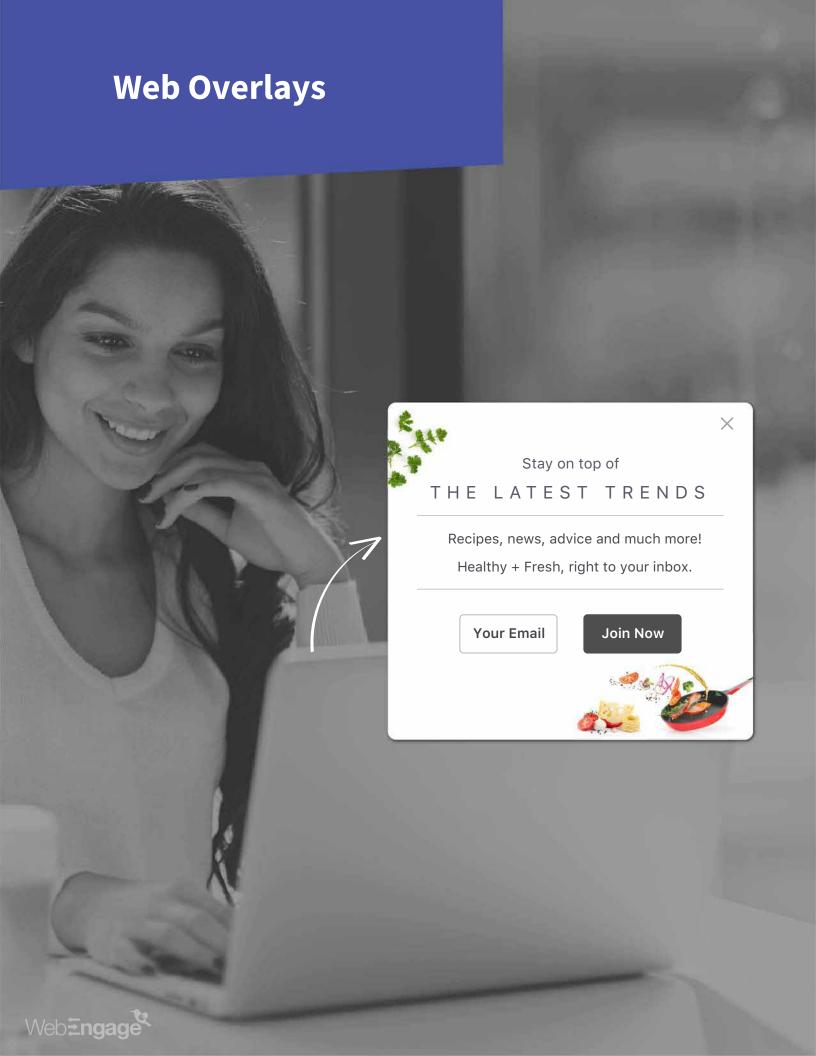
# Mobile Push Notification





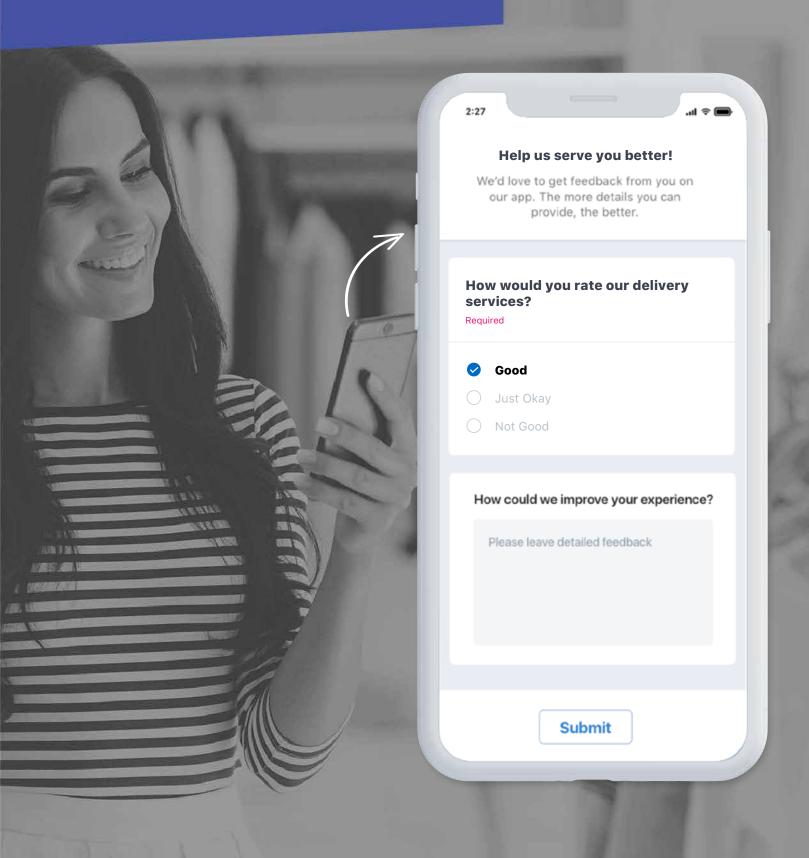


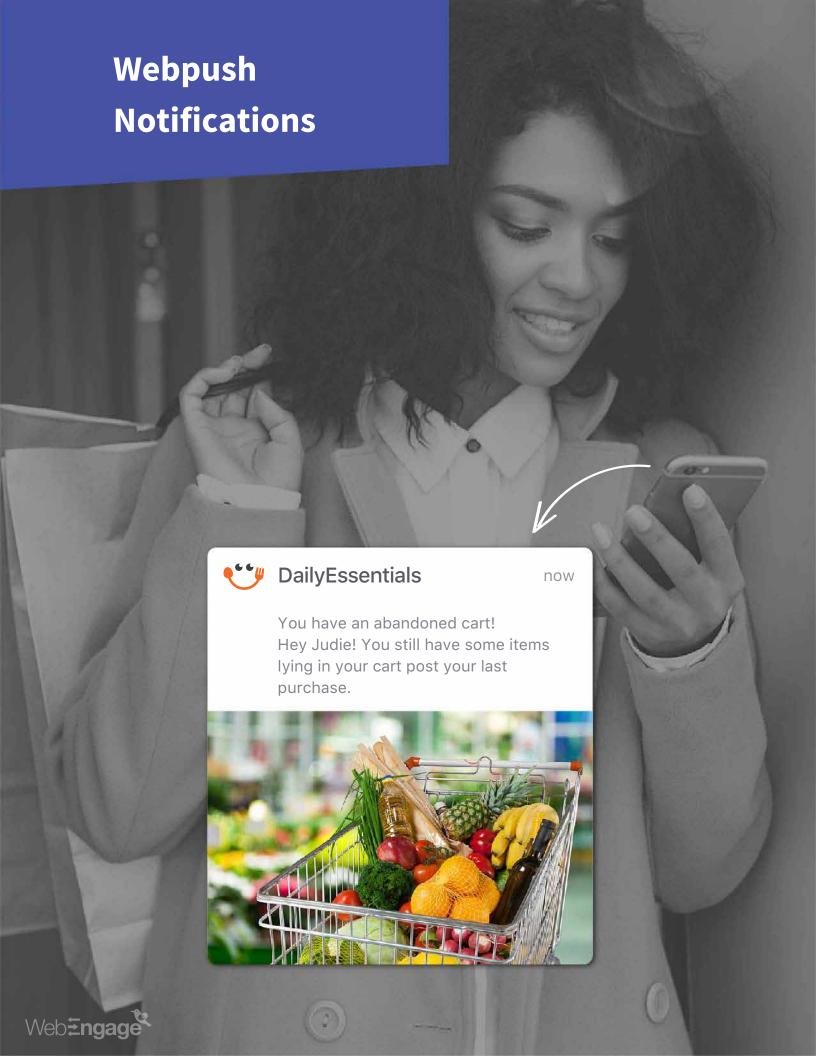




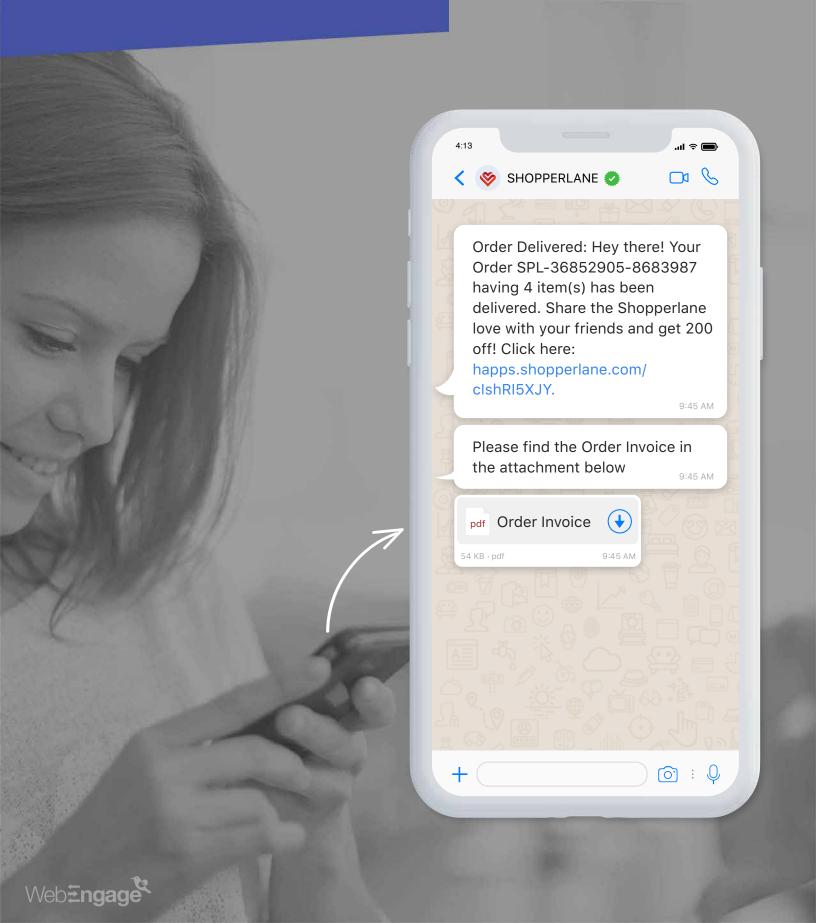
## Feedback & Surveys

Web**Engage** 

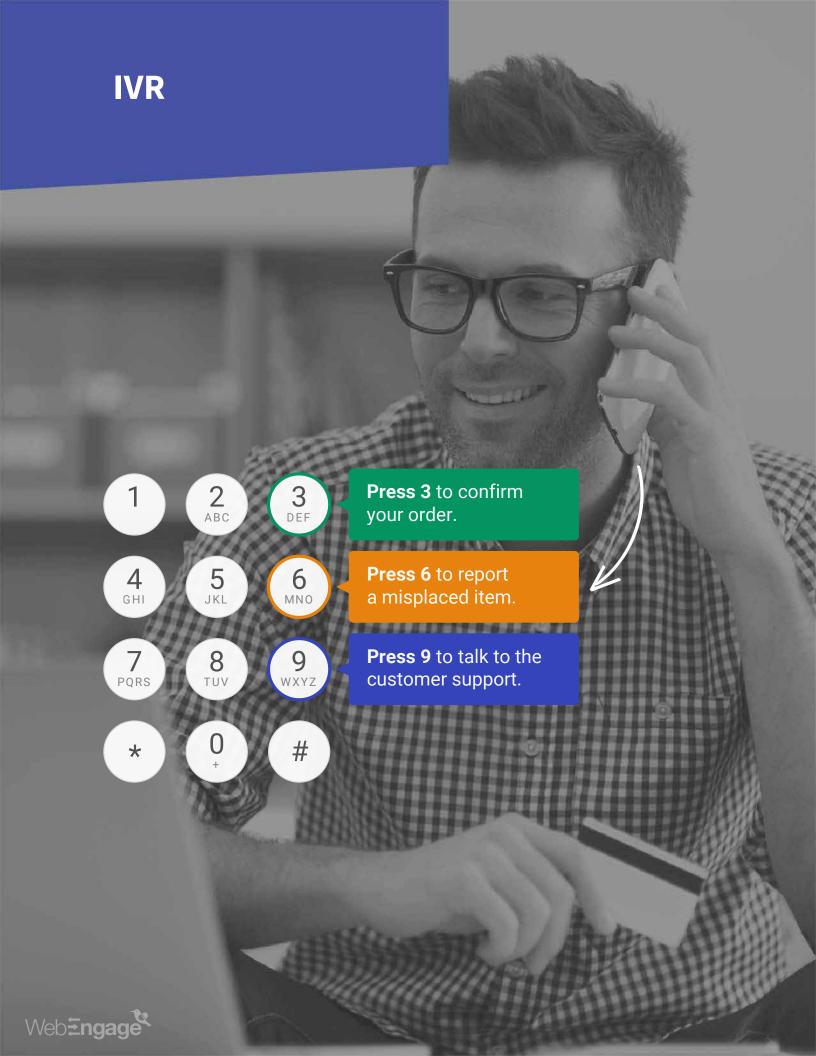




### Whatsapp

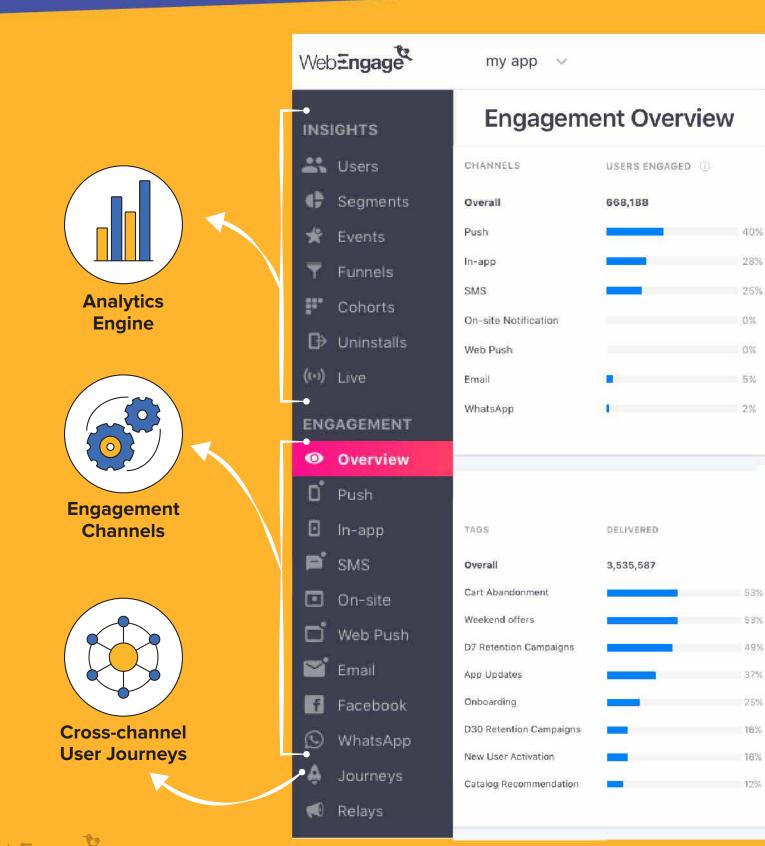






### WebEngage

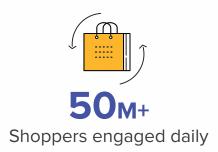
### **Marketing Automation Dashboard**





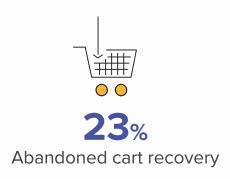
# Here's why our customers love us!

### Proven performance and scale





**27**% Uplift in repeat purchases









**Karolina D**Marketing Automation Specialist G2A

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



# Why choose **WebEngage?**

	WebEngage	Braze	Localytics Localytics	Adobe Adobe Campaigns	salesforce Salesforce
Ease of use	8.9	8.5	9.0	7.3	7.8
Ease of setup	8.0	7.5	7.0	6.8	7.1
Quality of support	9.3	7.7	8.3	7.7	7.8
Product direction	9.6	9.5	7.9	7.5	7.9
Channels	Email, SMS, Mobile & Web Push, In-App Messages, Web Overlays, Facebook & WhatsApp, IVR	Email, In-app Messages, Push notifications, SMS	Push notifications, In-app Messages	Email, SMS, Push, In-app Messages	Email





## WE'RE DOERS **GO-GETTERS GAME CHANGERS DISRUPTORS**







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# Create engaging customer experiences that matter

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

Schedule my free demo

### Web**Ξngage**

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**



