



How Kaymu Growth Hacked Their Flash Sales For 30X Better Conversions

Company Profile: Kaymu is the #1 online shopping community in 38 countries across Africa, Asia and Europe. It connects and empowers buyers to take advantage of the best deals in an extensive range of products.

The Objective

Every online business or let's say, any website for that matter faces a challenge to direct users to discover something that matches their interest. It can be as small as onsite feature discovery, product discovery or directing users to a particular page. Here, the need was to enable flash sales page discovery for users.

Kaymu.pk looked for a way to direct the most relevant traffic to the flash sales page. And then, they stumbled upon an ingenious way to do it.

The Solution

Kaymu.pk used various methods to bring traffic to its limited time offers aka flash deals page. Traffic on flash deals pages came from paid campaigns run using channels like Google, Facebook. Hefty invoices usually follow such traffic. Moreover, the conversions weren't encouraging to justify the expenses incurred for the paid traffic.

Eventually, the marketing team realized the importance to direct 'interested users' to flash sales pages.

A simple campaign, targeting the right set

Key Result

The ability to bring meaningful traffic on flash deals page reflected directly in conversions and hence top line.

WebEngage helped Kaymu.pk sell more, the performance of flash deals went upwards.

This led to:



30x

Better Conversion
for flash sales

“Webengage is a complete platform that has allowed Kaymu to collect customers feedback and drive more sales at the same time. Thanks to its advanced technologies, we've been able to target precisely our users with the relevant content & reduce drastically cart abandonment. The “Webengage Stats” dashboard is the icing on the cake for any data-driven company”

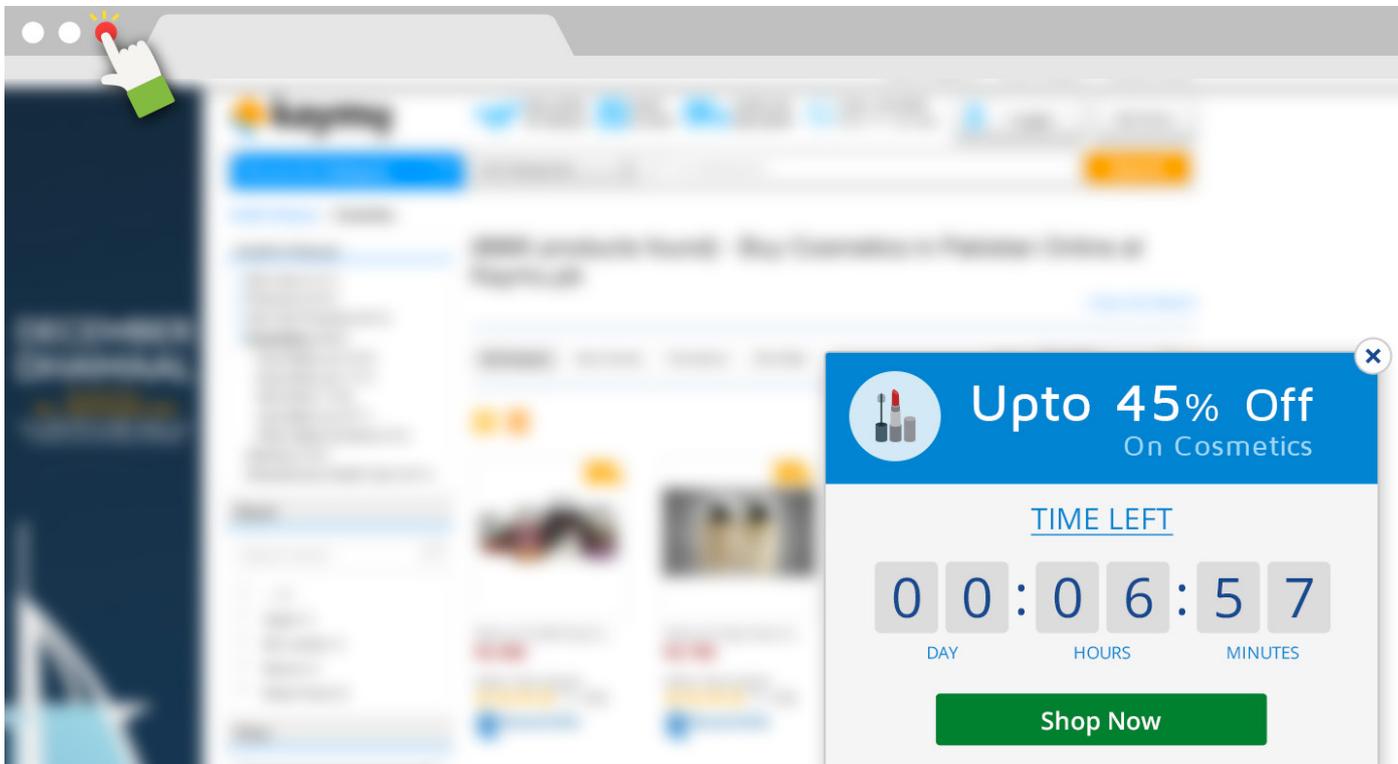


Mathilde Hennon,
Shop Manager-Asia
Kaymu

of users within their website did the trick for Kaymu.pk.

They designed a **WebEngage Notification** with

countdown timer. The countdown created a sense of urgency for prospects to click before offer lapses. The notification upon clicking redirected users to flash deals page



The targeting here involved the use of leave-intent and custom rules feature in WebEngage’s arsenal of targeting rule builder. **Leave-intent targeting** tracks the movement of mouse cursor of the user, as soon as it is about to leave the tab/close tab, notification triggers into action.

Now this is one feature that enables targeting a micro-segment of users on your site.

‘Custom Rules,’ a filter in targeting rule builder helps target users on business data/variables (e.g. identifying user type or cart value or past transaction data, etc.). To use custom rules feature, you need to pass data to WebEngage via the Javascript SDK.

In simpler terms, Kaymu.pk targeted the set of users that were already interested in the category that was on promotion (flash deal).

Loved the case study?

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

[Schedule my Free Demo](#)



WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

Going steady on the mission to humanize websites and mobile apps, we are assisting thousands of customers in 50+ countries. From enterprises like eBay, Lynda, Sendgrid, Snapdeal, MakeMyTrip, Avaya, Souq, etc. to thousands of startups worldwide, we are helping them Engage, Retain and Grow.

+1 (408) 890-2392 (US)

+91 (22) 61102400 (IN) | webengage.com | monk.webengage.com

Share : [f](#) | [t](#) | [in](#) | [G+](#)