How Orcas Decreased its Cost Per Lead by 30-35% With Automated Campaigns

About Orcas:

Orcas is a curriculum-based, 1:1 personalized e-learning and tutoring platform (online and at home) based out of Egypt. Backed by careful research, smart technology, and expert educators the e-learning platform also has a presence in the United Arab Emirates (UAE) and the Kingdom of Saudi Arabia (KSA).

Founded in 2017, Orcas provides two different services within tutoring:

- E-learning for different schooling systems; aimed at students ranging between kindergarten to senior school

- Coding courses for the same age group

Why Orcas?

Experienced Tutors

Verified Reviews

Payment Plans and Discounts

Secure E-payment Option

Easy Replacements

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Personalized Engagement and Retention Remained the Primary Challenges

The primary business of Orcas is to generate as many relevant leads as possible and convert them into paying customers.

However, before partnering with MoEngage, the brand faced various challenges in terms of getting relevant customers as the count was very low. While there were customers in the system, however, it consisted of very few pre-vetted/relevant leads.

Additionally, the brand also did not have any journey setup to interact with the incoming customers and nurture them to the next stage.

Additionally, Orcas also wanted to:

- ✓ Stay on top of consumers' minds
- ✓ Retain old customers
- ✓ Reach out to more customers

These challenges persisted due to various manual campaigns and a lack of multichannel engagement.

The brand was also using various analytics tools, however, they needed a holistic approach for customer engagement.

> "Initially, we did not see a lot of leads coming into the system. We did not use Flows, and there were event-related gaps that led to non-personalized Push Notifications. Moreover, in terms of communication, we were only using a mass email marketing strategy"

Mahy Mohammed
Marketing Manager, Orcas

What is Customer Journey Orchestration (Flows)?

Create and automate campaigns across all channels with Flows for a seamless experience at each stage of the customer journey. Onboarding with welcome offers, personalization for 1:1 relationship building, and predictive capabilities to open upsell & cross-sell opportunities - all in the preferred channels.

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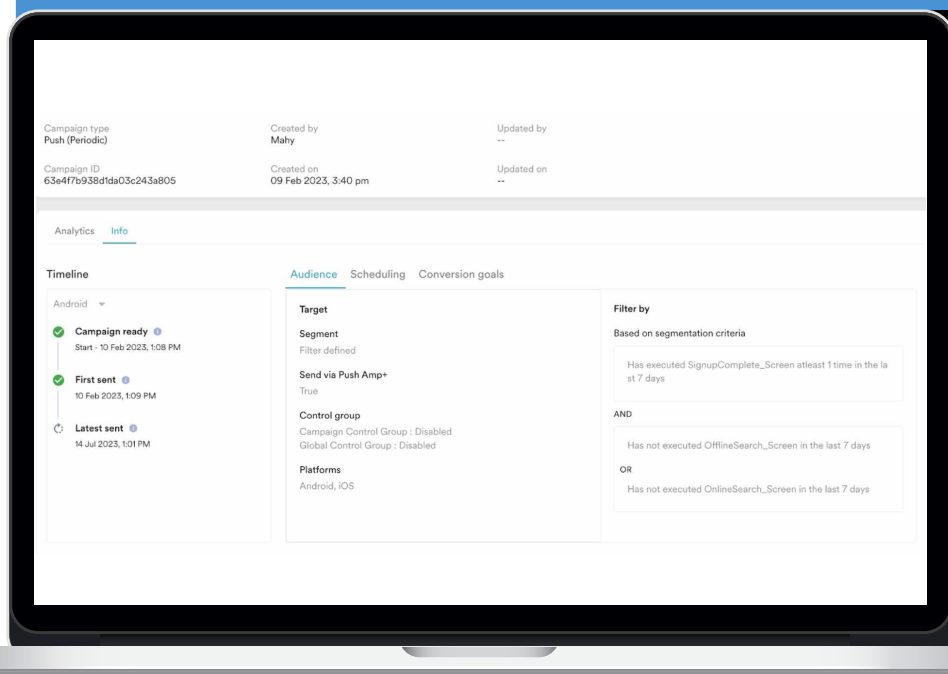# How Multichannel Approach Strategy and Segmentation Capabilities Helped Orcas

Deploying a Multichannel Approach

Orcas wanted to attract new customers and, at the same time, re-engage with old customers. The brand adopted a multichannel approach, where they utilized Emails, Push Notifications, and also SMSs to communicate with customers.

Moreover, for Emails, they stopped all the mass emailing strategies and concentrated on different segments to provide a personalized experience.

For instance, one of the periodic campaign that they ran was for customers who have signed up but never searched online and offline services using Mobile Push Notifications.

Campaign type
Push (Periodic)

Created by
Mahy

Updated by
--

Campaign ID
63e4f7b938d1da03c243a805

Created on
09 Feb 2023, 3:40 pm

Updated on
--

Analytics   Info

Timeline

Android ▾

✔ Campaign ready ⓘ
Start - 10 Feb 2023, 1:08 PM

✔ First sent ⓘ
10 Feb 2023, 1:09 PM

↻ Latest sent ⓘ
14 Jul 2023, 1:01 PM

Audience   Scheduling   Conversion goals

Target

Segment
Filter defined

Send via Push Amp+
True

Control group
Campaign Control Group : Disabled
Global Control Group : Disabled

Platforms
Android, iOS

Filter by

Based on segmentation criteria

Has executed SignupComplete_Screen atleast 1 time in the last 7 days

AND

Has not executed OfflineSearch_Screen in the last 7 days

OR

Has not executed OnlineSearch_Screen in the last 7 days

For this particular campaign, the brand witnessed

8.16%
CTR

5.10%
Conversion rate

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As a result of such activities;

7%

of total leads in January 2023 through Personalized Email Campaigns

4.5%

of total leads from SMS Campaigns

10%

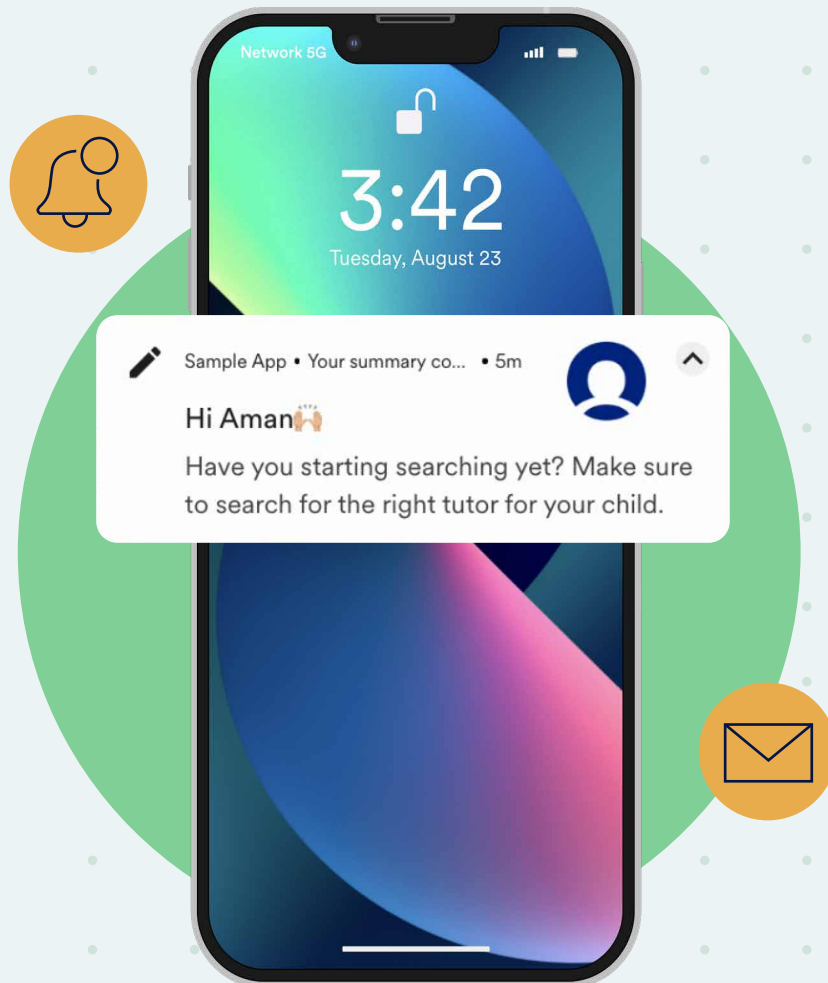of total leads in February from all the channels together (Emails, Push Notifications and SMS)

Between January & February 2023

**343%**

Uptick in New Customers

284%

Uptick in Conversions

Network 5G

3:42

Tuesday, August 23

Sample App • Your summary co... • 5m

Hi Aman🙌

Have you starting searching yet? Make sure to search for the right tutor for your child.

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Creating Custom Segments for Targeted Campaigns Using Flows

Earlier, Orcas were creating various manual campaigns, which were time intensive. By leveraging the **custom segmentation capabilities of MoEngage,** the brand created various Flows for each of the custom segments and set up various automated periodic campaigns.

One example here is a Flow created for **customers who were looking for different schooling systems.**
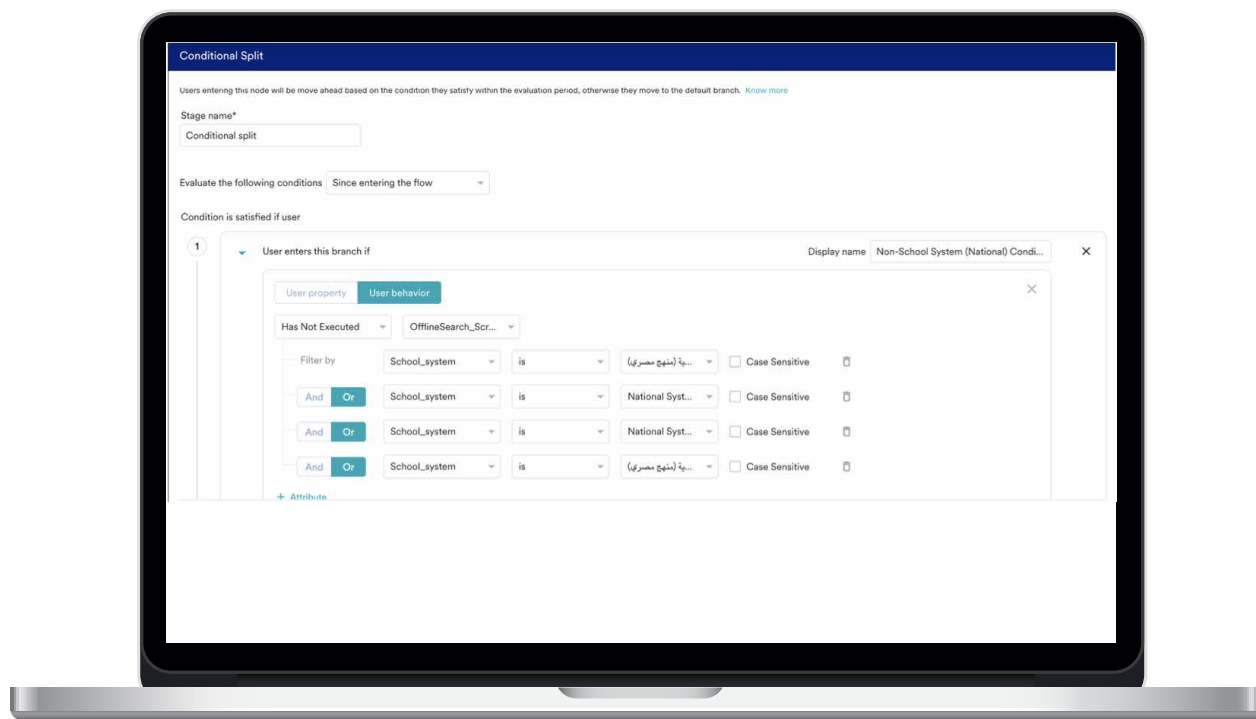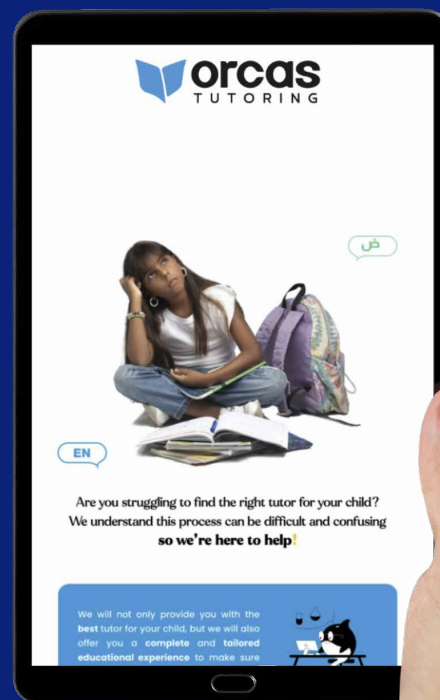
Based on the conditional splits, the brand was able to send out Push Notifications based on the kind of schooling systems customers preferred.
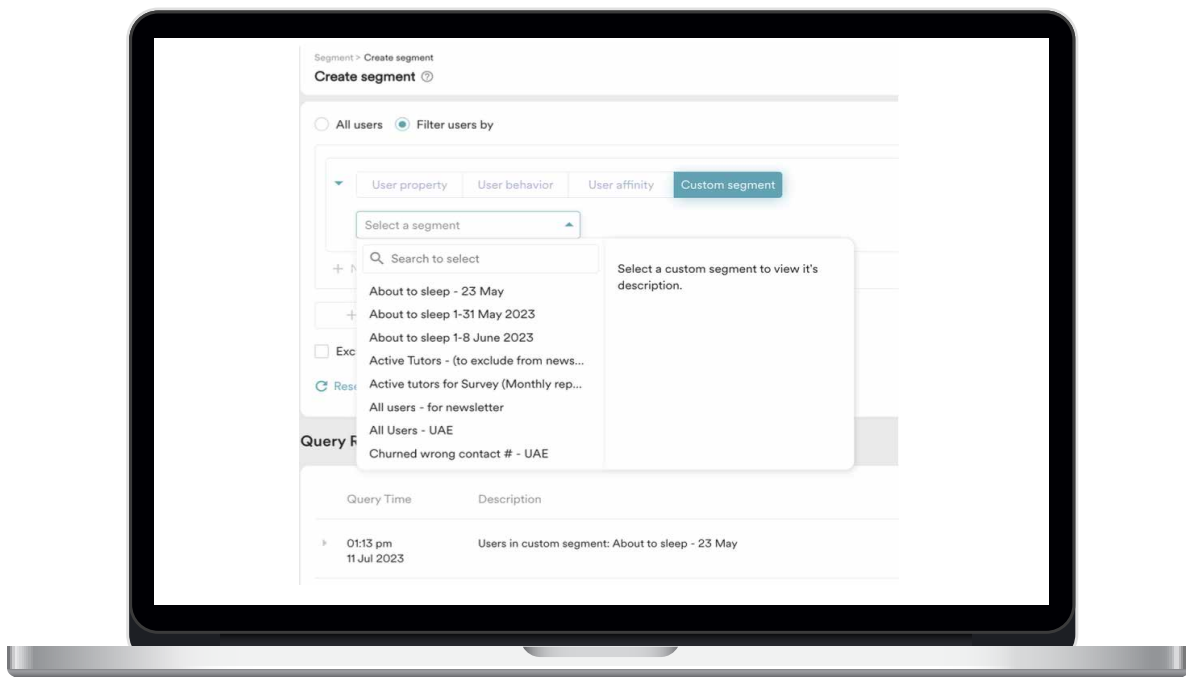
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Apart from this, some of the other segments that were created were the following:

- ✅ Active Tutors

- ✅ Users with Children in 7-11 Grade for Python Programming

- ✅ Summer Courses Tutors

- ✅ SMS to Tutors EID Mubarak
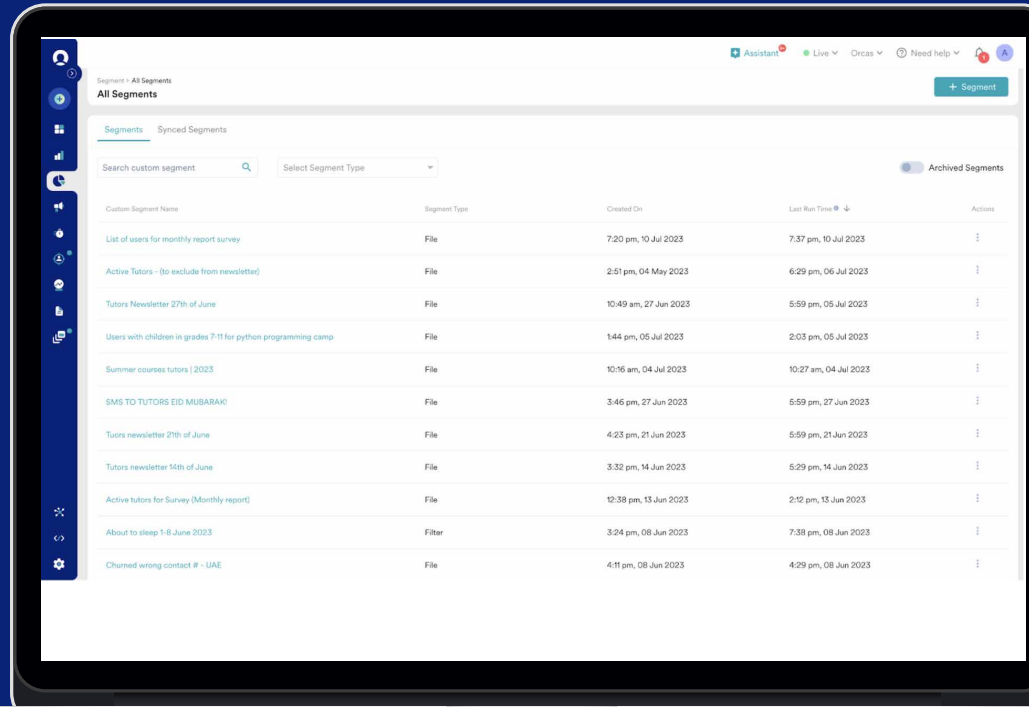
As a result, the e-learning platform was able to reduce efforts and increase efficiency. Moreover, with automated campaigns, the brand was also able to decrease its **cost per lead by 30-35%.**

Post the basic setup, Orcas also started leveraging AI-powered RFM segmentation to find out the number of customers that were either hibernating or active. This helped them in reviving a lot of dormant customers.


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Advanced Analytics to Determine Drop-offs

Along with the analytics dashboard, where the brand monitored the health of each campaign, Orcas also leveraged **the behavioral analytics and funnel analytics capabilities** of MoEngage to identify where customers dropped off.

For instance, if a customer completed the app-site open activity but did not register, a custom segment was created, and targeted communications were sent.
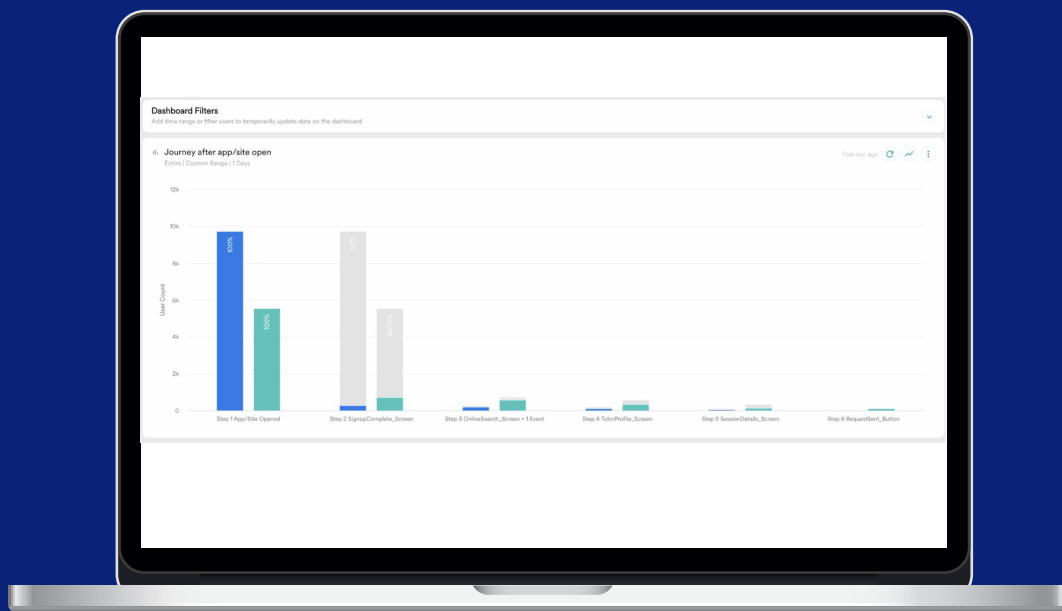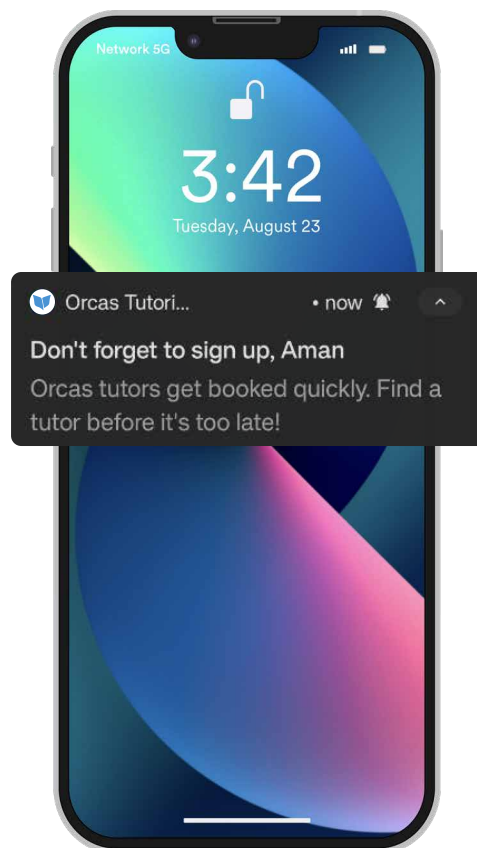
Using analytics capabilities, the e-learning brand adopted an analyze and utilize approach.

For the same event (app open), the brand was able to analyze how many leads were at each stage across Emails (blue) and Push Notifications (Green). This allowed them to utilize that data and further communicate with the leads to push them down the funnel.

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Data Collection Funnel
Entire | Last 7 Days | 1 Days

Few sec ago

"Since we started using emails, SMS and Mobile Push notifications we have been getting a lot of leads, and their cost per lead is negligible, which is amazing for us. Also, we now use MoEngage to communicate with our tutors as well. Lately, we have started using RFM segmentation and have been able to revive some customers from about to sleep or dormant to loyalists or champion customers"

Mahy Mohammed

Marketing Manager, Orcas

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Results

30-35%
decrease in Cost Per Lead
with Automated Campaigns

4.46%
CTRs for Push Notifications

7%
of total leads in January 2023
through Personalized
Email Campaigns

Between January &
February 2023

343%
Uptick in New Customers

284%
Uptick in Conversions

MoEngage's Capabilities Used by Orcas

Mobile Push Notification suite   Email Campaigns   SMS Automation

RFM Segments   Customer Insights and Analytics

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1200 global consumer brands such as Commercial Bank of Dubai, Mashreqbank, AMC Theatres, GMG, Deutsche Telekom, Samsung, Ally Financial, Vodafone, Landmark Group, and McAfee. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion monthly users. With offices in 13 countries, MoEngage is backed by Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

Get a demo of MoEngage today!

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