

How ixamBee

generated 20% more

qualified leads

by personalizing their website



CUSTOMER STORY



## BUSINESS CHALLENGE

ixamBee is a premium Edtech platform that provides quality education to millions of students, relying on SEO to drive a majority of students to its website.



## BUSINESS CHALLENGE

The primary goal of the Growth Marketing team is to ensure maximum website visitors navigate to high-intent pages and sign up.

But,

**personalizing website experiences at scale demanded a lot of development resources.**





We wanted a platform that could help us automate processes, be independent, and go live with our lead generation campaigns faster.



Sankha Subhra Deb

AVP, Growth Marketing @ ixamBee



MoEngage's Web Personalization plays a key role in driving website visitors from landing pages to high-converting gated content pages.

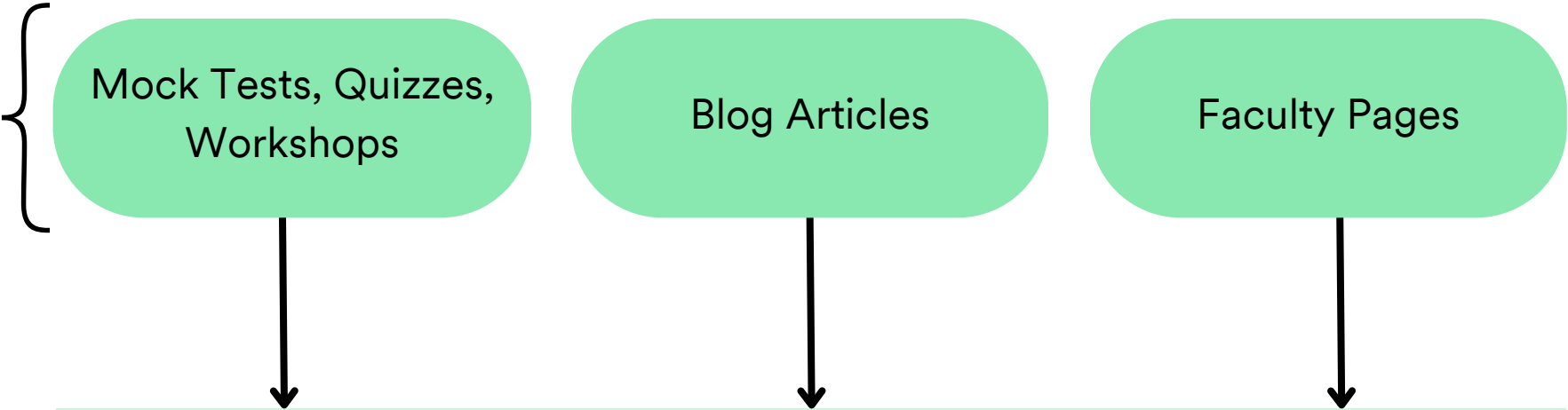
Thanks to the agility MoEngage provides,

**the team is able to experiment quickly and improve the number of visits to high intent pages.**



MOENGAGE SOLUTION

81% of website traffic comes from SEO



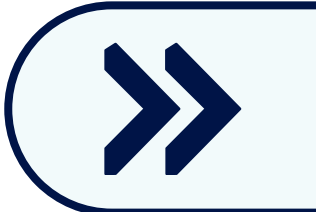
Personalized website experience by

**moengage**

Website traffic is navigated to high-intent lead pages where leads can be captured



20% more qualified leads generated due to a personalized website experience





Before we implemented MoEngage's Website Personalization, it took us 2-3 days to make changes to our website. **After MoEngage, we get it done within 2 hours.**



Sankha Subhra Deb

AVP, Growth Marketing @ ixamBee





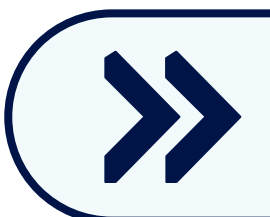
MoEngage has freed up our development bandwidth, allowing the team to invest resources in critical areas such as ixamBee Learning Experience (iLX) and solving user queries faster.

We've also improved lead conversion rates by 20%!



Sankha Subhra Deb

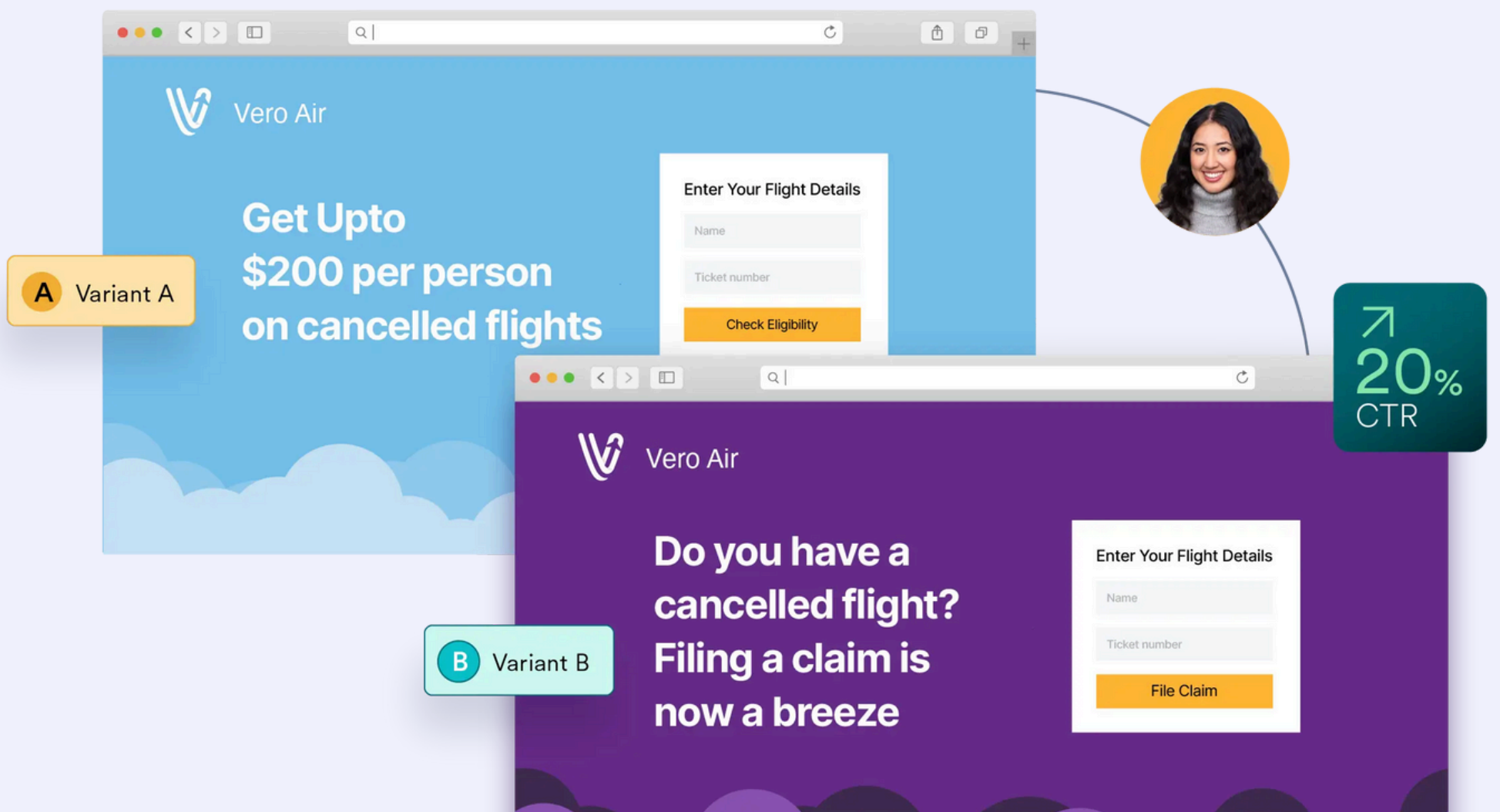
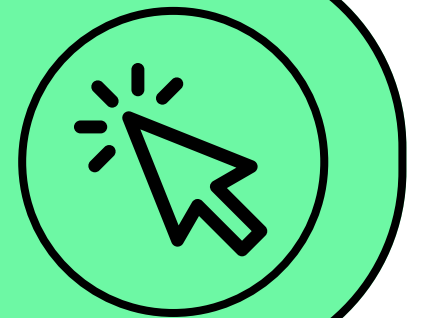
AVP, Growth Marketing @ ixamBee





# To learn more about MoEngage's Website Personalization,

Schedule a demo with our experts by clicking here!



The image displays two browser window screenshots comparing website variants for 'Vero Air'. Variant A (top) features a blue background with the headline 'Get Upto \$200 per person on cancelled flights' and a 'Check Eligibility' button. Variant B (bottom) features a purple background with the headline 'Do you have a cancelled flight? Filing a claim is now a breeze' and a 'File Claim' button. Both variants include a 'Vero Air' logo and a form with 'Name' and 'Ticket number' fields. A circular profile picture of a woman is connected to the top-right of the Variant A window. A dark green box on the right indicates a '20% CTR' increase.

**A** Variant A

**B** Variant B

20% CTR