Bisleri x PivotRoots Campaign

Objectives

Bisleri is one of the oldest and most trusted brands in India. It has been a household name for decades with a wide reach that no other mineral water brands have been able to surpass. To further amplify that reach & to keep up with the trends, the brand outlook needed to draw new customer touchpoints with the launch of a revamped website and mobile app. We set up the following objectives to achieve that:

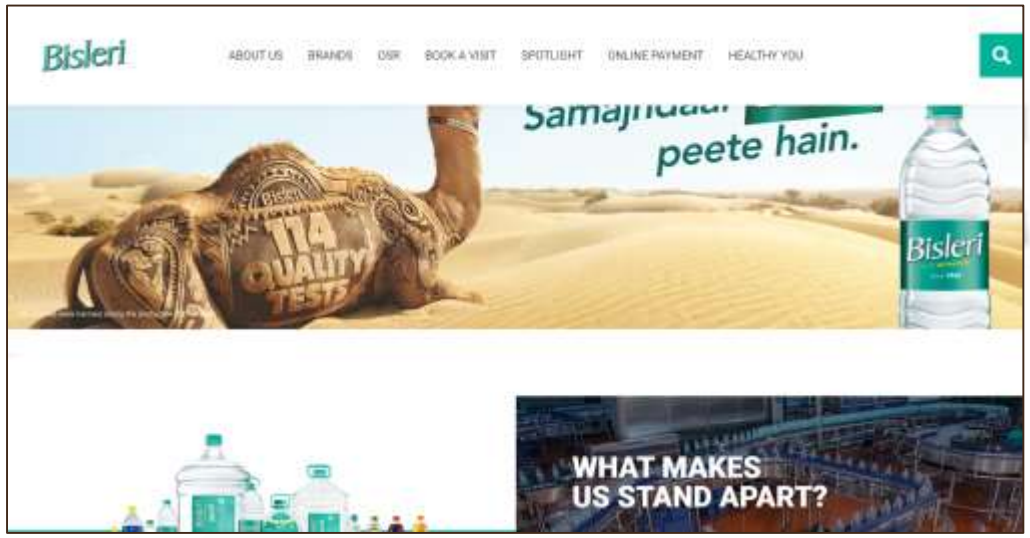
- Creating an enhanced Customer Data Platform (CDP) and building a product-based marketing stack.
- Optimizing customer experience through varied funnels.
- Retaining customers with feedback campaigns – Targeting them at the right time with the right message via renewal and subscription campaigns.

Overall Strategy & Execution

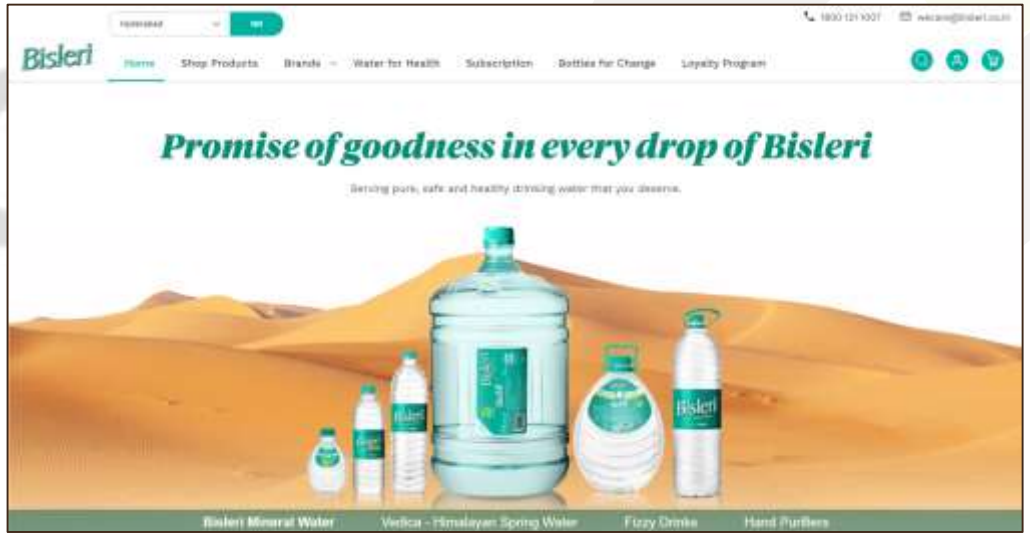
Creativity	Innovation	Automation
1. Bisleri website UI/UX design & development with **better sitemap and tools.** 2. A customer journey designed with e-commerce, account registration, and other touchpoints on the website, making it easier for the user to navigate and shop. The design is such that it motivates the customer to buy.	1. Data ecosystem development for Bisleri doorstep delivery & logistics. 2. Creating a custom Customer Data Platform (CDP) for **seamless access to customer preferences and propensities.** 3. Monitoring the dashboard for delivery TATs which can be optimised & moved using data technology. **4. Encashing owned and paid channel operations.**	1. Driving integration with digital campaigns and owned channels. 2. Activating paid ad marketing campaigns to drive retention of old customers and onboard new customers. 3. Outlining automated and smart campaigns to drive business KPIs & marketing technology stack for the new website/app ecosystem.

Creative

Website design simplified: From a rough, haywire interface that made it hard for customers to locate information, we developed a tactile & fluid UI/UX design to help customers navigate easily. We introduced e-commerce pages to enable them to order Bisleri products from the comfort of their homes.



Before



After

Innovation - Faster Delivery – Operational Logistics:

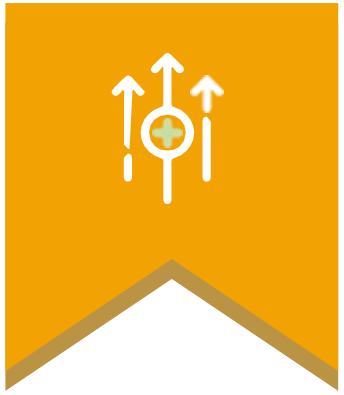
Home deliveries for Bisleri are now more efficient thanks to our digital infrastructure that gives real-time visibility to the consumers as well as the delivery partners and retailers.

To achieve real-time visibility, we set up a platform where users can interact with the **platform on-the-go** and everything was **push-based** instead of the user having to navigate through multiple panels. To enable quick delivery, an engine was designed to identify the best possible delivery partner for each order. The engine considered more than **15 parameters** to identify the best delivery partner. A few of them were:

- Proximity to the order location
- Own vehicle or external service agent
- Cost-effectiveness
- Previous feedback from customers
- Availability of the agent
- Acceptance to delivery TAT of previous orders
- Current pending orders
- Sales manager ratings

PivotConsult | PivotRoots

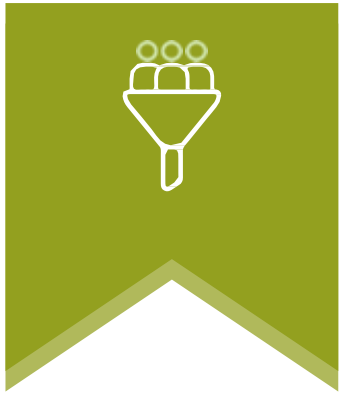
Setting up Automated and Smart Campaigns to drive Business KPIs



Increase conversion

Onboarding Campaigns

Implementing automated onboarding campaigns with messaging that targets leads and converts them into customers.



Optimize sales processes

Funnel Campaigns

Automated Email, Push, WhatsApp & SMS campaigns based on consumer funnels such as Cart abandonment, Failed payment, Payment reminder and Product view abandonment.

Manage Customer Lifecycle

Lifecycle Campaigns

Automated Email, Push, WhatsApp & SMS campaigns based on consumer funnels such as One-time orders, Subscription Renewal, Upgrade to subscription and more.

Boost marketing effectiveness

Retention & Feedback Campaigns

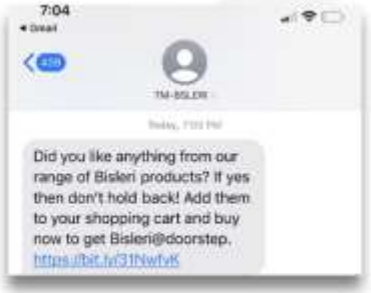
Automated Email, Push, WhatsApp & SMS campaigns for App rating/review & Genuine mark survey.

Note: All of these are omnichannel campaigns based on customer preferences

Product View Abandonment

Dear Muskan Jethmalani,
Did you like anything from our range of Bisleri products? If yes then don't hold back! Add them to your shopping cart and buy now to get Bisleri@doorstep.
1:15 PM
Buy Now

Hey, We noticed you noticing us
Get back to our website and start shopping on Bisleri.com
Settings



NOTE: Whatsapp campaign will be changed to text with image once the template is approved.

PivotConsult | PivotRoots

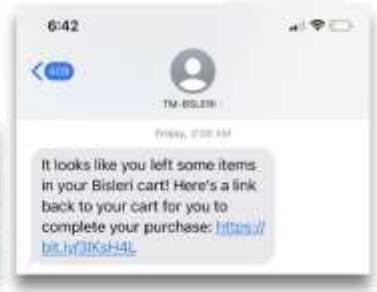
Cart Abandonment

Your shopping cart awaits you, Parth!
Complete your purchase now!
Settings

There are items in your shopping cart.
Purchase them now and get Bisleri@Doorstep.
Settings

Your Bisleri Cart is waiting!
Complete your purchase & get Bisleri@Doorstep now!
Settings

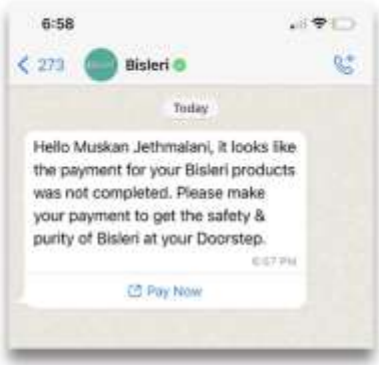
Hi Muskan Jethmalani,
It looks like you left some items in your Bisleri cart. Get back to your cart and complete your purchase now:
Shop Now



NOTE: Whatsapp campaign will be changed to text with image once the template is approved.

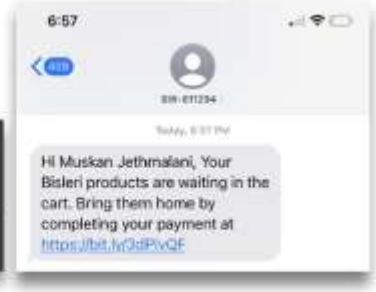
PivotConsult | PivotRoots

Payment Reminder



Your Bisleri Products are left in the cart
It looks like the payment for your Bisleri products was not completed. Please make your payment to get the safety & purity of Bisleri at your Doorstep.

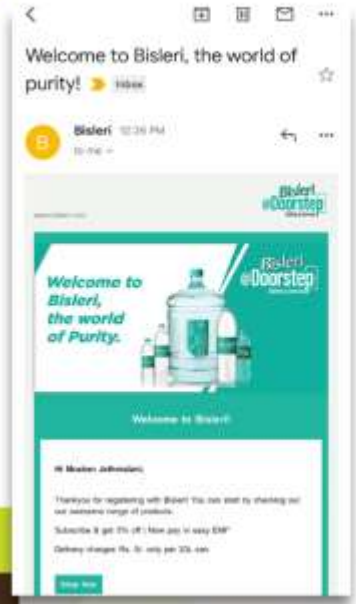
Note: SMS copy will changed once added to DLT and approved.



NOTE: Whatsapp campaign will be changed to text with image once the template is approved.

PivotConsult | PivotRoots

First Transaction - Email



Trigger:

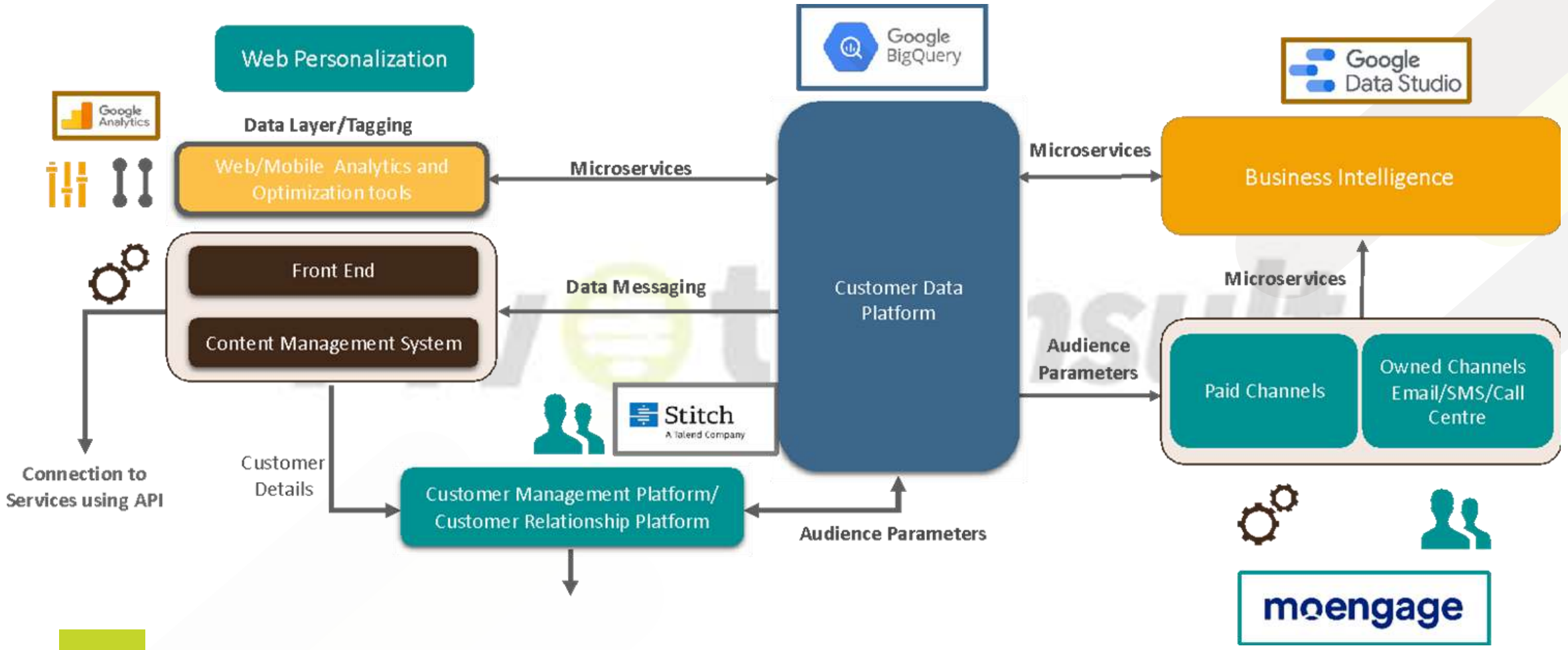
If User **has executed** sign up process and **has not executed** order success,

Then, email campaign will be run 60 minutes after satisfying the IF action.

CTA Link: first transaction_email

PivotConsult | PivotRoots

Holistic Marketing Technology Stack for Bisleri



Return on Investments/Results

1. Post the website and app launch, the campaign saw extraordinary results! With an audience growth of over **50%**, we helped them generate a revenue growth of over **260%**! Take a gander at the table below to get the full overview:

1. Moreover, our new user base increased on an average M-O-M by **7.78%** and revenue on an average M-O-M by **9.94%.** Post the app launch, **53.2%** of our customer acquisition has been via the app.

Basis	Delta % Growth
Total Transactions	124.37%
Avg. Transactions M-O-M	199.17%
Total Revenue	142.81%
Avg. Revenue M-O-M	223.75%
Total New Users	7.23%
Avg. New Users M-O-M	42.97%
Total Returning Users	214.97%
Avg. Returning Users M-O-M	319.96%
Total New One Time Users	2.68%
Avg. New One Time Users M-O-M	36.90%
Total New Subscription Users	28.28%
Avg. New Subscription Users M-O-M	71.04%

Note: The comparison is basis last FY i.e., Apr'20 - Mar'21 to that of Apr'21 - Dec'21 (9 months)

Thank You!