



WebEngage Customer Data Platform

Reviews, tips, and advice from real users



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Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 10

Other Solutions Considered..... 11 - 12

ROI..... 13 - 14

Use Case..... 15 - 18

Setup..... 19

Customer Service and Support..... 20

Other Advice..... 21 - 25

About PeerSpot..... 26 - 27

Product Recap



WebEngage Customer Data Platform

WebEngage Customer Data Platform

Recap

WebEngage Customer Data Platform empowers businesses with data-driven insights to effectively engage their audience. With advanced segmentation and personalization capabilities, it helps organizations optimize customer interactions and maximize value.

As a comprehensive tool, WebEngage Customer Data Platform offers a suite of features designed to enhance customer engagement strategies. Utilizing customer data, businesses can craft personalized campaigns, ensuring relevant communication that drives conversion. Its intuitive interface assists in integrating and analyzing data across channels, enabling marketers to gain actionable insights and make informed decisions. This platform facilitates seamless management of customer experiences, ensuring consistency and cohesiveness in strategy deployment.

What are the most important features of WebEngage?

- **Segmentation:** Precisely categorize users based on behaviors and attributes
- **Journey Designer:** Create sophisticated customer engagement workflows
- **Personalization:** Tailor customer interactions across touchpoints
- **Integration:** Sync data from various sources effortlessly
- **Analytics:** Access comprehensive reports and insights

What benefits or ROI should users look for?

- **Enhanced Engagement:** Boosts customer interaction and retention
- **Efficiency:** Streamlines marketing processes and workflows
- **Data Insights:** Offers actionable analytics to refine strategies
- **Scalability:** Adapts to growing business needs with ease

WebEngage is valuable in sectors like e-commerce, banking, and travel, where deep customer understanding is crucial. E-commerce platforms leverage its capabilities to drive personalized offers, enhance retention, and increase repeat purchases. In banking, it supports targeted communications to improve customer satisfaction and loyalty. The travel industry uses it for meticulous segmentation to cater to diverse traveler preferences, vastly improving the customer journey.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Whatever we pay for WebEngage, I would say we are getting the most out of it.”



Hariharan Iyer

Head Of Communications at Upskillist



“With the amount of data and the analytics that WebEngage Customer Data Platform provides, we are able to create highly targeted campaigns by keeping our customer at the forefront, which has helped us get better ROI and better engagements on our platform, and the customer is able to trust us more now with the amount of personalized data that we are able to provide.”



Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants



“Companies would choose WebEngage Customer Data Platform because it offers a strong balance of omnichannel engagement, retention, automation, ease of execution, and cost efficiency.”



Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees



“WebEngage Customer Data Platform has positively impacted our organization by improving our drop-off users and retention users significantly.”



Verified user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

What users had to say about valuable features:

“The best features WebEngage Customer Data Platform offers include web personalization and data tracker.

What I appreciate most about those features is the ease of use, the flexibility, and the smooth integration with multiple platforms.

WebEngage Customer Data Platform has positively impacted our organization by improving our drop-off users and retention users significantly. For drop-off funneling, we have successfully reduced the drop-off users by about 15% month to month, and for coupon claim or conversion, it has worked very well as we see coupon claims at about 25% per month..”

Verified user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

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One unique aspect of WebEngage Customer Data Platform is its strong focus on lifecycle automation and retention journeys, especially for mobile-first and APAC-focused businesses. Compared to many competitors, WebEngage is often seen as a very execution-oriented CRM for CRM teams, meaning that marketers can quickly build behavioral cohorts, trigger campaigns, and orchestrate journeys without depending too much on engineering teams. Clients often notice its strength in omnichannel engagement for markets like India and Southeast Asia, where channels like WhatsApp, SMS, push notifications, and app engagement are extremely important.

The best features WebEngage Customer Data Platform offers are omnichannel engagement and real-time personalization. Omnichannel engagement provides strong orchestration across channels from a single dashboard, which is especially useful for mobile-first companies in e-commerce, fintech, gaming, and edtech. Real-time personalization enables the ability to personalize campaigns and app or web experiences based on live user behavior and profile data.

“WebEngage Customer Data Platform also offers campaign and retention reporting capabilities. Clients can track delivery, opens, clicks, conversions, retention cohorts, funnels, and attribution from a centralized dashboard. CRM growth teams can use this to continuously optimize lifecycle campaigns. Event-level tracking and near-real-time user activity help teams react quickly to user behavior, user challenges, or campaign performance. WebEngage Customer Data Platform integrates with data warehouses, CDPs, analytics platforms, payment systems, WhatsApp providers, e-commerce tools, and cloud-based platforms through its APIs, SDKs, and native connectors. This is important because engagement platforms are only as strong as the customer data flowing into them.”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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“One best thing that WebEngage Customer Data Platform offers is the 360-degree view of our customer data. We can easily track our customer interactions and also create very personalized campaigns for them. Additionally, there is a feature called the Journey Designer feature, which allows us to automate and create workflows via a simple drag-and-drop mechanism. That is also very good and very intuitive with WebEngage.

“With the amount of data and the analytics that WebEngage Customer Data Platform provides, we are able to create highly targeted campaigns by keeping our customer at the forefront. This has helped us get better ROI as well and also better engagements on our platform. The customer is able to trust us more now with the amount of personalized data that we are able to provide. Additionally, with the Journey Designer, the intuitive drag-and-drop workflow builder helps us seamlessly design and automate multi-channel customer journeys, ensuring consistency and a personalized experience.

“WebEngage Customer Data Platform is highly stable, and we have not faced any stability issues so far.

“The AI predictive models used in WebEngage Customer Data Platform are highly secure and highly consistent. They help us retain priority customers and also optimize our entire business workflow as well. The platform is pretty consistent and pretty secure.

“So far we have not faced any issues in terms of accuracy with WebEngage Customer Data Platform. It is pretty consistent with the data it is providing and also it is intuitive, which makes it helpful for us. The platform is pretty consistent and pretty accurate..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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“The reminders feature is valuable in the context of WebEngage Customer Data Platform. UpSkillist is an e-learning platform where we have learners from different parts of the world. We have users from the US, UK, India, Australia, Asia, EMEA, LATAM, and many other regions. It becomes very difficult to send out reminders and get attendance updated and back on track across all these regions. WebEngage helped me set up reminders to ensure that even though a user has signed up for lesson one, lesson two, or lesson three, they receive reminders based on what they have signed up for. This made my attendance consistently trending upward.

“Second is generating revenues through lifetime memberships. We got good revenue through WebEngage because of different email service providers and different SMS service providers. When you have different ESPs and different SSPs, you have the opportunity to work with them and learn from those services without repeating the mistakes you made with current ones. You have options, whereas some automation tools have their own sending providers, making it difficult to understand where exactly the problem is.

“WebEngage has a deliverability team and their own services team. If you have a very customized campaign that needs service support from WebEngage, their services team helps you. Whether you have professional services enabled or disabled depends on the campaign type and the account you hold with them. I feel more privileged with WebEngage because the majority of my hurdles are getting solved. This is not just because of the relationship built with WebEngage, but because of the service I receive from them. I attend weekly huddle calls with WebEngage to understand where WebEngage stands for UpSkillist and what issues we are facing. If WebEngage is releasing new features, we get the privilege to test them and understand whether they are helping us boost our business.

“The best features of WebEngage Customer Data Platform depend on every organization. For me, Journey Builder, analytics, and dashboard are the best features. When I say dashboard, I can create multiple dashboards as I want. Every morning before I start my work, I can look into those metrics and understand what strategies I need to make for the rest of the day, week, or month. Analytics gives me cohort analysis, events analysis, and funnel analysis, through which I can

understand everything from a user perspective. Journey Builder gives me the option of connecting users on different channels. If a user is reachable on email but has not opened the email, I can still reach out to them on different activated channels. Journey Builder helps me understand based on user behavior and shows me how many users are opening emails and what your opening window is on each day of the week. Based on that, I send campaigns and promotional triggers to get maximum revenue. Another recommendation feature is web personalization. If you have a website and a user visits for the first time and then drops off but is moving towards a final purchase, when they visit the website again, you can personalize that entire content for them so that the user sees personalized content while others see generic content. This is the best feature that WebEngage has for personalizing website content and getting more conversions. Everything is best with WebEngage, and it depends on how organizations treat it and recognize these as the best features..”

Hariharan Iyer

Head Of Communications at Upskillist

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Other Solutions Considered

“We were not using any previous solutions. We were doing it manually in-house only. That is why we needed a solution, and WebEngage Customer Data Platform helped us get there..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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“We did not evaluate any other options before choosing WebEngage Customer Data Platform. We knew about WebEngage Customer Data Platform earlier and we took a demo and we found it appealing and we proceeded further..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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“I did a proper evaluation with WebEngage Customer Data Platform competitors regarding options before choosing it, such as Salesforce and many others. I felt WebEngage was the most suitable platform that would help me with all my requests, and since I already have a good relationship with WebEngage, I felt it would help me with all the things..”

Hariharan Iyer

Head Of Communications at Upskillist

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“We were using Marketo as a prior solution before WebEngage. I am not sure why it was part of that discussion or why it was switched to WebEngage. When I joined this organization, it was already WebEngage. I did a proper evaluation with WebEngage competitors regarding options before choosing WebEngage Customer Data Platform, such as Salesforce and many others. I felt WebEngage was the most suitable platform that would help me with all my requests, and since I already have a good relationship with WebEngage, I felt it would help me with all the things. I just went ahead with WebEngage..”

Hariharan Iyer

Head Of Communications at Upskillist

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ROI

Real user quotes about their ROI:

“I measure the drop-off reduction and coupon claim increase through the analytic dashboard on the platform while also adding additional tracker attribution using Branch..”

Verified user

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Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

“I have seen a return on investment with WebEngage Customer Data Platform. Whatever we pay for WebEngage, I would say we are getting the most out of it. However, certain times we have to neglect the platform cost because it will not settle up or provide any return on investment. Let's assume we are paying almost 2,000 dollars for the platform. If we get a revenue of around 125, 130, or assume 220 dollars, I am not sure if that would settle up the return on investment. If you forget about the platform fee and just focus on the email service provider fee, you are always on the profit side regarding return on investment..”

Hariharan Iyer

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Head Of Communications at Upskillist

“With the amount of data and the analytics that WebEngage Customer Data Platform provides, we are able to create highly targeted campaigns by keeping our customer at the forefront. This has helped us get better ROI as well and also better engagements on our platform. The customer is able to trust us more now with the amount of personalized data that we are able to provide.

“Our overall working efficiency has also improved by 25% with the help of WebEngage Customer Data Platform. With the help of WebEngage Customer Data Platform's personalized customer reach out and customer interactions, we have been able to increase our mobile downloads by about 35% right now, compared to last quarter.

“With the personalized and targeted campaigns that we are able to do, we are able to reach geo-specific customers with the data that helps us convert them better. That is in fact how our app installations have increased by 35%. With better conversion and better personalized data, we are able to achieve that through WebEngage Customer Data Platform..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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Use Case

“My main use case for WebEngage Customer Data Platform at UpSkillist is reminding people that they have classes and that they need to attend them. Second is generating revenues through retargeting channels such as SMS. Another important use case is reporting. When we discuss events and analytics, WebEngage provides data that helps us understand how much revenue we have obtained from which channel and how the trend is progressing. I can analyze metrics such as open rate, click rate, and other key performance indicators in both tabular format and Excel format. In the WebEngage dashboard, I can see how my open rates and click rates are trending, along with my click-through ratio. This information keeps me updated and helps me strategize my next campaigns and determine which channels I should be reaching out on. If I conduct a campaign with email and some users are not available on email, I can reach out to them through SMS or web overlays..”

Hariharan Iyer

Head Of Communications at Upskillist

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“We primarily use WebEngage Customer Data Platform as a centralized repository or like a CRM where we collect data from multiple sources and create a single source of truth. We collect primarily customer data from websites, from contact centers, through calls or mobile apps, and have it as a centralized repository via WebEngage.

“We have different channels where we collect customer data and we just collect data from different channels and store it in WebEngage. Through WebEngage, we are able to engage with customers via different channels. That is, we engage via emails, via push notifications, via SMS, via WhatsApp as well. This helps us reach them in a much faster way. Additionally, this customer data can be shared easily across different teams, such as a product team, a customer support team, and an engineering team, through a single shared dashboard..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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The biggest use case for WebEngage Customer Data Platform is customer engagement automation across channels. For B2C clients who want to improve their retention, conversion, and repeat usage, the platform offers significant value. For example, an e-commerce company can identify users who added items to their cart but did not purchase within 30 minutes. WebEngage can automatically trigger a push notification, followed by a WhatsApp reminder with personalized product recommendations, and later send an email with an offer if the user still does not convert.

Many businesses use WebEngage Customer Data Platform to drive higher repeat purchases and improve customer retention, which directly impacts revenue growth. A personalized re-engagement campaign can increase repeat transaction rates by 15 to 25%, while loyalty-focused journeys can improve long-term user engagement and reduce churn. .”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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“My main use case for WebEngage Customer Data Platform is retargeting, implementing pop-up banners, personalizing landing pages, and tracking user data and user behavior.

I use WebEngage Customer Data Platform for retargeting by tracking user behaviors and interests based on categories they are predominantly interested in. For example, if a customer shows more interest in specific games, I implement WebEngage Customer Data Platform on the web gaming website where I work as a consultant. This gaming platform has various game titles, so WebEngage Customer Data Platform can personalize based on user behavior and history. If customer preference is on mobile games, we show all the lists of mobile games on the homepage, whereas if they prefer desktop games, the landing page will highlight desktop games. We perform a lot of personalization based on their tracking behavior, and this is my main use case..”

Verified user

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Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The pricing for WebEngage Customer Data Platform is pretty moderate. It is not too high, it is not too low. It is value pricing for the services that they provide. Additionally, the onboarding and setup was pretty standard and pretty easy. It is a self-learning platform that is very intuitive and very easy to get a hang of, so it hardly took us two days for setup and installation..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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Customer Service and Support

“I know how to reach out to WebEngage regarding support. Just an email to the support team and then your account managers look into the matter. This makes your task easier and your question gets solved very easily..”

Hariharan Iyer

Head Of Communications at Upskillist

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Other Advice

“WebEngage Customer Data Platform's campaign functionality works well, and if there is any specific coupon code, such as during payday sales, we broadcast it through the web push using WebEngage Customer Data Platform.

My advice for others looking into using WebEngage Customer Data Platform is that if you are a medium to small business, WebEngage Customer Data Platform should be on your top list. However, if you are an enterprise-level company, you might consider another brand because scalability at the enterprise level relies heavily on AI, and unfortunately, WebEngage Customer Data Platform's AI still needs improvement in my honest opinion. I rate this product an 8 overall..”

Verified user

Marketing Specialist (Acquisition & Retention) at a manufacturing company with 10,001+ employees

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“I would advise picking up the best ESPs and SSPs and making sure your account is being set up with WebEngage Customer Data Platform. Double-check while you are being onboarded because later on, there would be certain miscommunications happening because WebEngage's technical terms are quite different than any organization's technical terms. I would rather suggest all organizations double-check the moment they are being onboarded. We run WebEngage Customer Data Platform on our own servers in my organization. We have just got our access done with them. Since I take care of the communications part, the access part and everything was being taken care of by the tech team. They would be the right people to talk about this, but I will come back to provide more details if needed. I have given this review a rating of 7 out of 10..”

Hariharan Iyer

Head Of Communications at Upskillist

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Most clients generally appreciate the multi-channel automation approach because it helps centralize engagement and improve retention without needing multiple tools. The platform can feel overwhelming initially, especially for teams new to marketing automation. Advanced segmentation and journey orchestration require strong event instrumentation and data hygiene. Like most engagement platforms, success depends heavily on how mature the client's organization is.

I worked with an e-commerce brand that reduced cart abandonment by 10 to 20% after implementing automated push plus WhatsApp through WebEngage Customer Data Platform.

“Companies would choose WebEngage Customer Data Platform because it offers a strong balance of omnichannel engagement, retention, automation, ease of execution, and cost efficiency. It is especially valuable for mobile-first businesses that want marketers and CRM teams to launch personalized lifecycle campaigns quickly without heavy engineering dependency. From what I have heard, WebEngage Customer Data Platform is more economical than many competitors. Success with this tool definitely depends on how a brand uses it. I would rate this review a 10 out of 10. .”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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“I would rate WebEngage Customer Data Platform a 10 on 10.

“One main reason is that we have seen an instant impact with WebEngage Customer Data Platform with our web application downloads and also with the way we are able to reach out to our customers and interact with our customers. From a single platform, we are able to reach out via five or six different channels such as email, SMS, WhatsApp, and push notifications. This saves a lot of time for us as well. Our overall working efficiency has also improved by 25% with the help of WebEngage Customer Data Platform. That is why I have given it the highest rating.

“I would definitely recommend others looking into using WebEngage Customer Data Platform to start using it at the earliest because with WebEngage Customer Data Platform, you get a 360-degree view of your customer data. You can track interactions, you can create personalized campaigns. Additionally, you get to communicate with the customer in a language which they understand with WebEngage Customer Data Platform. That is pretty useful for any kind of business.

“Everything is good with WebEngage Customer Data Platform and I hope it stays the same..”

Sushruth Ram

Product Management Consultant at Mafoi Strategic Consultants

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