



Tata CLiQ achieved a 10X ROI in monthly sales with Gupshup's WhatsApp Business Solution



Industry
eCommerce

Challenges

> Tata CLiQ wanted to reach every customer opting to receive follow-up communication through its website.

> Conventional methods such as email and SMS yield lower open rates and less flexibility in creative messaging

Product

WhatsApp
Business Solution

Business Impact

10x

increase in ROI over email, in-app push notifications, and SMS

\$500K

in sales in one month attributed to WhatsApp

57%

clickthrough rate with WhatsApp

1.7x

more likely that customers will purchase when using WhatsApp

The Company

Tata CLiQ, Tata Group's digital commerce platform, offers international luxury brands and products across electronics, home furnishing, fashion, and beauty at affordable prices.

The Problem

Tata CLiQ wanted to reach every customer opting to receive follow-up communications through its website but observed conventional methods like email and SMS often yield lower open rates and less flexibility in creative messaging. The leading e-commerce company in India observed a **10% open rate for emails**, meaning that potential customers did not see follow-up announcements and offers. Limited word counts for SMS also restricted the ability to craft personalized content that prompted customers to visit the website or app and make purchases.

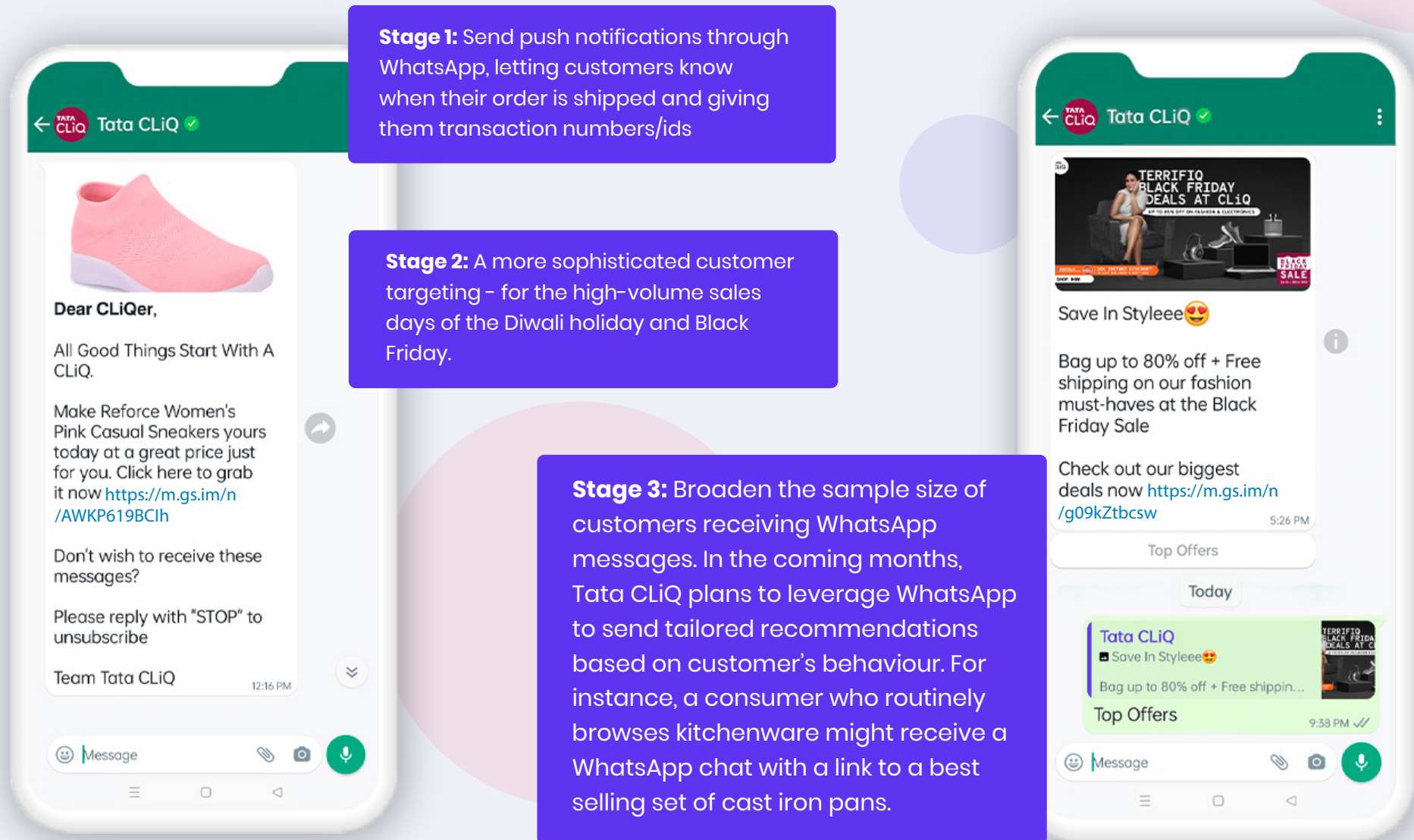
To target more customers with personal, relevant notifications, the company needed a dynamic and reliable dedicated communication channel.

“Our customers had a clear preference for WhatsApp, which averaged a **57%** clickthrough rate. Customers who visited our website from a WhatsApp notification were **1.7 times** more likely to make a purchase. We’ve seen **\$500,000 in sales** attributable to WhatsApp during our Diwali and Black Friday campaigns, with an **ROI 10 times** higher than our conventional channels.”

– **Amit Kumar, Customer Retention Manager, Tata CLiQ**

The Solution

Tata CLiQ partnered with Gupshup to launch its own WhatsApp channel in three different stages:



Business Outcomes

- Send personalized messages to opted-in customers.
- Recommend products based on browsing and transaction history.
- Send abandoned cart follow-ups, price drop alerts for wishlisted products and welcome coupons for new users on WhatsApp.
- Engage with relevant, high-quality conversations on WhatsApp during pre-purchase and product discovery stages
- Significant increase in clickthrough and conversion rates, resulting in 10X higher ROI and \$500k lift in sales.