

Goibibo's 7.5% Uplift in Conversion Rates on Hotel Bookings Using Hyper- Personalized AI Videos with WebEngage



About Goibibo

Goibibo is one of India's leading online travel companies, providing a comprehensive platform for booking flights, hotels, buses, trains, and much more. With a customer-centric approach, Goibibo aims to simplify travel planning and booking through technology-driven solutions that deliver personalized and seamless user experiences.

As a trusted name in travel, Goibibo leverages data and automation to address customer drop-offs and boost conversion rates across its platforms.



Cracking the Booking Funnel



Users exploring hotel options **show high intent** – a critical window to deliver timely, personalized nudges.



Traditional push or **SMS has limited scope**, creating an opportunity to deliver deeper, more contextual and human-centered communication



With WebEngage's journeys and TrueFan's AI-led videos, Goibibo delivered personalized communication—**where users were most active: WhatsApp.**



The result? A **7.5% increase in hotel bookings** through automated, scalable, and hyper-personalized journeys.

Want to know exactly how they achieved it? Read on.

The Plan of Action



Reignite Interest

Reignite interest & engagement among users who dropped off after browsing hotel pages.



Build Connection

Go beyond generic retargeting—**build emotional connection** using hyper-personalized, celebrity-led AI videos.



Add Context

Bring **context to personalization**—use user-specific inputs like name and destination to boost recall.



Convert Users

Nudge users back into the funnel through high-converting WhatsApp journeys powered by real-time video content.



Scale Automation

Automate the entire flow—no manual effort, just dynamic personalization at scale.

How the Plan Came Together

Goibibo implemented a personalized video campaign strategy, powered by WebEngage's dashboard, and TrueFan's AI video generation.

Real-Time Funnel Triggering

After a user dropped off a hotel detail page without booking, WebEngage immediately identified this behavior and triggered a re-engagement journey. This immediate activation reduced the time gap between drop-off and re-engagement, helping preserve user intent.

Smart Journey Orchestration on WhatsApp

WhatsApp was chosen as the lead channel due to its high open and response rates. WebEngage activated a personalized journey on WhatsApp, setting up the structure for contextual retargeting using rich media.

Precision Analytics

With journey-level analytics, WebEngage provided detailed analytics that tracked every step of the journey—from video views to click-throughs and eventual bookings. These insights helped iterate and optimize the journey for even better results.



Dynamic Data Enrichment

WebEngage collected and transmitted dynamic user attributes—such as name, destination, and hotel preferences—to TrueFan. This enabled the creation of hyper-personalized AI-generated videos, ensuring the communication felt timely, relevant, and user-specific.





Automated API Integration


WebEngage called TrueFan's API to dynamically fetch a personalized, AI-generated celebrity video—based on user details like name and destination. This eliminated manual effort, enabling the campaign to run at real-time scale.

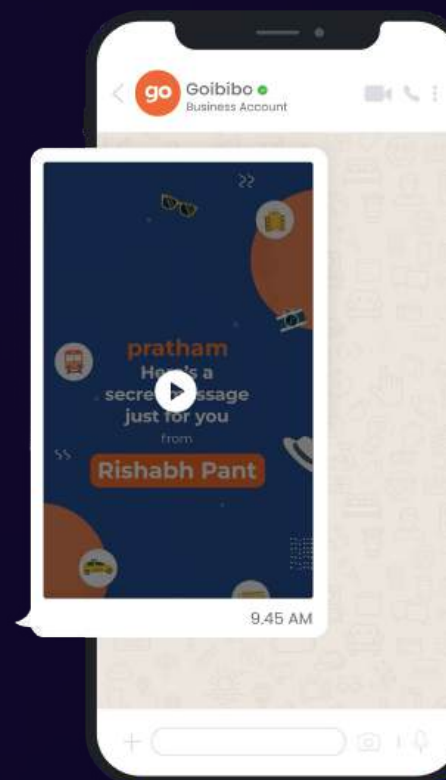


The Final Output

 videodelivery.truefans.in 

Here, the integration between WebEngage and TrueFan's AI video generation creates a personalization engine for Goibibo's re-engagement strategy on WhatsApp, including first name personalization.

 [Check out the video here](#)



Overall Impact

7.54%

Conversion Uplift

7.54% upside on conversion rates on hotel bookings attributed directly to the campaign.



Drop-offs Reduced

Significant **reduction in drop-offs** from hotel detail pages.

From the Goibibo Team



"WebEngage's ability to deliver personalized, AI-driven video campaigns through WhatsApp helped us reconnect with users who had dropped off mid-booking. The real-time automation and data insights enabled us to significantly increase engagement and conversions, which was difficult to achieve with traditional marketing channels."

Chirag Singhal | Head of Growth Marketing, CLM & Loyalty, Goibibo

From our Growth Consultants



"The execution velocity with Goibibo was remarkable. Their use of WebEngage's Catalog and hyper-personalization showed how retention and marketing tech can create magic when in sync."

Pratham Kohli | Growth Consultant, WebEngage

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