



# Edtech Company CollegeDekho's Personalized Journey Lifts Application Funnel by 29X YoY

# About CollegeDekho

CollegeDekho is one of India's leading higher education platforms, helping students navigate college discovery, entrance exams, and applications. With a vast product portfolio and 200M+ annual sessions, CollegeDekho connects student ambition with college admissions at scale.





# The Problem at a Glance



**Improve conversion** from lead generation to application to enrollment



Reduce manual follow-ups with **automated and optimization** of user journeys, and with timely, personalized nudges



**Re-engage users marked as "Not Interested"**



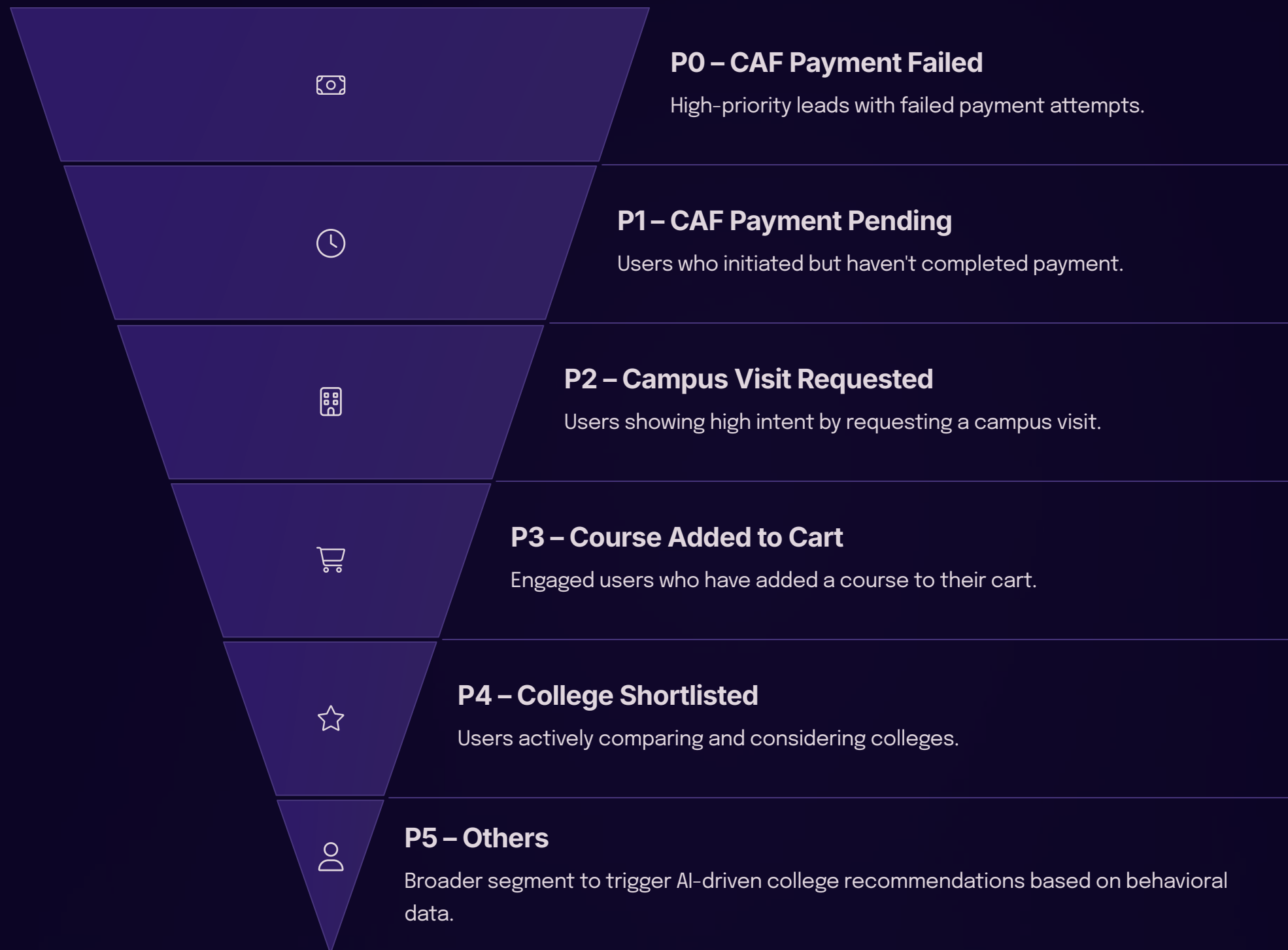
Build **personalized journeys** across user intent, stage, and interest



# WebEngage In Action

Use Case 1: Re-Engaging 'Not Interested' Users with Lead Segmentation

CollegeDekho used WebEngage to build multi-stage journeys targeting users marked as "Not Interested." Here's how:



– CAF (Common Application Form)

# Dual-Layered Personalization

CollegeDekho adopted a hybrid personalization strategy that leverages both user attributes and event-based data:

- User-based: Name, location, and interest area
- Event-based (via Catalog): Dynamic college names, brochures, placement stats, scholarship info triggered in real-time. The institute name was dynamically fetched based on the College ID linked to the user's recent action.
- CTA Personalization Campaigns included high-intent CTAs like:
  - Download Brochure
  - Placement Reports
  - Latest Updates from Selected Colleges
  - Scholarship Opportunities

This hybrid approach ensured relevance, context, and clarity at every step.





# Use Case 2: Fallback Handling

WebEngage enabled unified fallback logic within journeys:

## Unified Campaign Flow with Fallback Handling

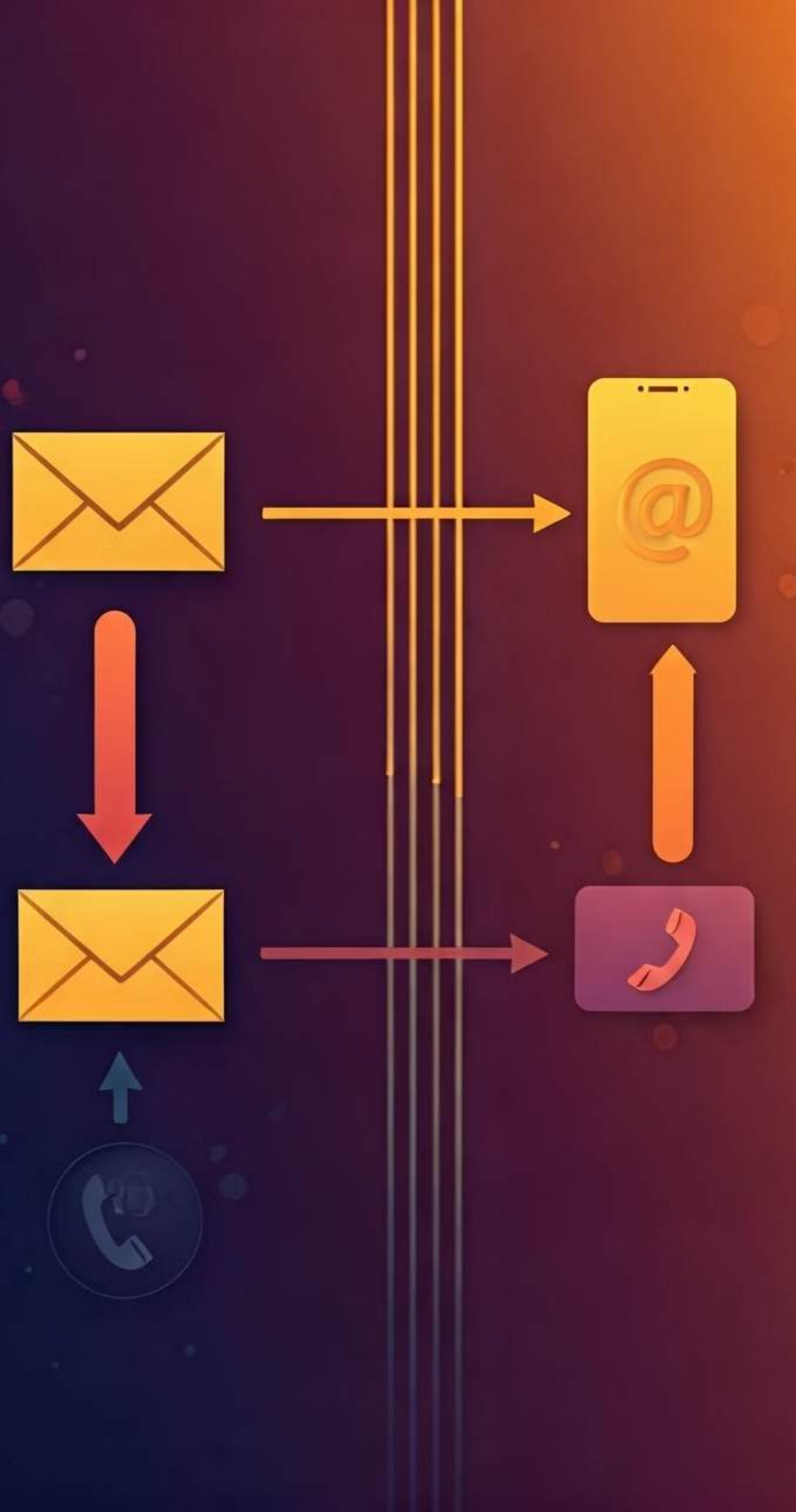
- Email & SMS sent in the same campaign
- Conditional logic auto-switched messages when college data wasn't available
- No manual drop-offs—just graceful transitions with personalized backups

## Fallback Logic Example (Email)

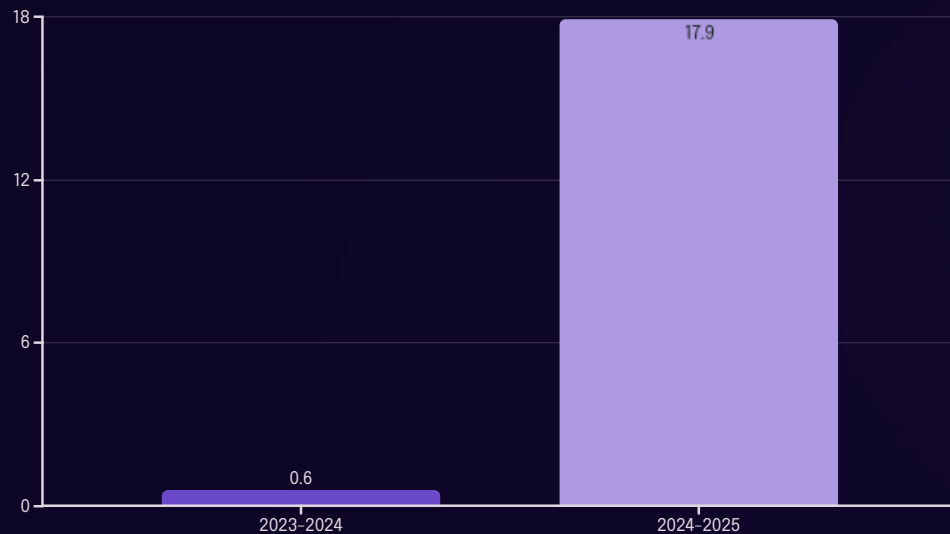
```
{% if journey["state-38"].api_data["colleges"]  
and journey["state-38"].api_data["colleges"] |  
length > 0 %}  
  
{% else %}  
  
{% endif %}
```

## Fallback Logic Example (SMS)

```
{% if journey["state-240"].api_data["colleges"] | length > 0 %}  
If college data exists, SMS sent template id : 1107900000033100010  
{% else %}  
If college data does not exist, it outputs: 1107900000030000004  
{% endif %}
```



# Overall Impact



- For the academic year 2023–2024, the journey with no personalization delivered 0.6% conversion.
- With WebEngage’s personalization strategy in 2024–2025, conversion jumped to 17.9%.
- That's a 29X increase in course application rates—driven entirely through personalization, segmentation, and journey automation.



# From the CollegeDekho Team

*CollegeDekho receives over 200 million user sessions on its network of websites annually from students seeking to make informed college and career choices.*

*WebEngage has helped us materially improve user engagement for three important sections of the user journeys. It improved the conversion of students who fill application forms while the student counselors are assisting them. It helped re-engage students who had initially not shown in taking admissions.*

*Webengage has also been working with us to identify anonymous user sessions into known leads.*

**Vipin Jain** | CTO, CPO, CollegeDekho



# From our Growth Consultant

*"The 0.6% to 17.9% jump isn't just a stat—it's proof that user-centric, data-backed journeys work. CollegeDekho's clarity and collaboration made this one of the most fulfilling partnerships we've had."*

**Nikita Agarwal** | Growth Consultant, WebEngage



## TL;DR

If personalization still feels optional to you—this should change your mind:

CollegeDekho went from 0.6% to 17.9% application conversions in one academic year. No new product. Just better journeys.