How Edvoy Increased Engagement by 25% With Hyper-Personalized, Multi-Stage Journeys on WebEngage

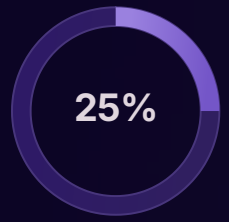
About Edvoy

Edvoy is a global edtech platform simplifying the study-abroad journey for students through personalized counseling and AI-powered tools. From choosing the right course to securing admission and preparing for departure, Edvoy helps students at every step.

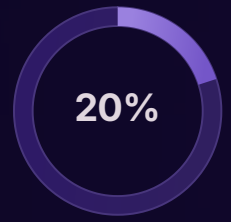
Summary

Edvoy faced drop-offs across the student lifecycle–from form fills to pre-departure. Manual outreach couldn't scale, and generic messages weren't converting.

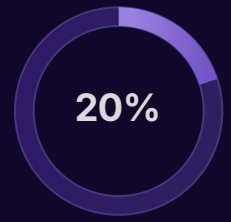
WebEngage helped power automated, personalized journeys across WhatsApp, email, push, and in-app–turning complexity into clarity.



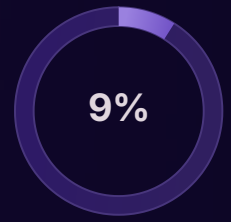
Increase in Engagement



Faster Application Completion



Lead Resurrection



Higher Pre-Departure Step Completion

Want to see how they did it? Read on.

From the Edvoy Team

> "Working with WebEngage has been incredibly rewarding for our growth initiatives at Edvoy. What impressed me the most was how easily we could integrate WebEngage with our existing systems, enabling us to deliver a seamless experience to our users and scale our efforts globally."

Divya Jain | Head of Marketing (B2C), Edvoy

The Problem Statement...

Edvoy was seeing drop-offs across critical stages—right from application starts to post-admission readiness. The core issues:

- Fragmented user journeys across multiple touchpoints (email, WhatsApp, website)
- Manual communication couldn't scale as lead volume grew
- Lack of real-time personalization, causing delayed responses and lost opportunities
- Drop-offs in early application stages and during the pre-departure phase

WebEngage In Action

Solution #1: Lead Resurrection & Form Completion

1. Challenge: Drop-offs on form and course detail pages
2. Solution: Multi-channel nudges via WhatsApp, email, and push triggered in real time
3. Impact: 15–20% increase in lead resurrection within the first month, 10% lift in application starts

Solution #2: Course Discovery Personalization

1. Challenge: Generic course communication lacked relevance
2. Solution: Unified profiles used to trigger personalized course suggestions across channels
3. Impact: 25% higher CTR on course recommendations, 12% more engagement with university profiles

Solution #3: Course Discovery Personalization

1. Challenge: Students dropped off due to complex steps and lack of guidance
2. Solution: Automated, stage-wise journeys nudged students on next steps—documents, visa, interview prep
3. Impact: 20% reduction in average completion time, 5–7% increase in document submission success

Solution #4: Post-Admission Journey

1. Challenge: Churn post-admission due to lack of proactive support
2. Solution: Timely checklists, visa tips, accommodation links, and peer group formation
3. Impact: 9% improvement in pre-departure step completion, improved satisfaction scores

What Edvoy has to say

> “WebEngage has been a game-changer for our marketing efforts at Edvoy. The Journey Designer feature has particularly helped us craft customized workflows, which, combined with WebEngage’s robust analytics, allowed us to track every interaction and optimize our campaigns for better results."

Vignesh K | Marketing Automation Manager, Growth & Retention Marketing, Edvoy

From our Retention Consultants

“Edvoy’s approach to student engagement was one of the most structured we’ve seen. Every journey–from lead resurrection to post-admission support–was mapped with intent, data, and empathy. What made this partnership click was their willingness to go beyond just channel mix and focus on the right message at the right moment.

The 25% lift in engagement wasn’t a lucky spike–it was the result of thoughtful segmentation, unified profiles, and consistent iteration. A standout execution in the edtech space.”

Philip Mathew | Retention Consultant, WebEngage

Why Did Edvoy Pick WebEngage?

WebEngage
#RETENTIONSIMPLIFIED

Omnichannel coverage across WhatsApp, email, SMS, app push

Journey Designer for conditional automation across the full funnel

Granular personalization via CDP-powered segmentation

Partner-first mindset, with reliable support throughout scaling

Want to See What WebEngage Can Do for You?

WebEngage
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👉 Talk to Our Team

👉 Take a Demo Now

Impact Stories by WebEngage™ | Transforming Customer Engagement & Retention