× bAbli | FASHION · ECOMMERCE AUTOMATION

Babli Weaves 7.25 Lakh Revenue with Spur's E-commerce Automations

In just 40 days, Babli turned handwoven tradition into 7.25 lakh in revenue with Spur's e-commerce automations. From COD to prepaid conversions to WhatsApp checkout, this case study shows how smart flows drove 297 orders and remarkable growth.

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bAbli **Babli**
Fashion · Ecommerce automation

7.25 Lakhs
Revenue Generated

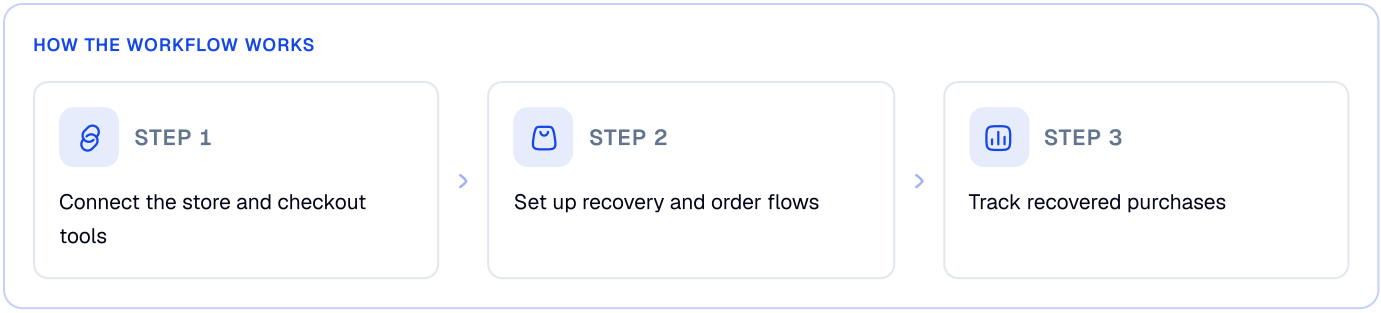
Orders Gained	297
Time Taken	40 days

KEY TAKEAWAYS

- Follow up across abandoned checkouts, carts and product views.
- Connect order recovery, COD-to-prepaid and post-purchase messages in one customer journey.
- Babli reported ₹7.25 lakh in revenue and more than 297 orders from its automations.

Ask an AI about this story — ChatGPT | Claude | Perplexity

CHALLENGE	Recover shopping opportunities lost between product discovery, checkout and order completion.
SOLUTION	Customize Spur's ecommerce flows and connect them to the tools used by Babli's store.
RESULTS	✓ ₹7.25 lakh in reported revenue ✓ More than 297 orders



Here at Spur, we're always thrilled to showcase how innovative brands are transforming their customer interactions and driving growth with our cutting-edge automation tools. Today, we dive into the inspiring journey of Babli, a brand that beautifully combines tradition with modern e-commerce, using Spur to turn website visits into substantial revenue!

About Babli: Crafting Comfort with Heritage

Bablil, is a brand dedicated to providing handwoven cotton clothing for women of all shapes and sizes. Named after a gracious and happy woman, Babli focuses on comfort, sustainable and organic fashion, and revering the intricate art of rural textile artisans. Their diverse collections include beautiful Tops, Co-ord Sets, Dresses, Jackets, and Bottoms, each designed to make you feel young and confident.

Activating Every Touchpoint with Intelligent Automations

After onboarding with Spur in early July, Babli's team sprung into action. They were determined to harnessing the full potential of Spur's versatile automation suite, meticulously tuning default flows and integrating with key e-commerce platforms to capture revenue at every stage of the customer journey.

Here's how Spur helped them achieve this:

- **Seamless Integrations with Leading E-commerce Tools:** Babli integrated Spur with Fastrr for abandoned checkout recovery and Nitro for sophisticated lead generation, even capturing leads from visitors who hadn't explicitly submitted their phone numbers.
- **Comprehensive Default Automation Flows:** They activated Spur's pre-built, industry-best automation flows, including:
  - **Abandoned Checkout:** Messages designed to recover sales from customers who started but didn't complete their checkout.
  - **Abandoned Cart & Abandoned Product:** Targeted messages for those who added items to their cart or viewed products but didn't proceed,
- **"COD to Prepaid" Conversion:** By implementing Spur's "COD to Prepaid" automation, Babli efficiently encouraged customers to switch from Cash on Delivery to prepaid options, significantly reducing Return to Origin (RTO) rates and optimizing their order fulfillment.
- **Automated Review Collection:** They deployed automated messages to collect valuable customer reviews, building social proof and trust for their brand. Plus, Spur's default automation gives users who submit a review a coupon code to drive repeat purchases.
- **Engaging WhatsApp Catalog Checkout:** Babli seamlessly connected their product catalog with Spur, allowing customers to browse and checkout products directly within WhatsApp. This streamlined experience removed friction from the purchasing process, turning inquiries into sales.
- **Smart Order Cancellation Recovery:** Even when an order was canceled, Spur's automation sent a convenient link to re-shop, successfully recovering potential lost revenue from customers who might reconsider or find other items.

- **Strategic Customization:** Recognizing the uniqueness of their audience, Babli intelligently modified Spur's default automations. This subtle but powerful customization allowed them to tailor messages precisely to their customer base, dramatically increasing the quality and effectiveness of engagement.

SPUR

Keep working after the first order.

Connect order updates, review requests and recovery flows with the messages your customers need next.

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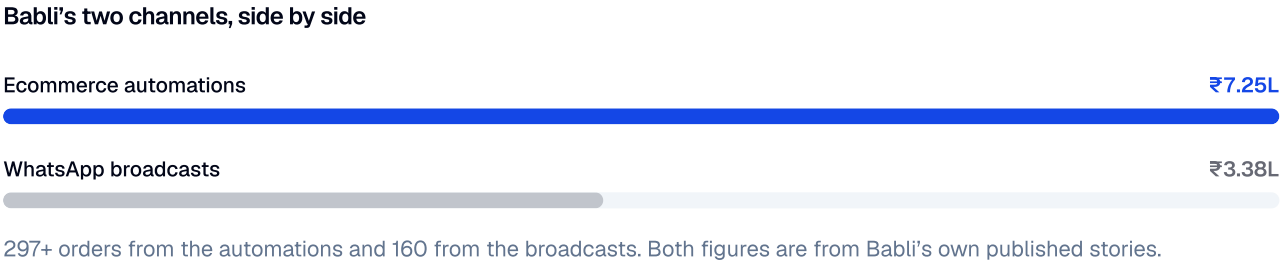
Impressive Results: 7.25 Lakh in Revenue!



By leveraging Spur's automations to their fullest, Babli generated significant revenue by converting previously lost opportunities. The over 297+ orders that they got from Spur gave them a massive return on the time they invested.

This impressive performance demonstrates how a strategic investment in Spur's versatile tools, coupled with thoughtful customization, can yield extraordinary financial returns.

Future Endeavors with Spur: Continued Growth

Babli's success story underscores the power of comprehensive, intelligent automation in e-commerce. As they continue to grow, Babli is poised to achieve even greater milestones by exploring further optimizations with Spur, such as implementing Link Products for direct product sharing on social media, refining their advertising strategies with CTD ad optimization, and using AI response for support to preserve manpower.

T**hey've already knocked it out of the park with their broadcasts**, which you can read about here.

Spur's automations are built to enhance efficiency, ensure consistent brand messaging, and provide data-driven insights that continuously boost sales and elevate the customer journey.

Ready to weave your own success story with seamless customer engagement and revenue-driving automations?

Get Started with Spur Today!

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Run one of these on your own audience.

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- WhatsApp billed per delivered message