× | FASHION · CUSTOMER REACTIVATION

House of Chikankari: 21x ROI & 88% WhatsApp Delivery

House of Chikankari moved from <45% delivery on a competitor to 88% delivery and 21x ROI with Spur's DeliveryBoost, re-engaging lapsed shoppers during its End-of-Season Sale.

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House Of Chikankari
Fashion · Customer reactivation

₹1,12,459
Revenue through Campaign

ROI	21x
Delivery rate	88%

KEY TAKEAWAYS

- Fix delivery first. Meta's per-user limits are the #1 drag on WhatsApp reach; model-driven timing restores delivery.
- Segment for intent + reach. Pair lapsed-purchase (365d) with opened any WA message (365d) to re-engage shoppers who still check your messages.
- Keep the offer tight. A clear EOSS discount, 24-hour deadline, and COD availability drove clicks and orders.
- Minimize manual work. Let the platform recover deliverability so your team focuses on creative and merchandising.

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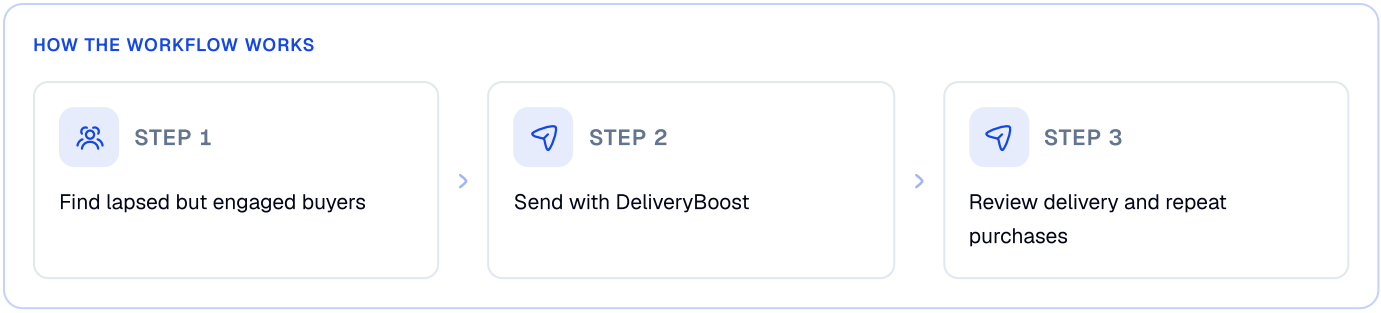
CHALLENGE	Broadcasts delivered below 45% on the previous platform and required manual retries.
SOLUTION	Combine a lapsed-buyer segment with WhatsApp engagement filters and DeliveryBoost.
RESULTS	✓ 88% delivery ✓ 23 orders and ₹1,12,459 revenue ✓ 21x ROI



Before Spur

Before switching to Spur, the brand's WhatsApp broadcasts on a competitor platform delivered **under 45%**, limiting reach and wasting budget on undelivered sends. The team relied on manual retries and duplicate campaigns time-consuming, error-prone, and difficult to analyze. They needed a way to **reach more inboxes**, re-activate dormant shoppers, and attribute revenue without operational overhead.

The Spur Strategy

Segmentation that made sense

- **Primary filter:** Customers **who haven't purchased in the last 365 days**
- **Secondary filter:** Customers who **opened any WhatsApp message in the last 365 days** (still reachable/engaged on WA, but lapsed by purchase)

Message Template

Date: 26 Jan 2025 (IST)

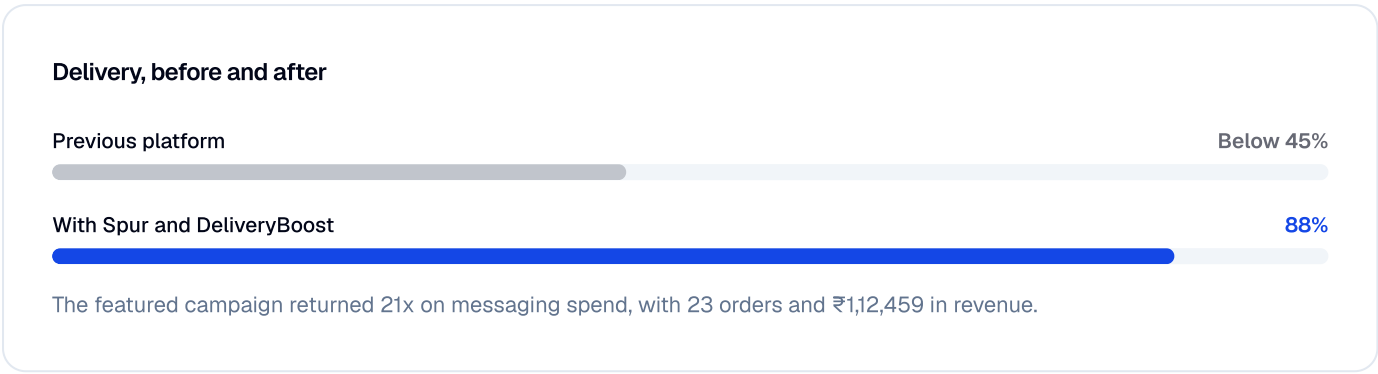
Why delivery improved (Meta's per-user limits, explained)

Meta now restricts the number of **marketing messages** a user can receive across *all* businesses within a given timeframe. So if a customer already hit their cap, e.g., they have gotten messages from Amazon, Flipkart, and Pizza Hut today, then your marketing message may be suppressed, even if they follow your brand. This India policy began rolling out in **February 2024** and explains why many brands saw deliveries slump toward **<50%**.

How Spur helps: DeliveryBoost uses a proprietary model to time re-sends for moments when delivery is more likely, across both **bulk broadcasts and automated workflows,** so you recover delivery without manual cloning or chasing retries. Many brands see delivery climb from ~45% to as high as **65-87%** after enabling it.

For a deeper dive read this.
Learn more about **DeliveryBoost** here.

Results (EOSS Broadcast - 26 Jan 2025)



- **Sent to:** 8,451 customers
- **Delivered: 88%**
- **Opened: 49.87%**
- **Orders: 23**
- **Revenue: ₹1,12,459**
- **Spend on WhatsApp: ₹5,355**
- **ROI: 21x**

> "Delivery used to hold us back. With Spur's DeliveryBoost, our EOSS broadcast hit 88% delivery and the revenue followed. The setup took minutes, results were immediate."
>
> **Aakriti Rawal**, Founder, House of Chikankari

Longer-term with Spur

So far, House of Chikankari has run **445 broadcasts** on Spur, **all with 80%+ delivery,** generating **thousands of orders** and **₹1,53,53,698.85** in revenue with Spur's help.

What Changed

- **Reach unlocked:** From sub-45% to **88% delivery** by letting DeliveryBoost time re-sends intelligently, no extra ops.
- **Ops simplified:** One campaign, unified analytics, no duplicate broadcasts or manual retry segments.
- **Revenue efficiency:** Higher delivery more sessions and orders from the same budget.

SPUR

Spend less time chasing failed deliveries.

Use DeliveryBoost and campaign reporting to evaluate delivery and orders from one place.

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Ready to see what 88%+ delivery and 20x+ ROI look like for your business?

Create your Spur Account today and follow this guide to set up the flow, then let DeliveryBoost do the rest.

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

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Book a demo

Meta Business Partner

Shopify Partner

- 14-day free trial
- No credit card needed
- Connects to Shopify in minutes
- WhatsApp billed per delivered message