× bAbli | FASHION · WHATSAPP BROADCASTS

Babli's Bold WhatsApp Strategy: 38x ROI with Spur Broadcasts

Babli achieved an incredible 38x ROI with Spur's WhatsApp broadcasts by leveraging utility templates and DeliveryBoost, driving 95% delivery rates, ₹3.38 lakh in revenue, and 160 new orders in just one month.

Install on Shopify > | Book a demo >

14-day free trial, no credit card needed.

bAbli **Babli**
Fashion · WhatsApp broadcasts

12
Monthly Broadcasts

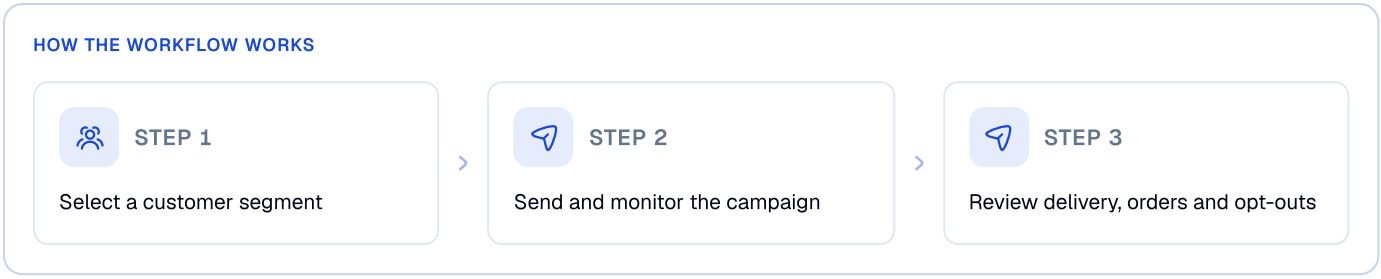
Delivery Rate	95%
Total Revenue	₹3.38 Lacs
Orders Generated	160+
Average ROI	38.15x

KEY TAKEAWAYS

- Babli ran 12 broadcasts to different customer segments in the reported month.
- The story combines audience segmentation, templates and DeliveryBoost.
- Those broadcasts generated ₹3.38 lakh and 160 orders; the featured utility campaigns averaged 38.15x ROI.

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

CHALLENGE	Reach a large audience while low delivery limited the effect of broadcasts.
SOLUTION	Segment campaigns, choose templates and use DeliveryBoost while keeping opt-out options available.
RESULTS	✓ ₹3.38 lakh across 12 broadcasts ✓ 160 orders ✓ 38.15x average ROI on the featured utility campaigns



Here at Spur, we love seeing our brands push the boundaries of what's possible with customer engagement. Babli, a brand synonymous with comfortable, sustainable, and organic fashion, recently joined the Spur family, and in just two months, they've completely revolutionized their outreach with our powerful automation and broadcast tools.

While we've already told the story of their robust automation strategy here, read on to know more about the magic they spelled with broadcasts!

About Babli: Fashioning Comfort for All

Babli, named after a gracious and happy woman, is a D2C fashion label that aims to connect women with their comfort place through handcrafted, made-to-order designs. Known for their unique range of Tops & Shirts, Co-ord Sets, Dresses, Jackets, and Bottoms, Babli emphasizes quality, individuality, and sustainable practices. With delightful packaging and personalized notes, they've cultivated a loyal customer base.

The Challenge: Reaching a Wide Audience Effectively

Babli boasts a substantial contact pool, but like many brands, they grappled with the inherent limitations of traditional marketing messages on WhatsApp. Meta's per-user marketing limits restrict the number of promotional messages a customer can receive from *any* business within a specific timeframe, often leading to delivery rates below 50% for marketing templates. Babli needed a strategy to ensure their engaging offers reached their broad audience without being stifled by these restrictions or incurring higher costs.909589

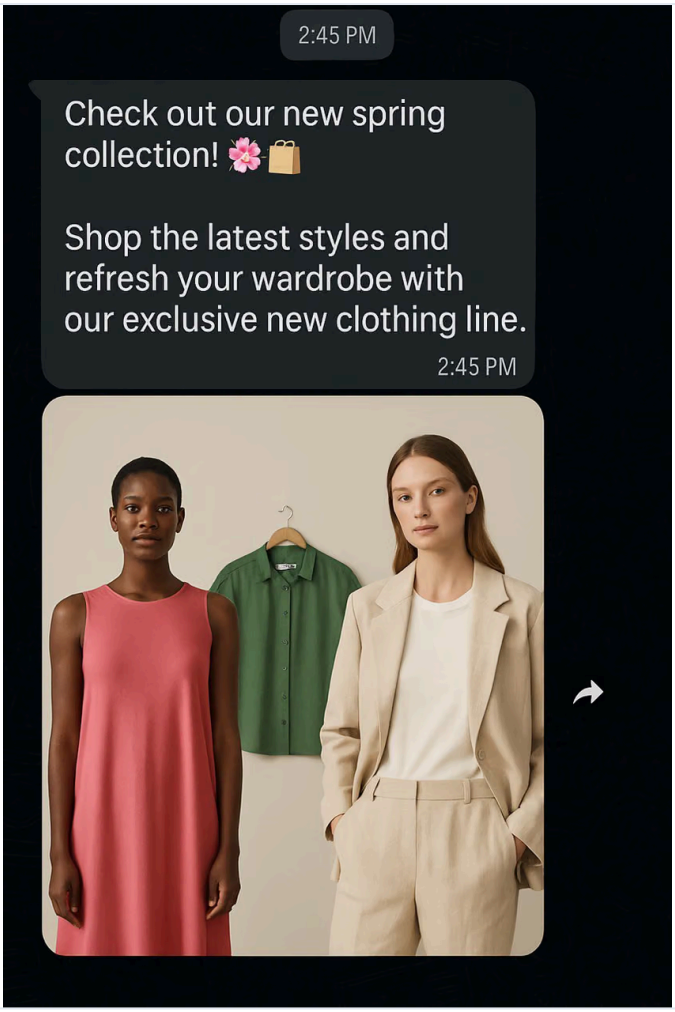
The Spur Solution: Unconventional Brilliance with Utility Templates and DeliveryBoost

Babli's team leveraged Spur's robust WhatsApp Business API capabilities and sophisticated segmentation tools to craft an ingenious broadcast strategy.

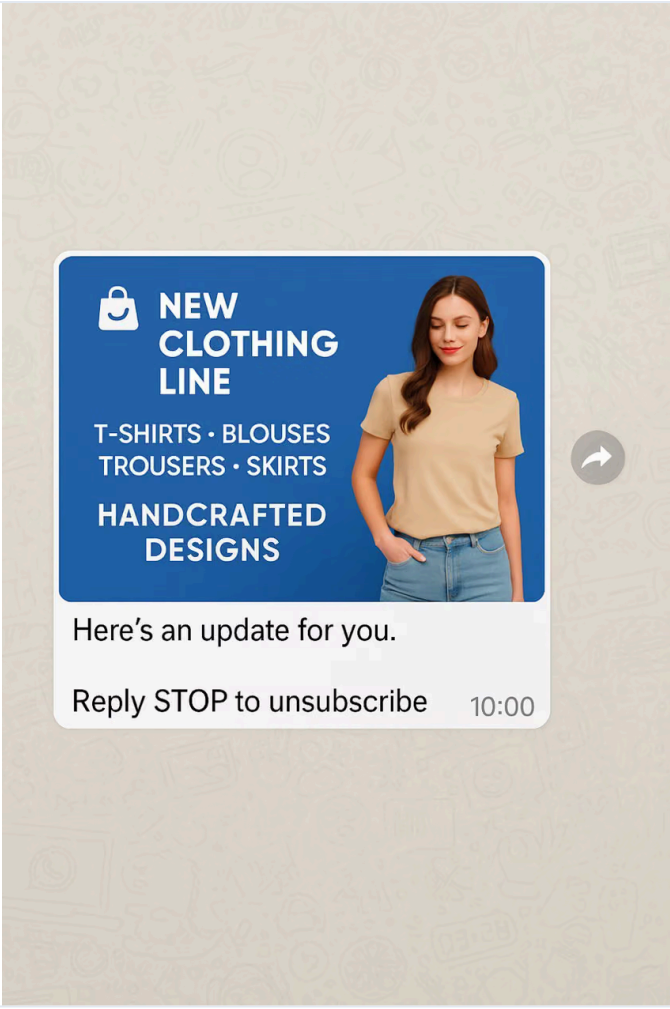
Frequent & Targeted Broadcasts

Babli understood the importance of staying top-of-mind. In a single month, they executed 12 broadcasts, targeting separate customer segments based on their purchasing history (e.g., those who had purchased versus those who hadn't).

The Utility Template Hack



Instead of sending a marketing template like this:



You can instead make it a utility template and reduce costs and get much higher delivery rates.

- To circumvent Meta's per-user marketing limits and achieve higher delivery rates, Babli strategically utilized Spur's utility message templates for three of their campaigns. Utility templates, typically used for transactional updates, are not subject to the same strict per-user limits as marketing templates.
- **Creative Header Images for Offers:** The brilliance of Babli's approach lay in their use of visual communication. Instead of including promotional text in the message body (which would re-categorize it as marketing), they placed all their offer information—such as sales and promotions—directly within a captivating **header image** accompanying the utility template. This allowed them to convey their message effectively while ensuring the template remained classified as 'utility' by Meta's filters, which currently don't account for images in template categorization.
- Utility message templates are also more cost-effective than marketing templates, further boosting Babli's ROI.

Spur's DeliveryBoost

While implementing this clever strategy, Babli also benefited from Spur's proprietary **DeliveryBoost** technology for all their broadcasts. DeliveryBoost continuously retries failed message deliveries for up to 72 hours, optimizing timing to ensure messages reach customers as soon as their per-user limits reset. This intelligent system helps brands like Babli achieve exceptional delivery rates, even when sending standard marketing messages.

1. **Mitigating Risks with Opt-Out Options:** Recognizing the potential risk of spam reports with this utility template approach, Spur advises brands to include clear opt-out mechanisms. Our platform supports quick-reply buttons for stopping promotions or footers asking customers to "reply stop to unsubscribe," protecting a brand's WhatsApp quality rating from negative feedback.

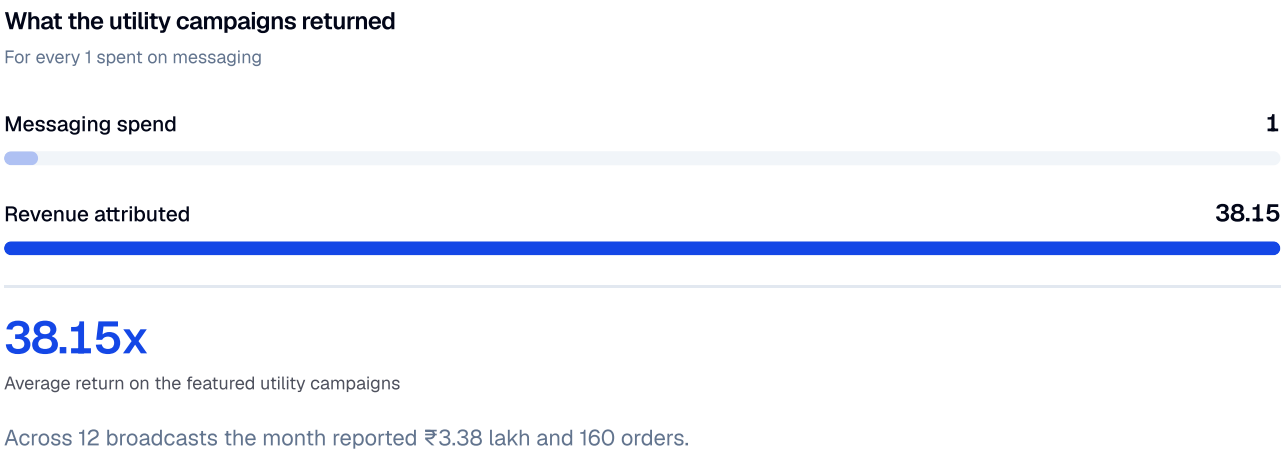
SPUR

Make the next broadcast easier to evaluate.

Compare campaign outcomes and keep unsubscribe options clear as your WhatsApp programme grows.

Install on Shopify ›

The Impressive Results: Explosive Growth and Unbeatable ROI



Babli's innovative use of Spur's tools delivered phenomenal results:

- **Exceptional Delivery Rates:** Their utility template broadcasts achieved incredibly high delivery rates, soaring to **90-95%**.
- **Outstanding ROI:** These strategic utility campaigns yielded an average ROI of **38.15x** their message cost. Even their standard marketing message template broadcasts achieved an impressive average ROI of **7.7x**.
- **Significant Revenue & Orders:** Across all 12 monthly broadcasts, Babli generated **₹3,38,108.83 in revenue** and facilitated **160 total orders**.
- **Reduced Messaging Costs:** By utilizing lower-cost utility templates for promotional content, Babli optimized their marketing spend while maximizing reach.

Important: Risk Mitigation with Spur's Features

While this utility template strategy is highly effective, it carries a risk of users blocking/reporting messages as spam, which can harm a brand's WhatsApp quality rating. Spur provides built-in mechanisms to counter this.

Brands can include a "quick reply" button for users to stop promotions or a footer that says "Reply STOP to Unsubscribe," allowing customers to opt out gracefully without resorting to blocking. Spur's AI (if deployed) also intelligently unsubscribes users who express a desire to stop receiving messages.

This proactive approach protects the WhatsApp account's quality rating by giving users another outlet to express their disinterest without outright blocking/reporting accounts, creating a win-win situation for both the brand and the recipient.

SPUR

Give each audience a relevant campaign.

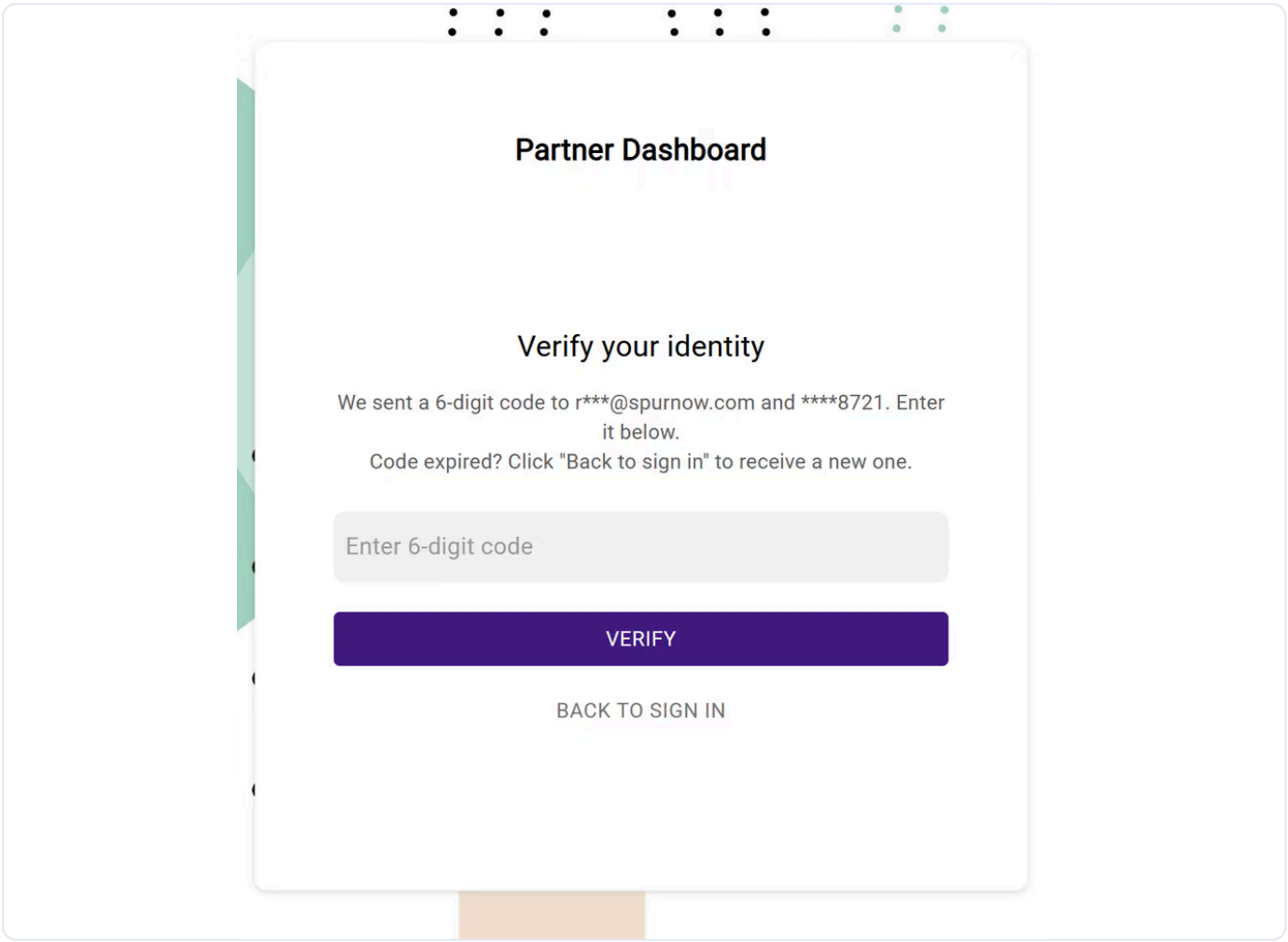
Build customer segments and send messages suited to each group, with delivery and order reporting in Spur.

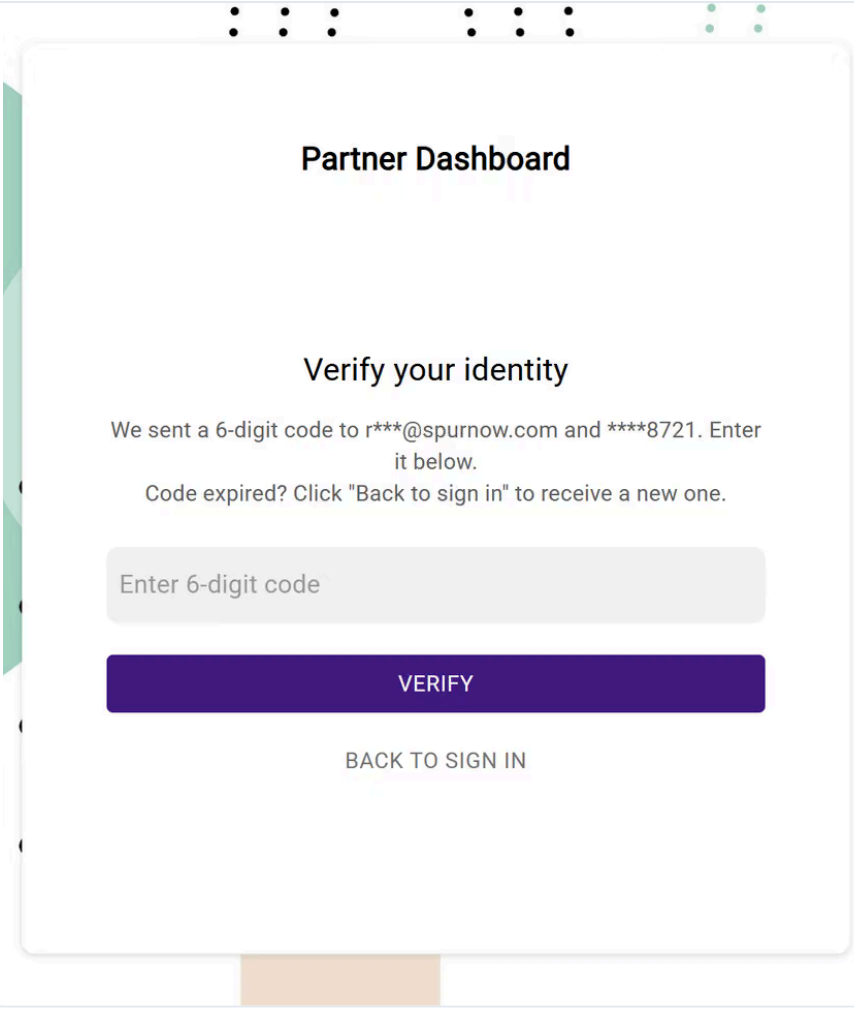
Install on Shopify >

Conclusion: Amplify Your Brand's Impact with Spur

Babli's journey is a powerful testament to how a combination of clever strategy and Spur's advanced WhatsApp marketing features can overcome challenges and drive significant growth. By leveraging our robust broadcast capabilities, smart segmentation, and the innovative approach to utility templates (backed by DeliveryBoost), Babli unlocked unparalleled reach and ROI.

Ready to transform your marketing strategy and achieve incredible results like Babli? Get Started with Spur Today **and turn every conversation into a conversion!**





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.

Install on Shopify >

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