× | FASHION · TARGETED PRODUCT LAUNCHES

How This E-Commerce Brand Achieved 73x ROI with Targeted WhatsApp Marketing

Discover how Muffynn, an innovative e commerce business, achieved a 73x ROI using Spur's targeted WhatsApp marketing tools to announce their new product launch.

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Muffynn
Fashion · Targeted product launches

73x
ROI Achieved

Revenue Generated	₹58,720.50
Marketing Spend	₹804.23
Setup Time	15 mins

KEY TAKEAWAYS

- Significant ROI: Muffynn achieved a remarkable 73x ROI using Spur's targeted WhatsApp marketing tools.
- Cost Efficiency: With a minimal investment of ₹804.23, Muffynn generated substantial revenue of ₹58,720.5.
- High Engagement Rates: The targeted campaign led to high open and click-through rates, demonstrating effective customer engagement.
- Ease of Implementation: The process of setting up and executing the campaign was straightforward and user-friendly.
- Importance of Segmentation: Targeting a specific customer segment drastically improved the effectiveness of the marketing campaign.

Ask an AI about this story ChatGPT Claude Perplexity

CHALLENGE	Announce Flexiplus Pro Pants to customers likely to care about the launch.
SOLUTION	Build an audience from prior purchases and send a focused WhatsApp broadcast.
RESULTS	✓ 73x reported ROI ✓ ₹58,720.50 in revenue

HOW THE WORKFLOW WORKS

STEP 1

Select previous trouser buyers

STEP 2

Introduce the new product on WhatsApp

STEP 3

Track purchases from the campaign

Introduction

Like many small businesses, Muffynn, a proudly homegrown Indian clothing e commerce business known for its timeless designs, sought to enhance their marketing strategy by leveraging digital tools.

Muffynn aimed to inform their existing customers about a new product launch on their online store. For this, they turned to Spur for **sending broadcast WhatsApp messages to specific customers**. This approach is particularly beneficial for an **ecommerce business looking to maximize its reach and efficiency**.

Background

Muffynn, a brand synonymous with style and quality, was founded with a mission to provide timeless and elegant clothing options to modern consumers.

Their commitment to sustainable practices and ethical manufacturing has earned them a loyal customer base. Despite their success, Muffynn faced challenges in scaling their marketing efforts effectively.

Traditional marketing strategies, including broad-spectrum digital campaigns on social media, resulted in high costs with suboptimal returns.

Muffynn's Marketing Journey

Initially, Muffynn relied heavily on social media apps like Instagram and broad email marketing campaigns to reach their audience.

While these methods generated some engagement, they also led to high marketing costs and relatively low returns. The lack of targeted marketing meant that many messages reached individuals with no purchase intent, diluting the impact and increasing costs.

The Challenge

THE PROBLEM

High Marketing Costs

Previous campaigns were broad and unfocused, leading to high expenditure with low returns.

Low Engagement Rates

Messages and email campaigns sent to a non-specific audience resulted in lower engagement and conversion rates.

Need for Targeted Reach

Muffynn required a solution that allowed them to reach customers with a higher likelihood of purchase.

Muffynn wanted to announce the launch of their Flexiplus Pro Pants to a specific segment of their customers to boost online sales.

As an online shopping business, they needed a **targeted marketing solution that would maximize engagement and return on investment**. Like many small businesses, they wanted to get the best bang for their buck.

They aimed to reach those who had previously bought their Flexiplus Straight Fit Trousers.

Specific Challenges Faced

- **High Marketing Costs:** Previous campaigns were broad and unfocused, leading to high expenditure with low returns.
- **Low Engagement Rates:** Messages and email campaigns sent to a non-specific audience resulted in lower engagement and conversion rates.
- **Need for Targeted Reach:** Muffynn required a solution that allowed them to reach customers with a higher likelihood of purchase.

The Solution: Broadcasts and Segmentation as a Marketing Strategy with Spur

Spur's Broadcast Messages are a **powerful WhatsApp Business marketing tool**, enabling brands to send **personalized WhatsApp marketing messages to thousands of people at once**.

Coupled with Spur's **impressive segmentation tools** that allows brands (like this ecommerce business) to **target their campaigns to a specific audience**, it becomes a powerful combo that can drive sales effectively and efficiently. And that's just what Muffynn did!

How do Targeted Broadcasts work with a WhatsApp Business Account?

If you have a WhatsApp Business account linked with Spur, setting up targeted broadcasts is as simple as starting a group chat!

Meta WhatsApp Business enables free international messaging as well, which can bring retail sales from across the globe!

Key Features Used by Muffynn

- **Broadcast Messages:** Enabled the sending of personalized messages to thousands of users simultaneously.
- **Database Segmentation:** Allowed Muffynn to filter their audience based on specific criteria, ensuring that messages reached individuals with high purchase intent.

SPUR

Make purchase history useful for your next launch.

Connect customer segments, campaign messages and order reporting in the same workflow.

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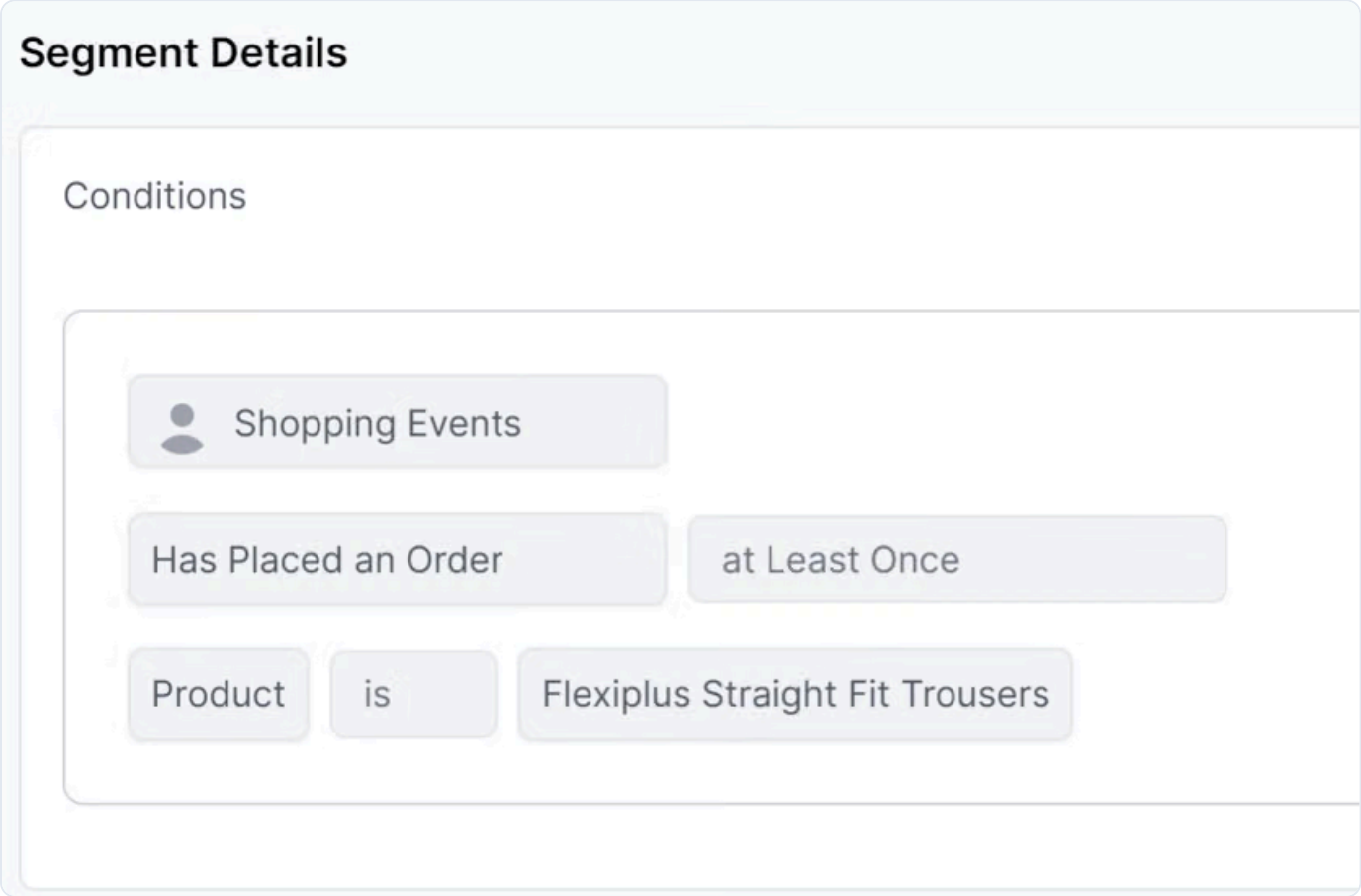
The Implementation Process

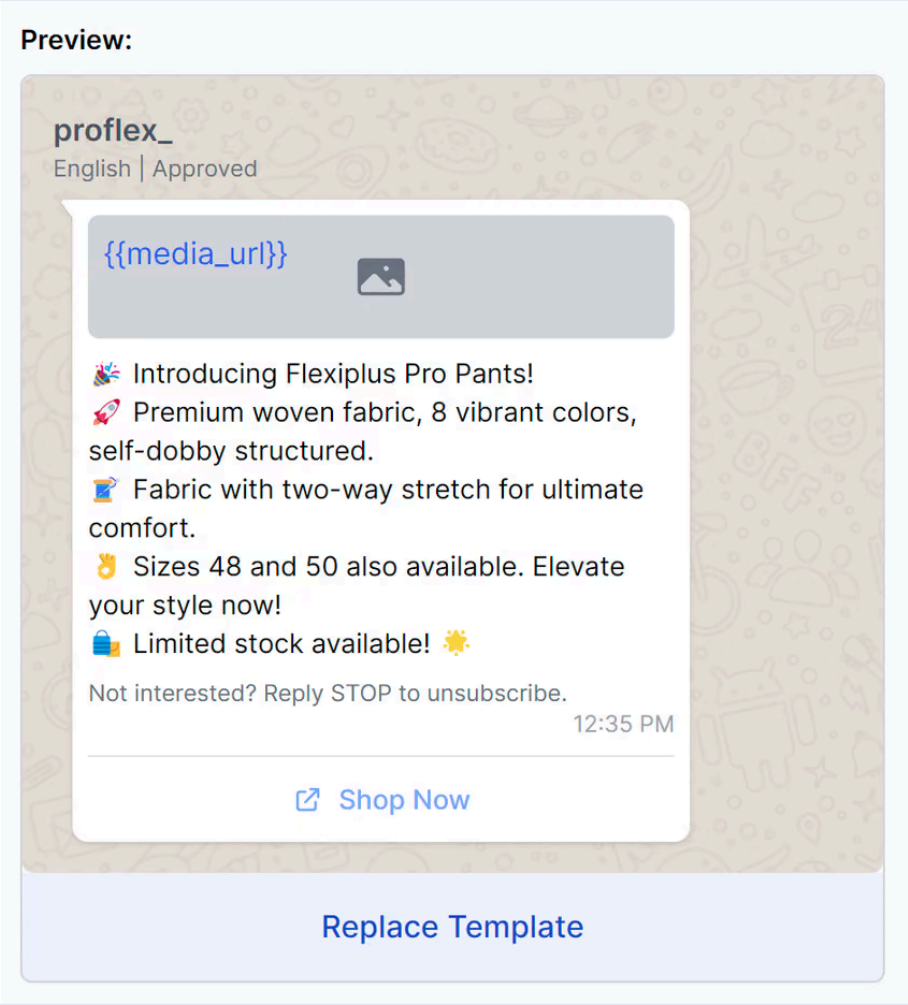
Step-by-Step Process

1. **Creating the Segment:** Using the Segments feature in Spur's Database, Muffynn created a segment of customers who had previously purchased the Flexiplus Straight Fit Trousers. This targeted segment ensured that the message reached individuals with a known interest in similar products.



Screenshot of the segment Muffynn created using Spur database.

1. **Message Creation:** Muffynn crafted a personalized message announcing the new Flexiplus Pro Pants. This message was then submitted for approval by Meta. Here's what their message looked like:



Muffynn's WhatsApp Broadcast Template that brought them 73x ROI

1. **Broadcasting the Message:** Once approved, the message was broadcasted to the targeted customers. This step required minimal time and effort, thanks to Spur's user-friendly interface.

Learning these tools was very easy for Muffynn. Even if they had encountered any hurdles, Spur's Customer Success team is always ready to help them out.

You can also checkout this video which shows how it all works.

SPUR

Launch to the customers most likely to care.

Build an audience from previous purchases and introduce a relevant new product through WhatsApp.

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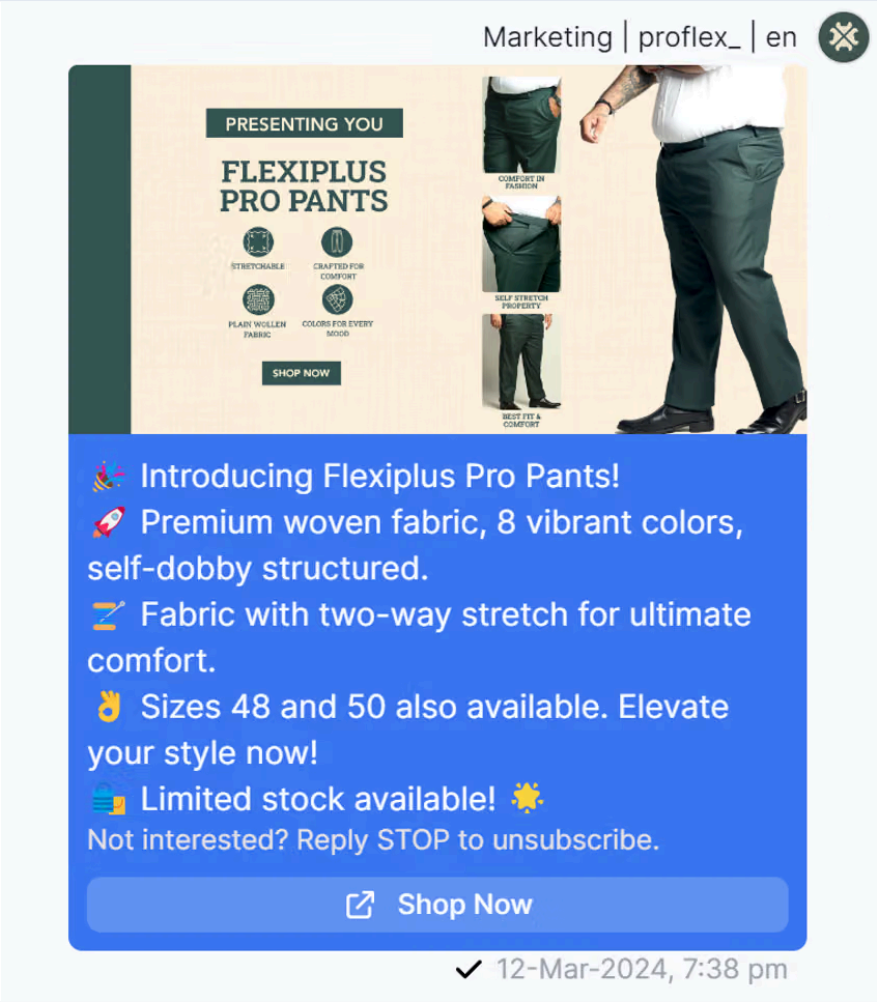
The Results: Boost in Online Sales

What went out, and what came back

73x ROI Achieved

MARKETING SPEND **₹804.23**

REVENUE GENERATED **₹58,720.50**



This is the message Muffynn's customers received for this campaign.

By targeting customers who shop online and had already made a similar purchase, Muffynn ensured **higher engagement and conversion rates**, a common strategy among successful e commerce businesses.

The use of an online marketplace platform like WhatsApp Business allowed them to reach a wider audience efficiently. With Spur, they experienced remarkable results from their broadcast campaign:

- **Achieved a 73x ROI** on their marketing spend.
- **Generated ~₹60k** in revenue with an investment of just **₹800**.

- **Sent messages with high open and click rates**, demonstrating significant customer engagement.

> “Spur's WhatsApp marketing tools have significantly boosted our promotional efforts. Our targeted broadcast campaign resulted in a 73x ROI, and the ability to segment our audience made our campaign even more effective. Spur has been a game-changer for us!”
>
> **Founder**, Muffynn

Broader Implications of Targeted Marketing with WhatsApp Business

Importance of Targeted Marketing for E Commerce Businesses

The case of Muffynn highlights a crucial aspect of modern marketing - the importance of targeting.

In a landscape where consumers are bombarded with advertisements, a targeted approach ensures that marketing messages reach those most likely to convert. This is particularly vital for e commerce businesses, where the ability to drive sales efficiently can make or break success.

Role of Segmentation in Reducing Marketing Costs

By using Spur's segmentation tool, Muffynn was able to drastically reduce marketing costs. Instead of sending broad messages to an uninterested audience, they focused on individuals with a proven interest in their products. This not only cut down costs but also ensured higher engagement and conversion rates.

Enhancing Customer Engagement through Personalization

Personalization is a key driver of customer engagement. Muffynn's campaign leveraged personalized WhatsApp messages, which are more likely to capture attention and drive action.

This level of personalization is made possible by tools like Spur, which allow businesses to create detailed customer segments and craft tailored messages.

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Insights on WhatsApp Marketing in the E-commerce Industry

The Rise of WhatsApp as a Marketing Platform

WhatsApp has emerged as a powerful marketing platform, especially for e-commerce businesses.

Its wide user base and the ability to send personalized messages make it an effective tool for engaging with customers. Brands can leverage WhatsApp for various marketing activities, including promotions, product launches, and customer support.

Benefits of Using WhatsApp for Marketing

- **Direct Communication:** WhatsApp allows businesses to communicate directly with customers, creating a more personal connection. Customers can also browse your catalogue and purchase products directly from within WhatsApp, further driving sales.
- **High Engagement Rates:** Messages on WhatsApp tend to have higher open and response rates compared to emails.
- **Cost-Effective:** Using WhatsApp for marketing can be more cost-effective than traditional advertising methods.
- **Global Reach:** WhatsApp's international reach makes it an ideal platform for businesses looking to expand their audience.

Best Practices for WhatsApp Marketing

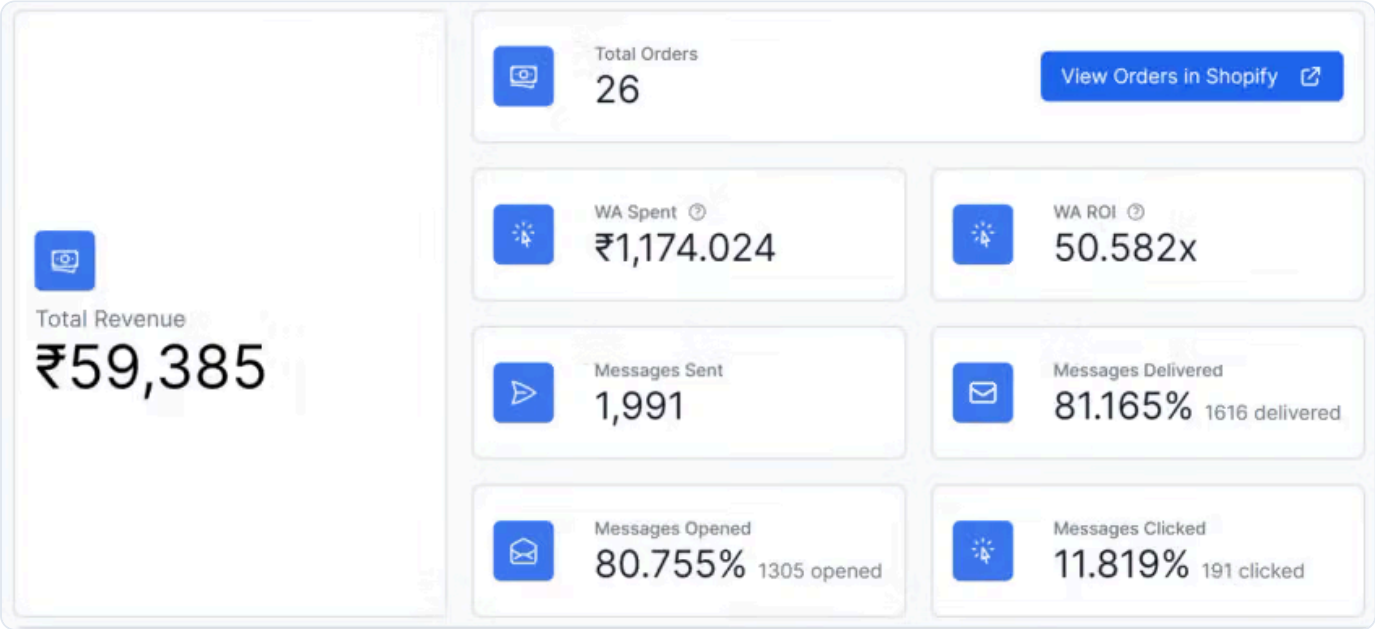
- **Segmentation:** Always segment your audience to ensure messages are relevant and targeted.
- **Personalization:** Personalize messages to make them more engaging and effective.
- **Compliance:** Ensure compliance with privacy laws and obtain consent from customers before sending messages.
- **Value-Driven Content:** Provide valuable content that addresses customer needs and interests.

Future Strategies for Muffynn and Other Online Businesses

Continuous Use of Targeted Campaigns

Following the success of their initial targeted campaign, Muffynn continued using Spur's tools for future product launches and promotions.

Here are the numbers for one of their other targeted campaigns!



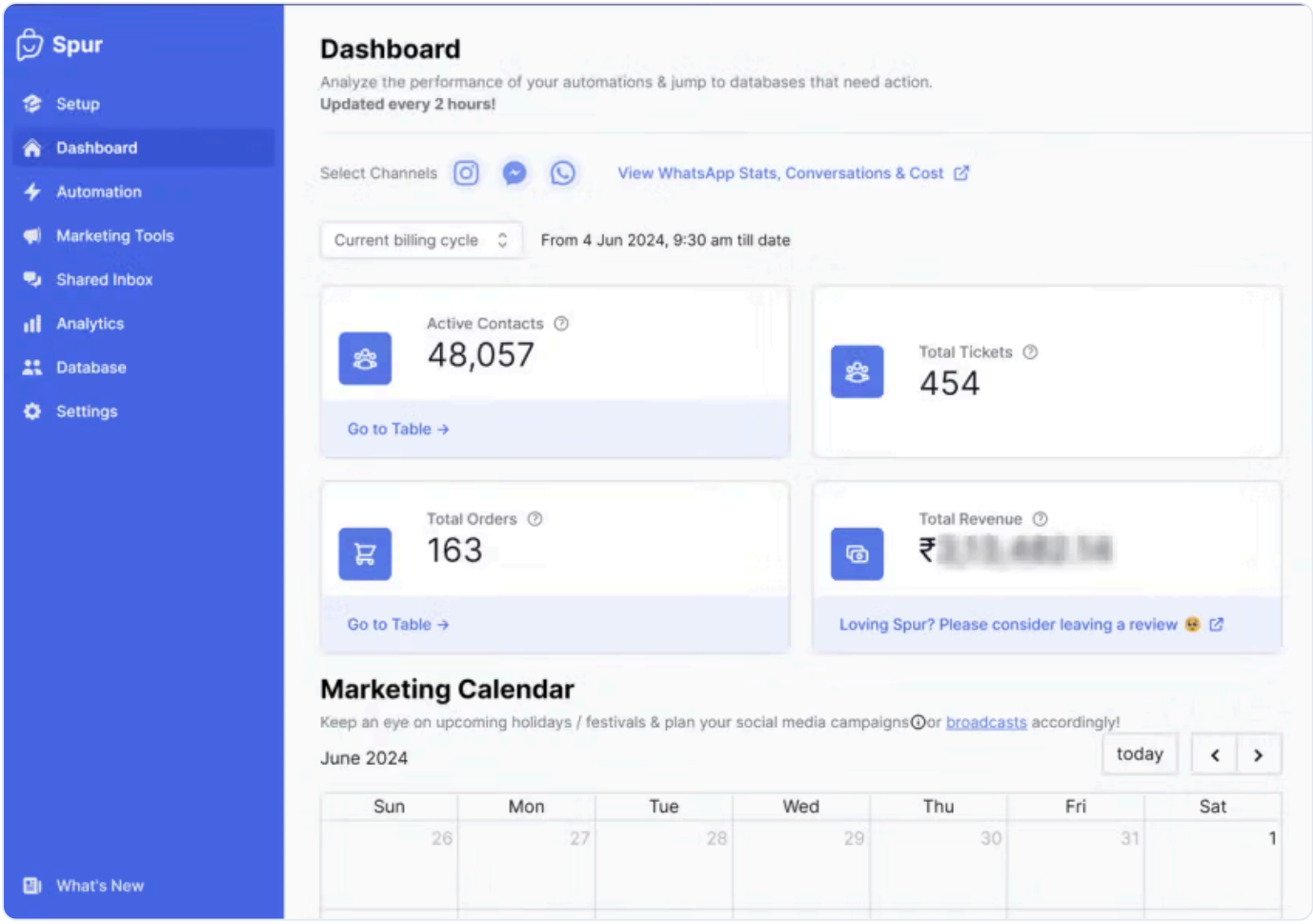
Muffynn also got a 50X ROI on one of their other targeted WhatsApp campaigns with Spur

This strategy will continue to help them maintain high engagement rates and maximize ROI.

Expanding Reach with WhatsApp Business

Muffynn's success story underscores the potential of WhatsApp Business as a marketing platform. By leveraging the widespread use of WhatsApp and its capabilities for personalized communication, every e commerce business can effectively reach and engage their audience.

Integrating Spur's Tools for Holistic Marketing Strategies



Spur's dashboard is super simple to navigate, and has all the features and services one could need for engaging with customers across platforms.

Beyond WhatsApp broadcasts, Spur offers a suite of tools designed to enhance various aspects of marketing and customer support. This includes leveraging Spur's capabilities for dealing with abandoned checkouts, social media comment automation, and more.

Continuous Learning and Adaptation

As the digital marketing landscape evolves, Muffynn remains committed to continuous learning and adaptation. By staying updated with the latest marketing trends and leveraging innovative tools like Spur, they can maintain a competitive edge and continue to grow their business.

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Industry Insights: The Growing Influence of WhatsApp Marketing

The Role of Mobile Commerce in Modern Marketing

Mobile commerce has become an integral part of the e-commerce industry. With the rise of smartphones, consumers now prefer shopping online using their mobile devices. This shift has led businesses to adopt mobile-centric marketing strategies, with WhatsApp playing a pivotal role.

WhatsApp vs. Traditional Marketing Channels

Compared to traditional marketing channels like email and SMS, WhatsApp offers a more interactive and engaging platform.

The ability to send multimedia messages, real-time updates, and personalized communication gives businesses a competitive advantage. Furthermore, WhatsApp's end-to-end encryption ensures that customer data remains secure, building trust and loyalty.

The Future of WhatsApp Marketing

As WhatsApp continues to evolve, it is expected to introduce more features tailored for businesses.

This includes advanced analytics, integration with other marketing tools, and enhanced customer support capabilities. Businesses that adopt WhatsApp marketing early will be well-positioned to capitalize on these advancements.

Conclusion

Muffynn's success story highlights the effectiveness of Spur's WhatsApp marketing tools in driving significant ROI and engagement for large and small business owners alike. By using templates for WhatsApp business and targeted promotional messages, Muffynn was able to leverage their existing customers and achieve what all brands dream of when building their businesses online.

Spur's tools are perfect for anyone with an online store (be it an e commerce business, an online services business, or a business to business brand) for conducting business and who are looking to maximize their marketing efforts and revenue, and can be used for numerous marketing endeavors, like announcing, sales, promos, products launches, offers, etc.

It can even help traditional businesses with a physical store to attract customers and build an online business presence.

Sign Up Now and discover how Spur's automation tools can transform your marketing strategy and help you grow your business.

Every person with the WhatsApp Messenger installed can become one of your customers with Spur!

In the coming weeks, we will share more success stories of how Spur helps various electronic commerce businesses (selling both physical and digital products) in nurturing leads, efficiently respond to messages, sell products, and attract new customers by shattering geographical barriers.

If you are an aspiring entrepreneur or a small business seeking valuable information on how to attract potential customers and break into new markets to grow your business with the power of a simple WhatsApp chat, stay tuned!

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. 7-day free trial.

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Book a demo

Meta Business Partner

Shopify Partner

- 14-day free trial
- Connects to Shopify in minutes
- WhatsApp billed per delivered message