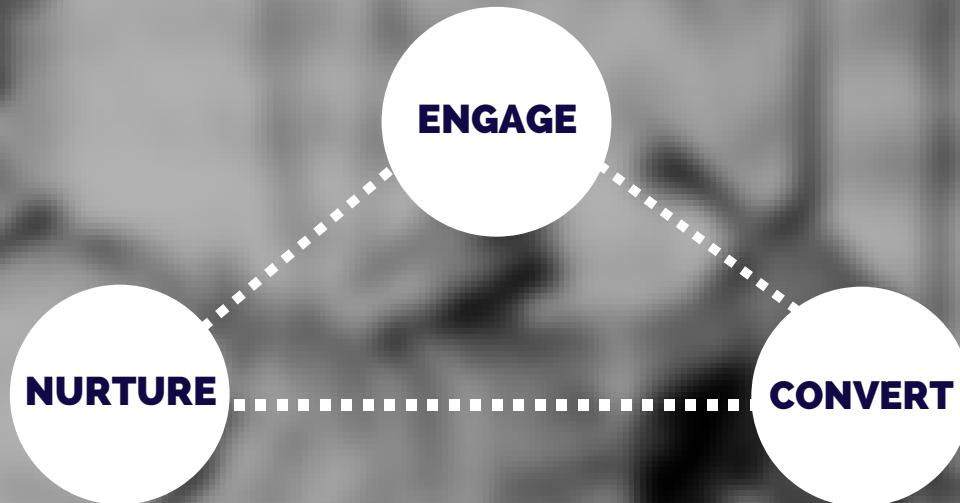




# KASHMIRBOX SUCCESS STORY



## ABOUT KASHMIRBOX

Kashmir Box is an inception of young thoughtful minds that went online to promote the traditional heritage of Kashmir. In a humble span of four years, Kashmir Box has become the marketplace for local artisans, craftsmen, producers and creative entrepreneurs who showcase their products to the world. Kashmir Box is a one stop shopping destination for anyone who wishes to purchase from the valley of Kashmir. They understand the customers' requirements and bring authentic, genuine and exquisite Kashmiri products to their doorsteps.

## ABOUT BETAOUT

Betaout is an all-in-one E-commerce Marketing Automation Tool. Using the power of real-time segmentation and hyper-targeted personalisation, Betaout enables e-commerce marketers to automate customer engagement across multiple channels including Email, Mobile Push, On-site, Browser Push, SMS, Live Chat and tools such as Cart Recovery, Campaign Builder, Dashboard Builder, Promocode Manager and Facebook Retargeting.

## KASHMIRBOX'S PAIN POINTS

LOW OPEN RATES ON BROADCAST EMAIL CAMPAIGNS



LOW CONVERSION RATES BECAUSE OF HIGH CART ABANDONMENT



LOW CONVERSION FROM NEW CUSTOMER SEGMENT AFFECTING PERFORMANCE AT BOTTOM OF THE FUNNEL



## SOLUTION & IMPACT CREATED

DYNAMIC PERSONALISATION AND SEGMENTATION BASED ON USER PROPERTIES INCREASED OPEN RATES BY

2.6X ↑

INTRODUCTION OF ABANDONED CART EMAILS RESULTED IN INCREASE IN ORDERS BY

87% ↑

MULTI-CHANNEL TARGETING OF NEW CUSTOMERS THROUGH ACTIVATIONS RESULTED IN INCREASE IN NEW ORDERS BY

20% ↑

# FROM THE KASHMIRBOX TEAM

"It has been an absolute delight to partner with Betaout. I say partner because of the stellar customer success that they provide. Using Betaout is like having a member inside your team, working 24\*7 to help you accomplish your marketing goals. We have been able to observe exceptional growth right from the word go. From Cart Recovery to Advanced Segmentation to Campaign Builder, the tools and features that Betaout provides are unparalleled in all aspects. The ease-of-use and scalability it provides has increased our team's productivity tremendously. In our stint with Betaout, we've so far been able to more than double our email open rates, reduced our marketing expense impressively and more. I'd definitely recommend Betaout to anyone who wants to take their marketing efforts to the next level."

**MUHEET MEHRAJ**  
**CO-FOUNDER & CEO**  
**KASHMIRBOX**

## WHAT BETAOUT OFFERS

### The All-in-one E-commerce Marketing Software

Know your customers. Personalise every message. Deliver across channels.



# Betaout

Humanizing Ecommerce Experience

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