



User Journey Tracking And Conversion Analysis for a Real Estate Tech Firm

ABOUT CLIENT

- Mumbai-based leading tech firm specializing in digital amenities for the real estate industry. With 7+ years of experience and a team of 50+, they help developers enhance the homeownership journey.
- They usually operate in loyalty programs, referral systems, and customer engagement solutions designed to strengthen homeowner relationships.

PROBLEM STATEMENT

Fragmented Marketing Data:

The client struggled to manage data across multiple channels—notifications, engagement, referrals, and deals—without a central system, making optimization difficult.

Limited Visibility into Notification Performance:

Tracking delivery, open rates, and user interactions was a challenge. The team couldn't accurately measure how notifications performed across different platforms, leading to inconsistent engagement.

Unclear Deal Performance Metrics:

Measuring offers, revenue impact, and user interactions wasn't easy. They lacked clarity on how many users clicked on offers and how those interactions led to conversions.

User Engagement Was Hard to Track:

The team had difficulty capturing daily active users, session frequency, and platform engagement. Without a clear view of user behavior, optimizing experiences was tough.

Referral Tracking Was a Blind Spot:

The client relied on referrals for growth but had no visibility into the full journey. Identifying where users dropped off and which channels worked best was nearly impossible.

Difficulties in Mapping User Journeys:

Understanding how users moved from first interaction to conversion was unreliable. Campaign tracking had gaps, and insights on demographics and locations were missing.

SOLUTION

When we first sat down to understand the client's challenges, it was clear that this plan needs to be implemented in 2 phases.

Phase 1: Establishing Data Tracking & Campaign Optimization

Advanced Notification Tracking:

Our developers integrated WebEngage with an SQL database to systematically capture delivery rates, open rates, and engagement across different devices and operating systems.

Performance Analytics for Deals & Offers:

We built a real-time monitoring system that analyzed deal volume, user clicks, conversion rates, and monetary impact, helping the client optimize marketing strategies.

User Engagement Metrics Dashboard:

Our engineers set up analytics to track daily/monthly active users, session durations, and key engagement hotspots on the platform.

Referral Journey Optimization:

We developed tracking mechanisms to analyze drop-off points and referral success across different channels, allowing the team to refine their referral programs.

Phase 2: Mapping the Full User Journey & Enhancing Data Insights

Comprehensive User Flow Tracking:

Our engineers implemented UTM-based tracking to capture the complete user journey, ensuring accurate attribution of traffic sources and campaign performance.

User Path & Drop-Off Analysis via Power BI:

We designed interactive Power BI dashboards that visualized user behavior at each touchpoint, highlighting where users dropped off and where conversion optimization was needed.

Demographic & Location-Based Insights:

We introduced advanced segmentation, allowing the client to analyze how different user groups interacted with the platform and tailor marketing efforts accordingly.

UTM Parameter Optimization:

We restructured UTM tracking to provide more precise insights into campaign-driven user acquisition and conversion trends.

Visualizing the Entire User Journey:

Our Power BI solution mapped the full user path, enabling data-backed decisions on marketing and product improvements.

TECHNICAL IMPLEMENTATION

WebEngage & SQL Integration:

Built a data pipeline to extract user interactions from WebEngage into a structured SQL database for seamless processing.

ETL for Data Standardization :

Implemented a custom ETL pipeline to cleanse and transform raw data before feeding it into analytics.

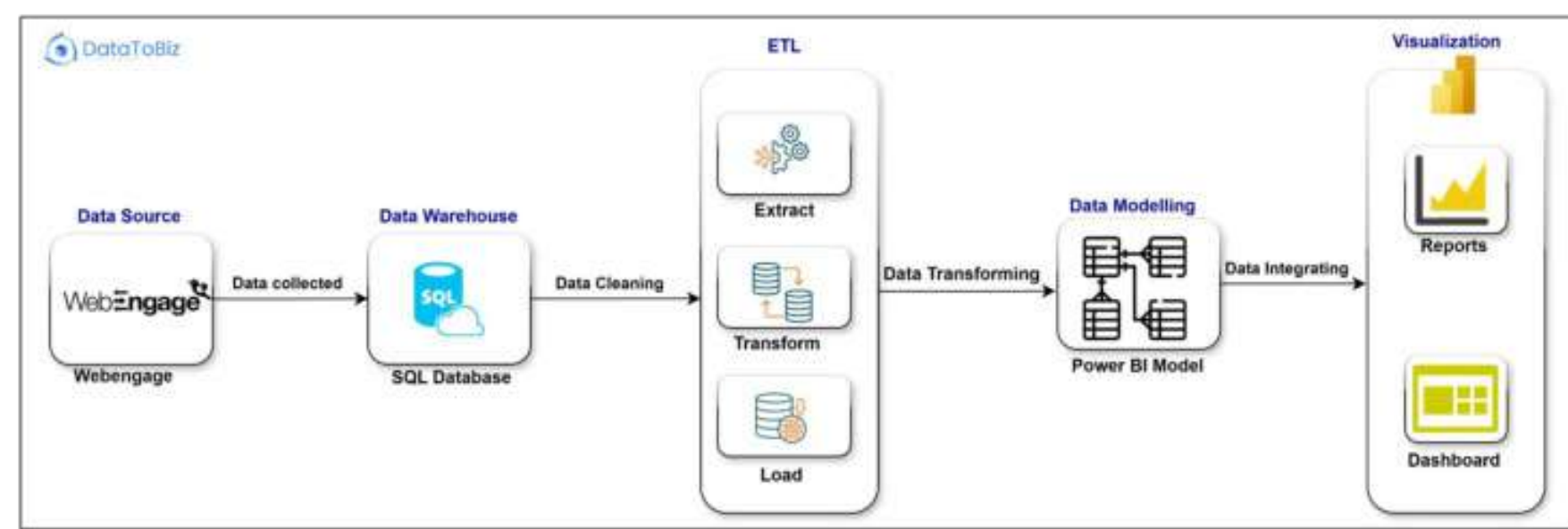
Power BI for Real-Time Insights:

Imported transformed data into Power BI, creating dashboards for marketing performance, user journeys, and referrals.

Custom Metrics & Reporting:

Developed DAX measures to accurately track conversion rates, user retention, and engagement metrics.

TECHNICAL ARCHITECTURE



BUSINESS IMPACT

Enhanced Data Visibility :

Notification tracking accuracy improved, reducing missed alerts and boosting engagement rates by 2x.

Optimized Deals & Offers Performance:

Time spent tracking offers dropped from hours to minutes, while click-to-purchase conversions rose by 30%.

Improved User Engagement:

Real-time tracking helped identify 15% more daily active users, enabling better engagement strategies.

Referral Conversions Boosted: Identifying drop-off points led to a 40% increase in successful referrals.

Accurate User Journey Insights :

Full user path tracking improved, revealing key drop-offs and increasing campaign efficiency by 2x.

By integrating WebEngage with SQL and Power BI, we transformed how the client tracks and optimizes digital marketing. With clear data, real-time insights, and structured analytics, the real estate technology firm now make confident, data-backed decisions. Streamlined user journey tracking and smarter campaign strategies have led to higher engagement, better conversions, and stronger marketing performance.

