

Wonderchef Stopped Resending Campaigns Manually and Revenue Went Up 70%

3X ROI with Drip AI

Send a follow-up message to customers based on how they engaged with your main campaign. [Learn more](#)

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AI Agent - Info Collection

Campaign QRB clicks ([Learn more](#))

Campaign QRB clicks ([Explore now](#))

Abandoned Cart Segment

Create segment 

Template message preview



Hi {{customer_name}}! 🍷

The Wonderchef End of Season Sale is here with up to 80% OFF on your favorite kitchen essentials 🔪🔍.

🎁 It's a great chance to refresh your kitchen with quality appliances that make cooking easier and more fun!

Don't miss out – this offer expires in 24 hours!

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One Campaign. Three Channels. Zero Manual Work.

"Guys, loving this Drip Campaigns feature! Super cool. I used to handle this manually, and now it's pretty quick. Reaching customers across three channels without any extra steps, that's the kind of scale we always wanted. Excited to see what other awesome tools you launch next!"



Amit Tilekar

Strategy & Digital Transformation Officer, Wonderchef

High-volume campaigns across three channels until a message fails and there's no safety net. Before BIK's Drip Campaigns:

- **Silent Drop-Off:** Failed WhatsApp messages had no fallback. Customers who didn't receive them simply never heard back
- **Manual Recovery:** The team resent failed campaigns by hand across channels. Repetitive and impossible to scale
- **Channel Fragmentation:** WhatsApp, Email, and SMS had no shared logic. A failure on one stayed a failure
- **Invisible Losses:** No visibility into how much revenue leaked through undelivered messages every month

What worked for them?

- **Drip Campaigns** — BIK's multi-channel retry engine that automatically re-sends failed WhatsApp messages via Email, SMS, or RCS, without any manual effort
- **Smart Retry**— resends undelivered messages within a 120-hour window, quietly recovering reach without increasing send volume
- **Multi-Channel Sequencing** — WhatsApp fires first. If it doesn't land, Email picks it up. If that doesn't land, SMS closes the loop.
- **Segment-Level Targeting** —each fallback channel reaches the right audience at the right time, based on purchase history, engagement, and intent signals

The Outcome (Last 30 Days)



Campaigns

300

executed across
90 days

25+

campaigns live and
running currently

15.2x

avg ROI across all
campaigns



Drip Impact

21x

ROI on WA drip
fallback campaigns

40%

campaign click-
through rate

8.52L+

customers
reached



Scale

4.7L+

messages sent
across 3 channels

1 in 7

store orders driven
by BIK AI

42K

unique customers
reached via journeys

Become our Next Success Story!

Get Started

