

bitespeed x DOT & KEY

# Dot & Key increased their revenue by 8x using BiteSpeed's AI Journeys on WhatsApp

8.76x

Increase in ROI with usage of AI Bots



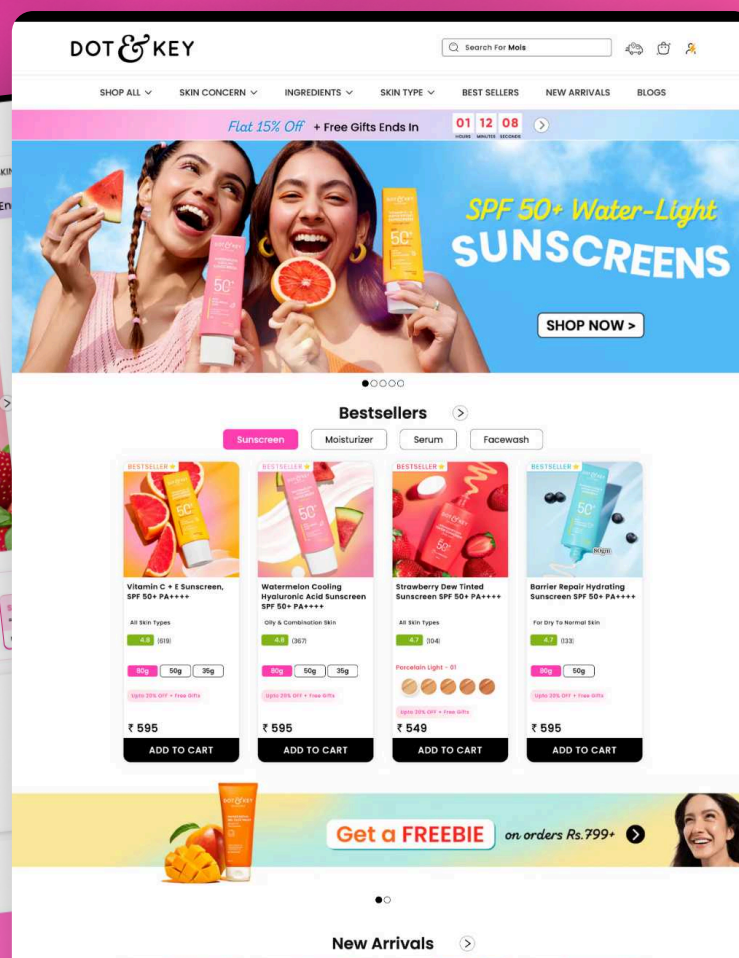
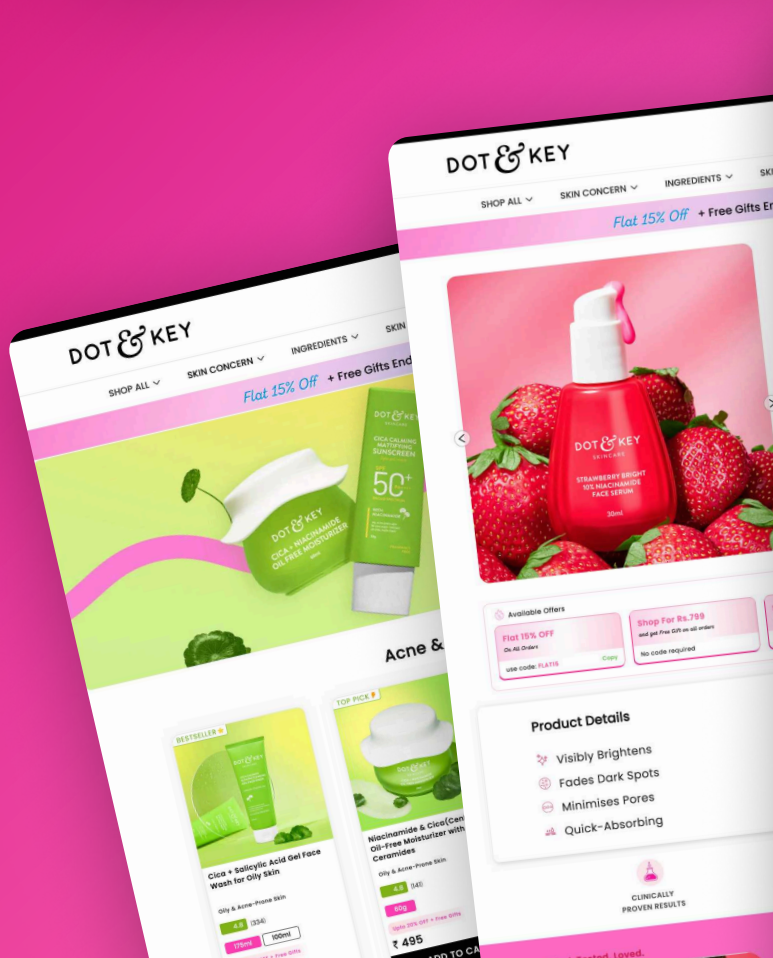
87.73%

Open rate on AI Journeys



9.8%

Conversion rates using AI Journeys



# About Dot & Key

## Crafted for Radiance

Dot & Key is a pioneering skincare brand dedicated to creating clean, effective, and delightfully sensorial products. From serums and moisturizers to sunscreens and sleep masks, each formula is thoughtfully crafted to nourish skin and elevate everyday rituals.

With dermatologist-tested, cruelty-free formulations powered by superfoods and actives, Dot & Key reimagines skincare for today's conscious consumers. Whether it's hydrating parched skin or tackling dullness, the brand ensures every moment feels radiant, indulgent, and beautifully personal.



The Smart Retries and Follow Up Broadcast features transformed the way we convert customers. We now handle queries faster, recommend personalized kits, and improve retention across our D2C channels.

**Rohit Sawhney**

Sales Manager - Bombay Shaving Company





# The Challenges



## #1 Creating Personalised Journeys for Products

Dot & Key faces challenges in creating personalised content & journeys for their products, prompting the exploration of leveraging AI to increase conversion & engagement



## #2 Low delivery rate & revenues for Whatsapp Broadcasts

Dot & Key faces the challenge of low delivery rates & revenues due to Meta's new spam regulations.



## #3 Best time for engagement with Audience

Dot & Key faced the challenge of picking the best time to send marketing messages which would result in higher engagement & conversions.

# The Results

**8x**

Uplift in Revenue with BiteSpeed

**76%**

Open Rates on AI Journeys

**97.44%**

Subscribe rate on broadcasts

**21x**

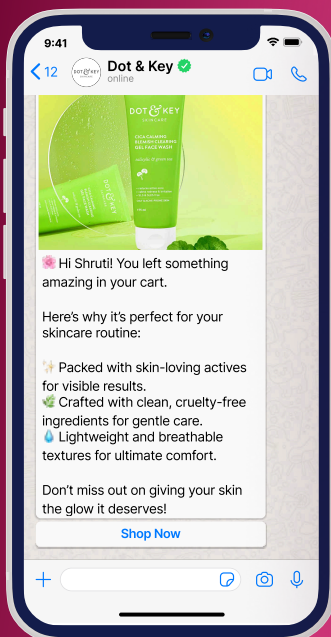
Decrease in fail rates using Retries

# 1 to 1 AI Personalised Journeys

## Leveraging AI For Marketing Content

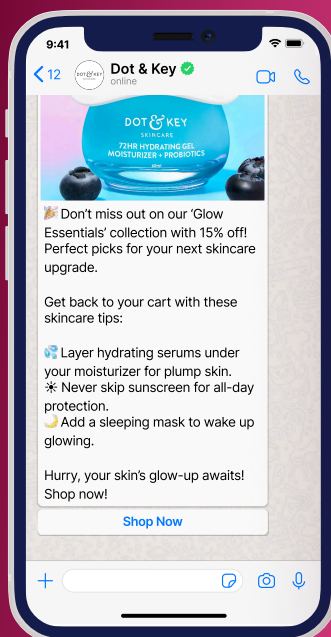
### Product Benefits

#### Product A



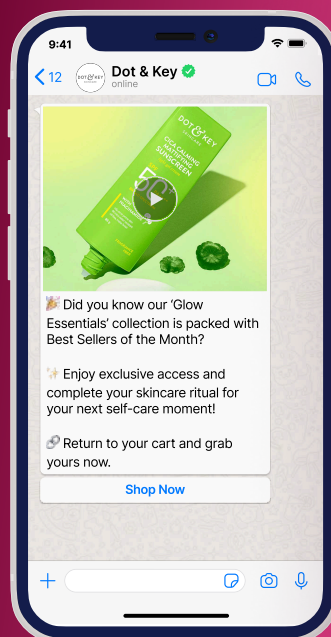
### Utility Focused

#### Product A



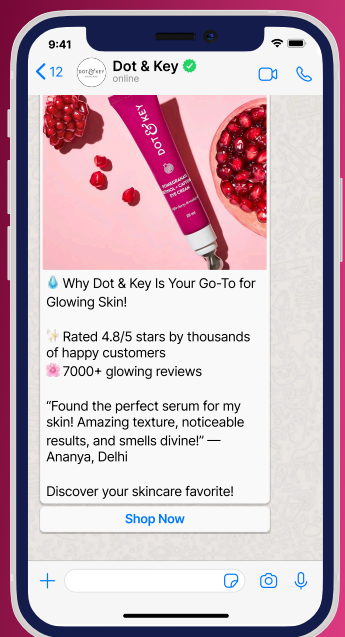
### Social Content

#### Product A

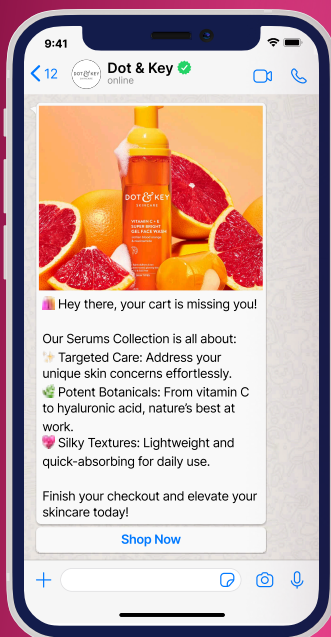


### Social Proof

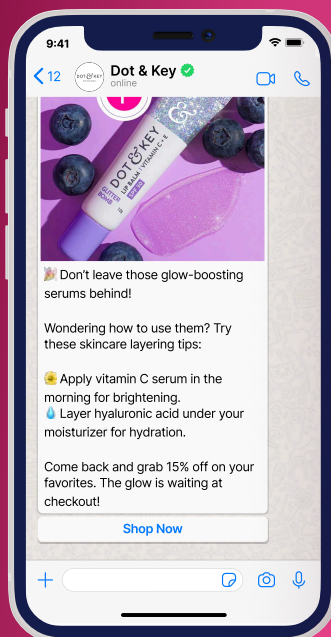
#### Product A



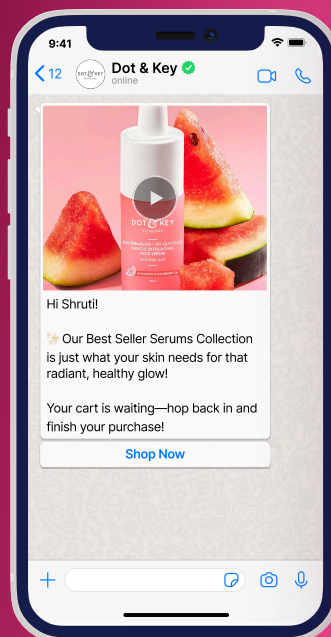
#### Product B



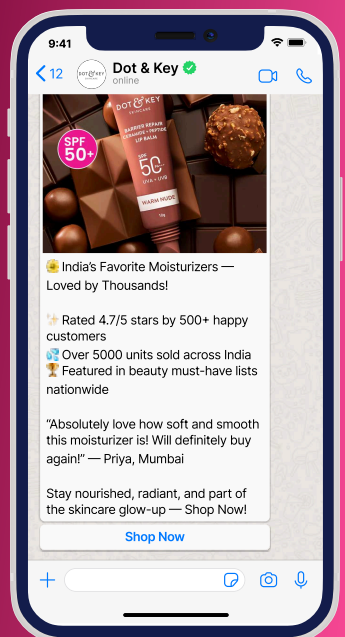
#### Product B



#### Product B



#### Product B





# AI Content Marketing

## ● Leveraging AI For Marketing Content

With BiteSpeed's AI Content Node, Dot & Key created personalised content for their product journeys basis different use cases such as abandoned cart, upsell etc.

Capability to add CTAs, Discounts, select the tone & the purpose of the message such highlighting product benefits, utility focused, styling tips etc enabled to create effective & meaningful journeys.

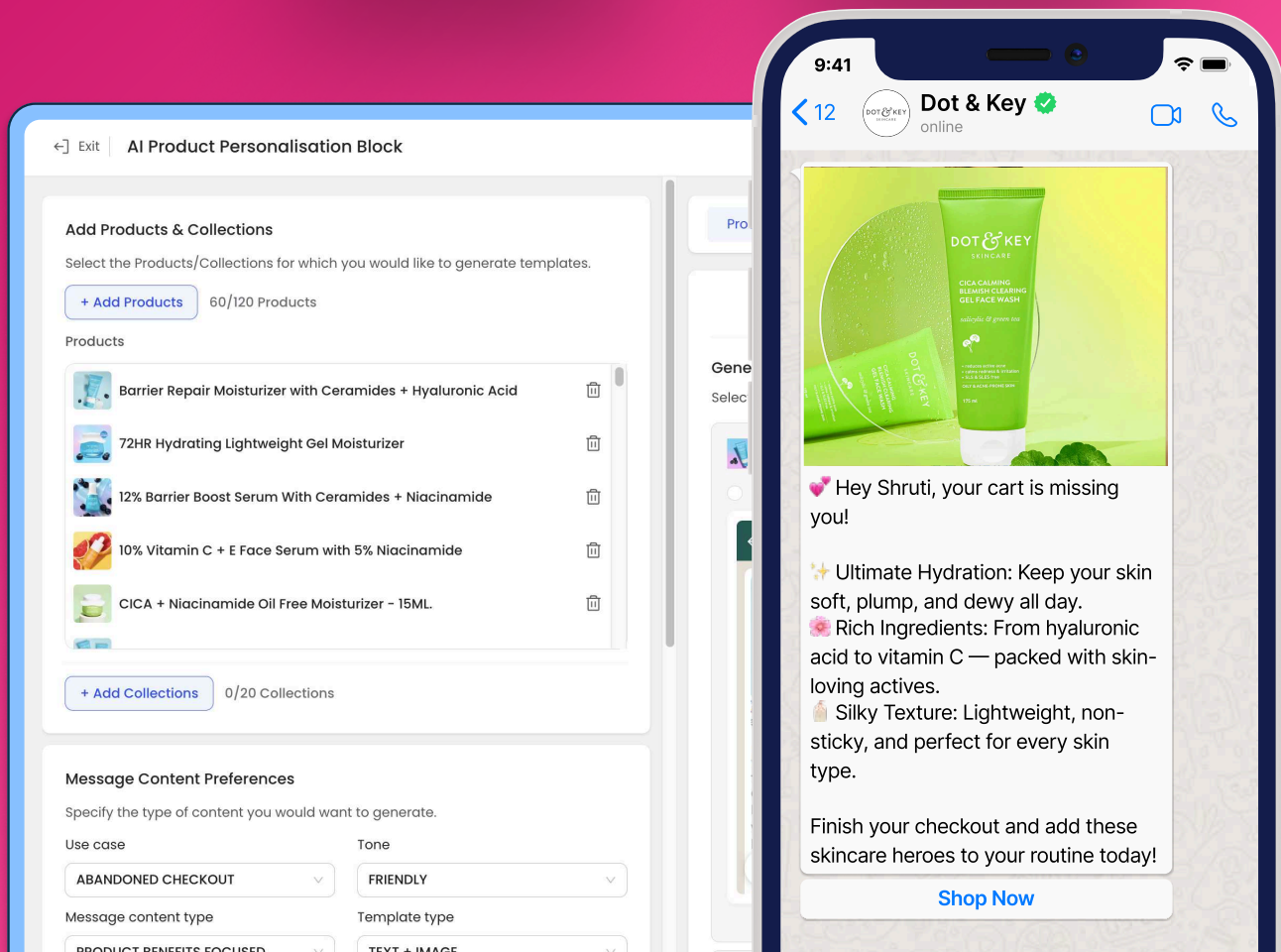
35.75%

Increase in order rates from WhatsApp



8x

Uplift in Revenue



# AI Social Content & Social Proof node

## ● Leveraging AI For Marketing Content

With AI Social Content Node, Dot & Key could leverage the use of instagram content for sending out Whatsapp Marketing Messages generated from AI

AI Social Proof Node enabled Dot & Key to use their reviews to generate content with focus on customer testimonials, number of 5-star reviews, highlights of why customers love them etc.

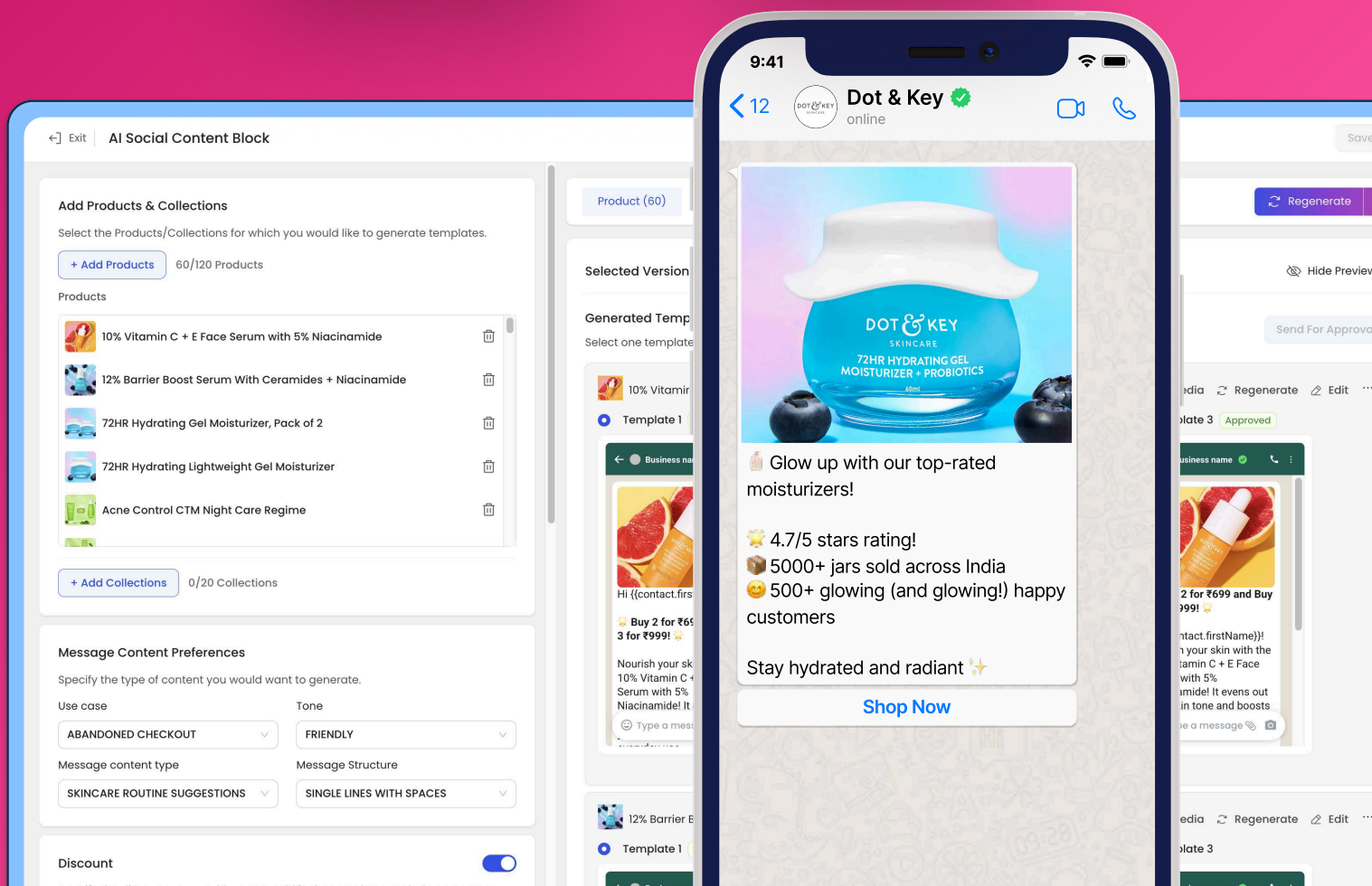
35.75%

Increase in order rates from WhatsApp



8x

Uplift in Revenue





# Meta Ads Library Node

## ● Leveraging AI For Marketing Content

With Meta Ads Node, Dot & Key leveraged their existing meta ads for the generation & fine-tuning of AI content for product journeys.

35.75%

Increase in order rates from WhatsApp



8x

Uplift in Revenue



Exit Instagram Content Library

All Posts Reels Slides All-time

Published on 07 April 2025

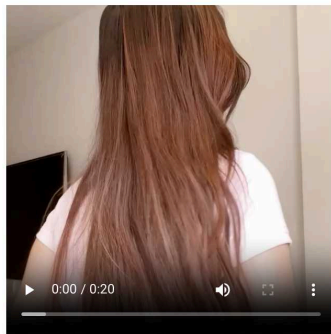


I scream...you scream...we all scream Barrier Repair

No Products tagged to this post.

Tag Products Tag Collections

Published on 06 April 2025

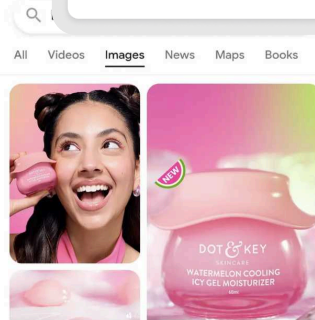


Doing the sunscreen shuffle like it's part of my morning playlist

No Products tagged to this post.

Tag Products Tag Collections

Published on 05 April 2025



Hot girl summer starts with cool girl skin!

One swipe of this Watermelon Icy Gel moisturizer

Tagged Product

Watermelon Cooling Icy Gel Moisturizer

Edit Products Edit Collections

Published on 03 April 2025



Published on 02 April 2025



Published on 01 April 2025



Me: I don't have attachment issues!  
Also me:

Published on 30 March 2025



Connect your Meta account

Connect to Meta

# WhatsApp Smart Retries

## Increasing delivery rate & revenues on WhatsApp broadcast

Brands started facing a 30-40% failure rates on WhatsApp broadcasts after Meta's new spam regulations came out in February 2024.

Dot & Key boosted their broadcast delivery rate from 60% to 85% with the Smart Retries feature, resulting in a revenue increase by 11x.

By seamlessly integrating Email and SMS as fallback channels, Dot & Key ensured no missed opportunities.

**Up To 85%**

Deliverability

**+ 11.3x**

Additional Revenue

### Smart Sender



Retry Time Window

24

hours

Broadcast Revenue

**₹ 3,15,892**

↗ ₹79,958 from Smart Sender

Broadcast ▾

Revenue ▾

22ndJulySale\_5

₹3,15,892

Smart sender ▾

Original Broadcast

₹2,35,934

WhatsApp Retry

₹79,958

Revenue from Smart Sender

WhatsApp Retries ₹79,958

Percentage 25.33%



# Intent Based Follow-ups

## 🔴 Increasing conversion rates & revenues on WhatsApp Broadcast

Intent Based follow-ups enabled Dot & Key to send follow-ups on the Whatsapp Broadcasts, contributing to 2X conversions & 40% revenue increase from Broadcasts

# 9.8X

## Conversion Rates

**+ 11.3x**

## Additional Revenue

```
graph TD; A[Primary Broadcast] --> B[Follow-up Broadcast 1]; B --> C[Follow-up Broadcast 2]; C --> D[Follow-up Broadcast 3];
```

**Create WhatsApp Broadcast**

- Primary Broadcast**  
28 Nov 2024 ~ 09:30 PM  
black\_friday\_main
- Follow-up Broadcast 1**  
29 Nov 2024 ~ 07:00 PM  
copy\_of\_black\_friday\_main
- Follow-up Broadcast 2**  
29 Nov 2024 ~ 07:00 PM  
copy\_of\_black\_friday\_main
- Follow-up Broadcast 3**  
29 Nov 2024 ~ 07:00 PM  
copy\_of\_black\_friday\_main

### Broadcast Details

Broadcast Name

black\_friday\_28th\_nov\_main

Send To

51366

One time buyer - 180 Days

Don't Send To

WhatsApp suppression list(0)

Checkout Started\_Order Not Placed - 180D

Recent Buyers - 15 Days

Repeat Buyers - 365 Days

International customers

Checkout Started - No purchases - Saress 365D

Repeat Buyers - 730D

Repeat Buyers - All time

Subscribers meeting suppression rules won't receive this broadcast to maintain high deliverability. [Learn more about Suppression rules.](#)

Add UTM Tracking

UTM Source

UTM Medium

Bitespeed

WhatsApp

UTM Campaign

black\_friday\_28th\_nov\_main

Broadcast		Status	Sent/Scheduled At	Total Revenue
<div><div><div></div><div>black_friday_28th_nov_...</div></div><div></div></div>	<div>Sent</div> <div>Has Follow-ups</div>	Nov 28, 2024 · 09:30 PM	₹ 3,20,000	
<div><div><div></div><div>Original Broadcast</div></div><div></div></div>	<div>Sent</div>	Nov 28, 2024 · 09:30 PM	₹ 2,10,000	
<div><div><div></div><div>Follow-up 1</div></div><div></div></div>	<div>Sent</div>	Nov 29, 2024 · 07:00 PM	₹ 48,000	
<div><div><div></div><div>Follow-up 2</div></div><div></div></div>	<div>Sent</div>	Nov 29, 2024 · 07:00 PM	₹ 35,000	
<div><div><div></div><div>Follow-up 3</div></div><div></div></div>	<div>Sent</div>	Nov 29, 2024 · 07:00 PM	₹ 27,000	

# Send Time Optimisation

## ● Increasing conversion rates & revenue on Whatsapp Broadcasts.

Brands face the challenge of picking the best time for sending broadcasts to engage their maximum audience.

Dot & Key boosted their conversion rates by 3 times leading to an additional revenue of 20% on Whatsapp Broadcasts by leveraging Send Time Optimization to pick the best time for sending out messages across different days of the week.

**3X**

Conversion Rates

**+ 20%**

Additional Revenue



### Schedule Broadcast

#### AI Send Time Optimization

As per our analysis, sending your broadcast at 11:30 PM on Friday (29-Nov-2024) would give best customer engagement.

#### Send Date and Time

29-11-2024



12:11 am





# bitespeed

Conversational Commerce Stack for D2C Brands



TRUSTED BY 3000+ SHOPIFY BRANDS

**mokobara**

*Skybags*

**CAI**



**littlebox**

**zouk.**



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**Start WhatsApp Chat**



**Vinayak Aggarwal**  
CEO, Bitespeed

✉ [vinayak@bitespeed.co](mailto:vinayak@bitespeed.co)