

Koovs uses Rich Media Push Notifications to enhance app user engagement and conversions during EOSS



Challenge

- Low conversion rates (product page to thank you page ratio).
- Low LTV.



Objective

KOOVS.COM has close to 1M App users (across IOS and Android) in India. Ecommerce users in India have been increasingly turning to their mobile devices for online transactions.

- KOOVS wanted to engage its app users at different stages of the purchase cycle and thereby grow In-app conversions.
- Optimizing marketing spends and focus on ROI was also part of the brand's strategy.

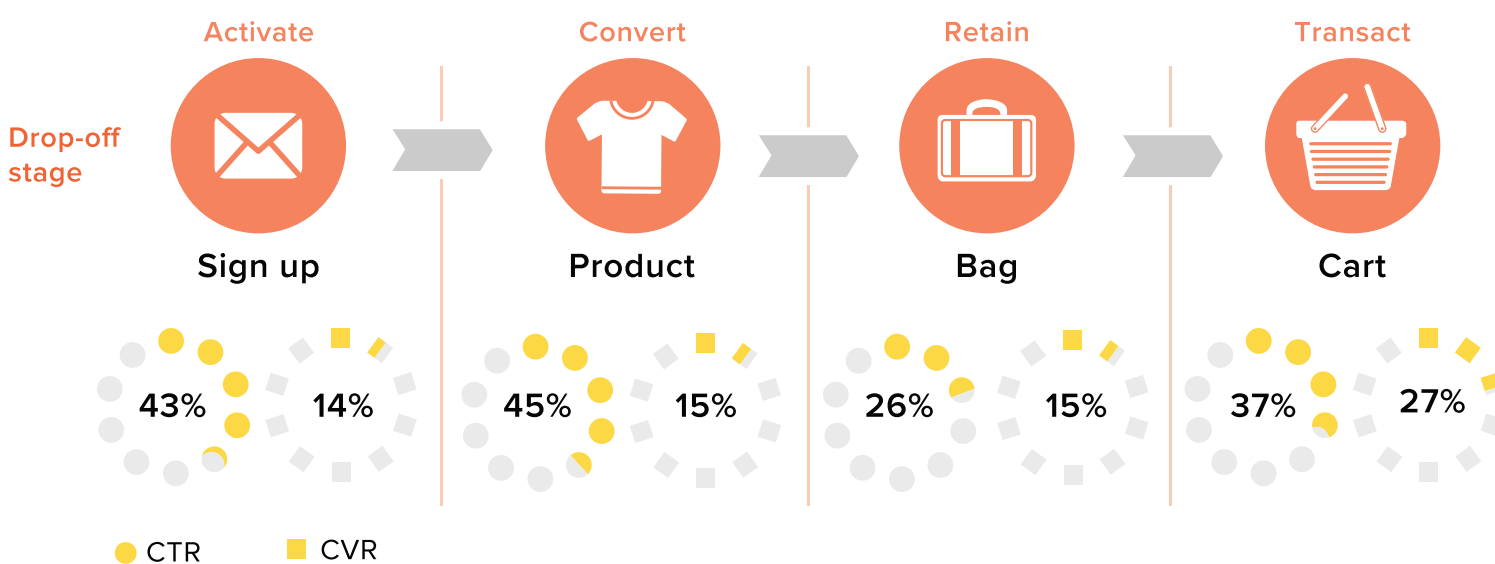


Solution

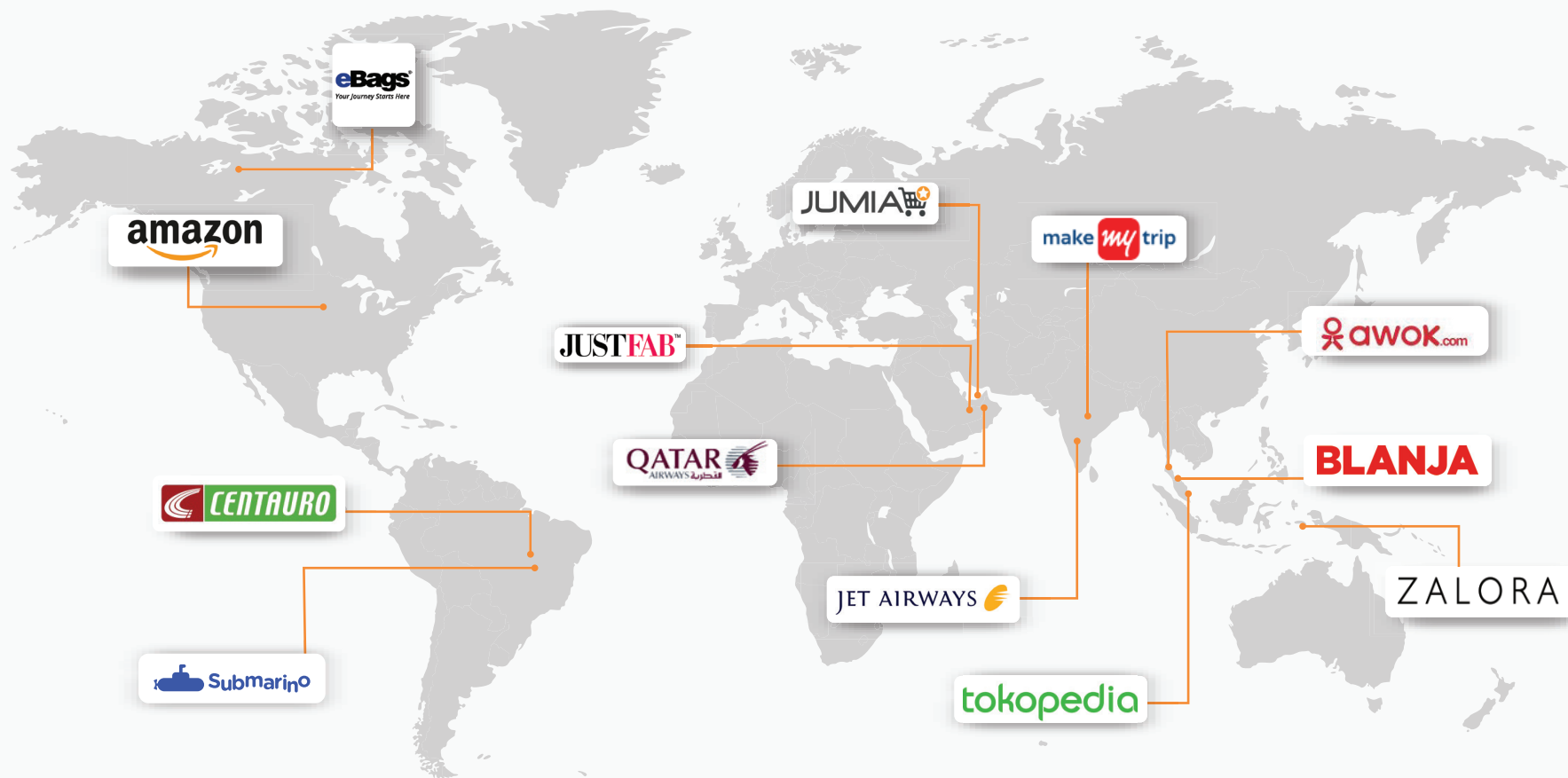
KOOVS.COM ran static push notifications to promote their End Of Season Sale and drive users back to their app. Micro-segments of these app users were created based on the drop-off stage and these users were shown Rich Media Push Notifications. A combination of dynamic single product push and multi-product push messages were sent based on the individual user's in-app activity, past behavior and drop-off stage.

Results

Contributed 11% to overall In-app sales with an exceptional ROI



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KOOVS.COM

KOOVS.COM is the one-stop online fashion destination for all wardrobe needs in India. Inspired by international runways, celebrity looks and on-trend street style, KOOVS.COM offers exceptional fashion at pocket-friendly prices, delivered to its customer's doorstep.



Vizury is a commerce marketing platform and its personalized retargeting stack is used by digital companies to grow marketing ROI and enhance transactions. Vizury's retargeting platform is unique as it offers an integrated proposition to target and engage with the interested consumers over Programmatic, Social and Notification channels. This platform was launched in 2007 and after achieving global scale and success, the platform and business of Vizury was acquired by Affle in 2018.

After the acquisition of the Vizury platform, it has now become an integral product as part of Affle's Consumer Platform. Affle started in 2005 and is a global technology company with a proprietary consumer intelligence platform that delivers consumer engagement, acquisitions and transactions through relevant Mobile Advertising.

Engage

Owned Media Retargeting
Web / App Push Notification

Social

Social Media Retargeting
Facebook / Instagram

Bid

Display & Video Retargeting
Programmatic Advertising On Exchanges