



CASE STUDY

Dinda Grows Revenue With Segmented Push Notifications, A/B Testing & Predictive Churn

DINDA'S OBJECTIVES

- Increase active users (by adding new users and retaining current users) and app opens
- Grow app revenue
- Identify at-risk users and re-message with win-back campaigns

THE CHALLENGE

Activate the App User Base and Grow In-App Revenue

Dinda is a Brazilian e-commerce brand specializing in children's fashions. Owned by Eden Electronic Commerce, Dinda helps people discover daily deals on clothing and accessories for children, babies and mothers on both its website and app.

Beginning in October 2015, Dinda noticed a shift in where their traffic was coming from — more and more of their customers were arriving on their site from mobile devices and the mobile app. As a result, Dinda began focusing heavily on evolving its mobile strategy. They saw the opportunity to create deeper connections with customers through the app by delivering real-time, personalized mobile messaging.

To continuously improve its app, Dinda's two main app objectives are to increase its active user base — both by gaining new app users and retaining existing customers — and grow app revenue.



DESCRIPTION

A Brazilian e-commerce brand specializing in children's fashions, Dinda helps customers discover daily deals on clothing and accessories for children, babies and mothers on both its website and app.

CHALLENGE

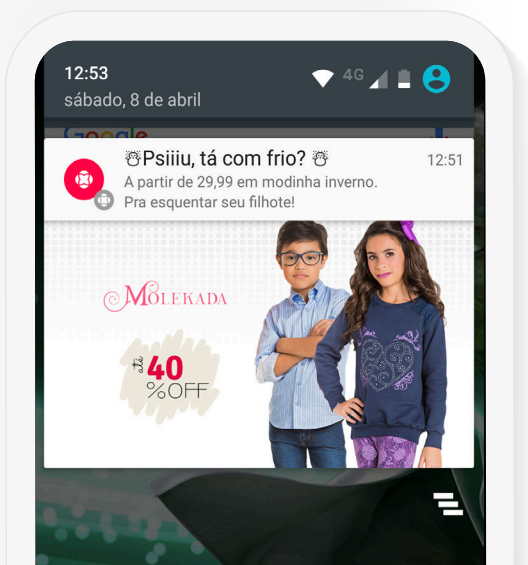
Evolve their mobile strategy by activating their app user base and growing in-app revenue.

SOLUTION

Increase new and active users by sending targeted, relevant push notifications, optimize push notification copy and predict at-risk users to re-message and retain these users.

RESULTS

Dinda achieved a 60% higher direct open rate on push notifications along with a 25% increase in revenue generated from app purchases compared to desktop, in under a year.



Dinda's push notifications share the latest sales relevant to users' interests. The push notifications deep-link to product pages.

“We use the Lifecycle report in Airship’s analytics tool, Insight, to see the impact of each push notifications we send — and make each notification more effective,” said Piráquine. “For example, if a particular message is performing below expectations, we can adjust it right away. Or, if a message is doing better than we expected, we might send it out to broader audience segments.”

Predict At-risk Users & Re-message to Retain These Users

With Airship Performance Analytics, Dinda can check and monitor day-to-day metrics and success, including daily/weekly/monthly active app users as well as authenticated users.

Airship’s Predictive AI allows Dinda to see users that are at low, medium and high risk of churning. Additionally, the retailer can see its top 25 device tags broken down by risk distribution — for example, a high percentage of users who have items in their cart are at low-to medium-risk of churn, while other tags may have more high-risk users.

With this breakdown of information, Dinda can create retargeting campaigns accordingly to recapture at-risk users. Dinda can also continue to monitor these levels and act accordingly. Unsurprisingly, Dinda app users who have made a purchase are the least likely to churn, followed by those who have authenticated/ logged in to the app.

THE SOLUTION:

Increase New & Active Users by Sending Targeted, Relevant Push Notifications

Dinda works on increasing the size of their app audience in three ways:

To increase downloads and acquire new users, Dinda uses third party advertising, such as Facebook, to promote its app.

Dinda shares daily deals by delivering segmented push notifications to relevant app users, via Airship Mobile App Engagement. For example, if there is a sale on shoes, Dinda can deliver that message to a specific list that includes only those who have indicated interest in shoes.

An automated welcome series also onboards new app users by sharing special features of the app and the value of opting in to push notifications, which encourages user activity and repeated use.

Optimize Push Notification Copy

Daily A/B tests help optimize message copy — the Dinda team runs tests such as with/without titles, with/without emojis and even differences in wording (like “Don’t get wet today” vs. “It’s raining,” or “Meow, Hello Kitty is here” vs “50% OFF Hello Kitty Clothes”). “A/B tests are part of our culture,” said Isadora Piráquine, Marketing Analyst at Dinda. “We’ve found that changing up different parts of our messages — like images, titles and offers — can have a big impact on open rates and engagement.”

RESULTS

↑ 60%

More revenue generated from app purchases compared to desktop from March 2016 to February 2017

↑ 25%

Direct open rate on push notifications sent over the past year

“The customer intelligence in Insight reveals new opportunities to keep our user base active and engaged.” said Piráquine. “The Predictive Churn data in Predictive Analytics shows us which of our users are at low, medium or high risk of churn. With that data, we can re-engage users we might otherwise have lost – and quickly see how effective our re-engagement efforts are at retaining them.”

ISADORA PIRÁGINE
MARKETING MANAGER

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CASE IN POINT:

By using segmentation in combination with A/B testing Dinda has created more engaging push notifications. Over the past year, Dinda’s segmented push notifications have resulted in a 25% direct open rate and an even higher influenced open rate, meaning these notifications often prompt users to open the app. (This number outpaces typical direct open rates.)

Together, these segmented push notifications and data insights have helped Dinda yield better business results. This includes an uptick in revenue coming from its mobile app over the past year, with

60% more revenue coming from its app than desktop website purchases.

Predictive churn analytics have also allowed Dinda to create re-engagement campaigns based on risk distribution and tags to minimize churn levels. By doing so, high and medium-risk users have decreased.



A screen showcasing the value of opting in to push notifications is included in Dinda’s welcome series.

THE VALUE OF AIRSHIP

Dinda values both Airship’s solution and team. “Airship has added an immense amount of value for us,” said Piráquine.

“Our account manager helps us explore new possibilities for driving more revenue with our messaging strategy,” she continues. “Their messaging tools have a lot of flexibility built in, so we can customize messaging that drives results. And the data solutions and predictive churn capabilities help us to continue to learn, improve our results, and retain our users longer.”

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