



Daily Deal Retailer Supercharges Sales with Push Notifications

Daily Deal Retailer's Objectives

- Drive higher overall conversions by ensuring customers are aware of sales
- Boost margins by increasing total sales per offer

An Australian-based Daily Deal Retailer* serves up deeply discounted, limited-volume deals on services, groceries, wine and other goods. As margins are thin, the company needs to drive a high volume of sales. The company tried reaching customers with SMS and email, but found those tools expensive and inefficient. With customers moving from the website to its mobile app, the retailer focused on push to alert consumers to deals.

With its investments in email and SMS showing so little return, the retailer added Urban Airship's push notifications to its app. Emails might go to spam or be read too late, but push notifications quickly put the deals in front of the company's one million customers.

Because push notifications appear at the front of a customer's mobile phone home screen, they prompt greater response and more immediate action. In fact, customers are ten times more likely to open a push notification than an email and, compared to SMS, a push notification is both cheaper and more effective at reaching the retailer's customers.

The retailer found that consumers loved push notifications, which meant the company gained a more loyal and profitable customer base.



The Daily Deal Retailer used push notifications to achieve maximum impact with each of their offers, increasing sales and boosting loyalty.

RESULTS

 **80%**

Open rate for push notifications.

 **27%**

Total traffic influenced by push notifications.

“Overall, push notifications are much more efficient platform to communicate with our customers. We are restructuring everything in the need to push to mobile.”

*Head of Technology and Operations,
Daily Deal Retailer*

“SMS alerts were too costly to justify the minimal increase in app conversions and many of our email messages weren’t being delivered to our customers, which would result in them missing a sale. We wanted to move our customers away from the website and into mobile apps but needed a way to increase conversions. Push notifications helped us do so.”

Daily Deal Retailer's Head of Technology and Operations

*Daily Deal Retailer is a confidential client and its name cannot be used.