



Dinda grows revenue with segmented push notifications, A/B testing & Predictive Churn Analytics

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.



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

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 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 Urban Airship Engage. 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.



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

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”).

“We run A/B tests almost every day to test title, image, offers and segments,” said Rodrigo Santos, marketing coordinator at Dinda. “We get creative with our text to get better open rates. For example, we recently discovered push notifications that include emojis yield a better open rate than those without.”

“Another great feature of Urban Airship’s analytics tool Insight is the Lifecycle tab, where you can see what type of influence your push notifications are having on your users,” said Santos. “For example, if there’s a high number of uninstalls after sending a particular message, you can adjust your approach quickly.”

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

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

Urban Airship’s Predictive Churn solution analytics allow 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.

*“Urban Airship Insight provides valuable information about our app, including an overview with general data, **predictive models that help our marketing team take action on at-risk, inactive users** as well as analytics to see if these actions are having a positive impact. It provides a way for us to get a better view of our data and act on it more quickly to keep our users active, and positively influence our overall results.”*

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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.

The Value of Urban Airship

Dinda values both Urban Airship’s solution and team. Santos says, “Our Account Manager is also hugely valuable – they help us act on all of our possibilities for push notifications as well as other potential mobile use cases.”

“The features of Urban Airship are very valuable for any company,” he continues. “The data lets you take actions to solve specific business problems and improve upon what’s already going well. The customization possibilities are awesome – from A/B testing, segmentation and predictive churn capabilities, to the ability to create lists, templates and personalized messaging.”

Want to learn more about how mobile can drive results for your business? **Contact us**, or visit **our blog** for best practices.