

*How Did ideo generate 600% ROI
with Related Marketing Cloud (RMC)
Web Push Notifications?*

/// ideo

CASE
STUDY


related
DIGITAL

ALL IN ONE MARKETING
AUTOMATION

How Did idefix Generate 600% ROI with Related Marketing Cloud (RMC) Web Push Notifications?

ABOUT idefix

Idefix, Turkey's first online bookstore founded in 1996, offers products over 200.000 in 10 different categories such as books, movies, music, electronics, stationery, and games. idefix, which has a significant share in online retailing, also makes easy purchasing possible with services such as one-click payment and mobile ordering. Furthermore, idefix, aims to increase the average reading rate in Turkey, alongside maintaining their marketing communications with the slogan "Reading, What a Wonderful Thing to Do".

ABOUT CHALLENGE

idefix is readily using RMC's advanced segmentation solutions effectively with **14 different automated email marketing scenarios**. idefix aims to optimize the efficiency of email marketing scenarios by utilizing web push notifications.

The primary goal for idefix was to increase the productivity of scheduled email campaigns through different communication channels so that the customers would take faster actions. In addition to the goal of converting abandoned shopping carts into sales, it was also intended to maximize customers' purchase volume. In this sense, the objective was to achieve maximum efficiency in emails sent on two different days for customers who abandoned their carts.



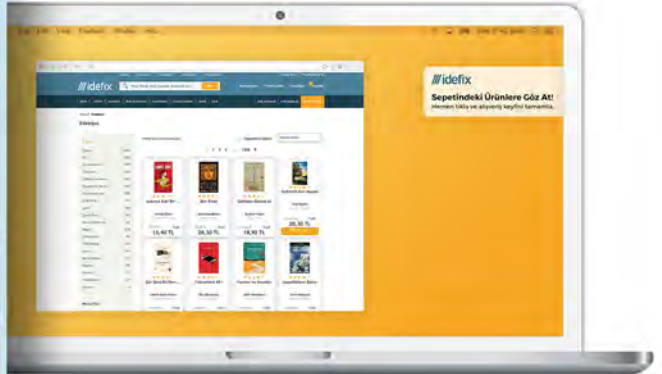
SOLUTION PROPOSAL

idefix had already successfully pursued its goal of appearing as a customer-oriented brand through personalized emails. We aimed to spread the message of these emails faster by supporting them via personalized web push notifications. For this case of idefix, it has been decided to use our email and web push notifications solutions together to ensure maximum efficiency.



SOLUTION

We used personalized web push notifications to activate customers who left products in their carts. In this scenario, customers who received the reminder email but haven't yet read or clicked it, were targeted. Web push notifications were later supported with reminder pushes.



RESULTS

- ★ As a result, idefix generated a total **ROI of 600%** with RMC's AI-powered personalized and bulk web push solutions.
- ★ **288% ROI** with web push notifications based on a shopping cart reminder scenario.
- ★ 33% of the overall traffic provided by the cart abandonment scenario was obtained through web push channel.
- ★ Among the total conversions of all web push campaigns, a conversion rate of 14% was achieved solely by cart scenario web push notifications.
- ★ The cart web push scenario added a 10% share to idefix's cart email conversion rate.

TESTIMONIALS

From a traditional point of view, marketers segmented customer types on the basis of purchasing, interest and demographic information.

Nowadays, this point has also been segmented by device and channel types.

With Related Digital's multi-channel integrated system that can communicate both in email and push notifications, we had the chance to provide content and campaign management according to customer interests. In this way, we conducted an effective marketing campaign through the right channels.



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