



How Corendon Airlines generated an astonishing 21x ROI through Push Notification Retargeting

Summary

Corendon Airlines is a Dutch/Turkish leisure airline headquartered in Antalya and based in Antalya Airport.

In August 2019, Corendon Airlines ran **automated and personalised web push retargeting campaigns** through Frizbit. As a result of these campaigns, they were able to generate a **2137% return on investment**. That means, Corendon earned €21 out of every €1 spent on the marketing platform of Frizbit. The cost per session through these campaigns became €0,13, being **%87 cheaper than remarketing ads** on Facebook.

Key Results of the Campaigns

Return on
Investment

21x

For every €1 spent
on Frizbit,
Corendon made
€21,37 of revenue

Cost per
Session

€0,13

Frizbit was %87
cheaper than
Facebook Remarketing
ads.

Returned
Users

13,1%

Frizbit returned 13,1%
of the subscribers back
to the webpage
after searching for a
flight

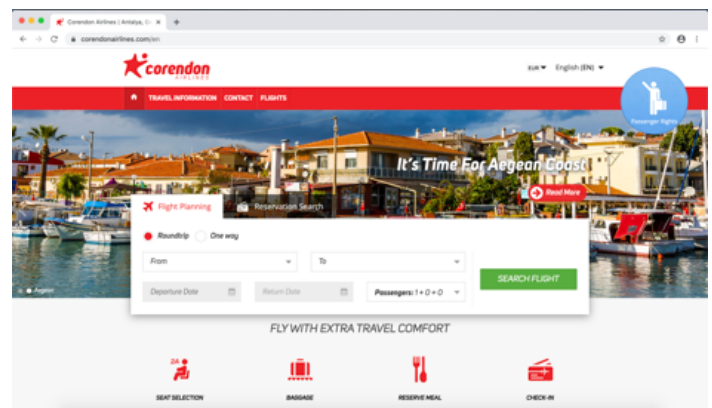
Challenge

Corendon Airlines website is receiving more than 300.000 visits per month, across multiple countries and 5 different languages English, German, Turkish, Dutch and Russian. The visitors are searching for flight tickets to different destinations.

However, the vast majority abandons the website without completing a booking.

The marketing team of Corendon Airlines were looking for an effective way of

returning these visitors to the website and generate more conversions. Reaching out to them through manual campaigns is not a feasible option. Also, their user base being multi-lingual makes it even more complex. That's why Corendon Airlines searched for an automated way of sending personalised messages in different languages.

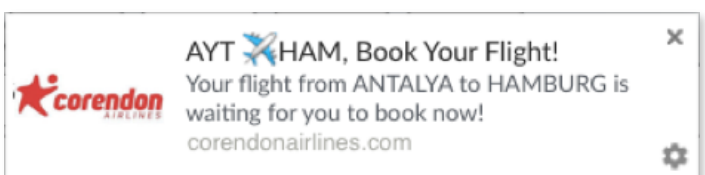


Solution

Corendon partnered with Frizbit to deliver personalised engagement experiences to their audience in their own language through its marketing automation platform.

Identify users' language preference

The first step was to identify users' language preference to send messages in their native language, increasing engagement and likelihood to convert.



Push Notifications based on scenarios

Corendon Airlines users perform multiple searches on the site. To send up-to-date messages, user

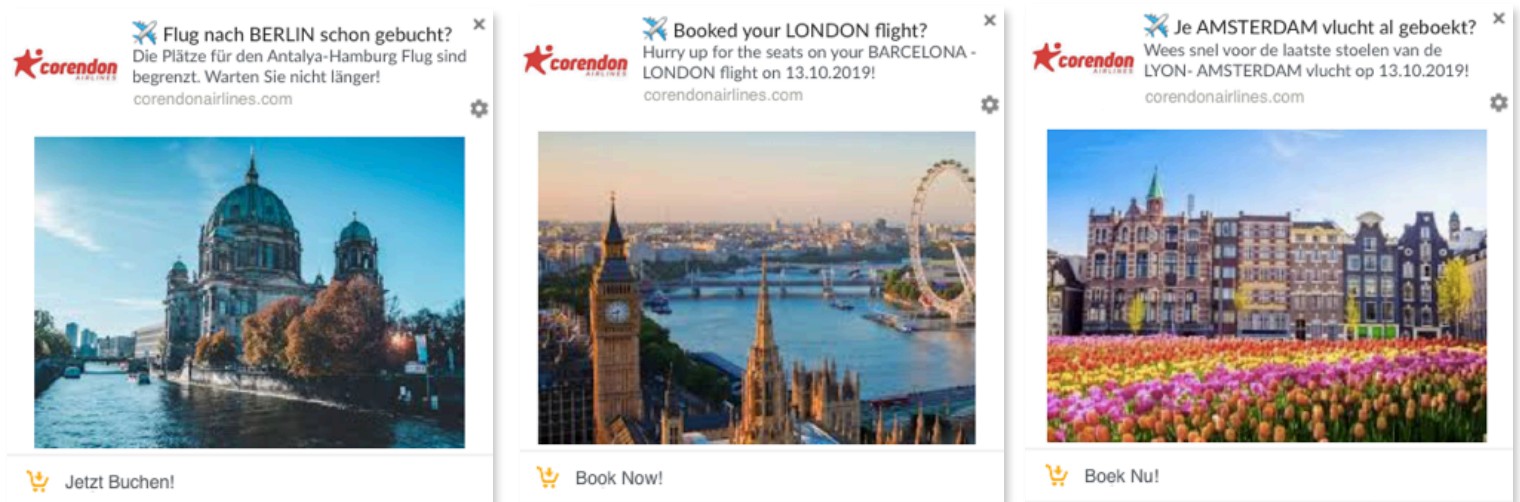


information has to be updated real-time. Say a user searches a flight on the website but hasn't booked it, that user should get a different push notification than a user who books a flight but didn't book a seat. Frizbit created automated retargeting campaigns through the channel of the web push notifications. They did this, for each step of abandoning the funnel from the homepage visit until the booking. Each campaign had a different scenario including a triggering event and a cancelling event.

Hyper-Personalise the customer experience

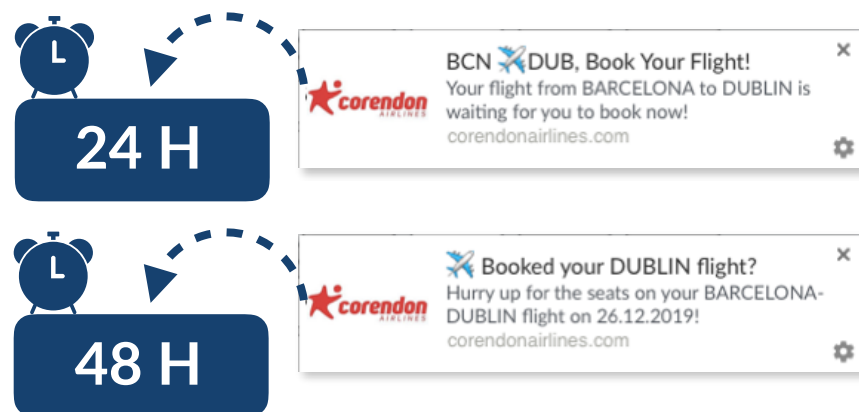
The second step was to create templates of messages with a call to action, to be dynamically personalised. Hence, they receive a message exactly mentioning about the destination and the date they would like to fly. As a result of hyper-personalisation, they are more eager to engage with the notification, resulting in a much higher CTR.

Besides, it has a higher conversion rate because it is incredibly simple for users to follow through and book a flight, because each user lands straight to the booking page of that flight. A push notification offers a lot of different ways to personalise the experience for the user.



Sequence of reminders

Frizbit knows that the travel industry is a complex one, where a flight booking takes a lot of thought. That's why Frizbit created a sequence of reminders, where users keep receiving different reminders over a period of time. The first notification is sent 24 hours after searching for a booked a flight after the first notification they receive a different reminder 72 hours after their initial search. Through this sequence of reminders every user gets the right message at the right time



flight. If they still haven't
flight. If they still haven't

A/B Testing

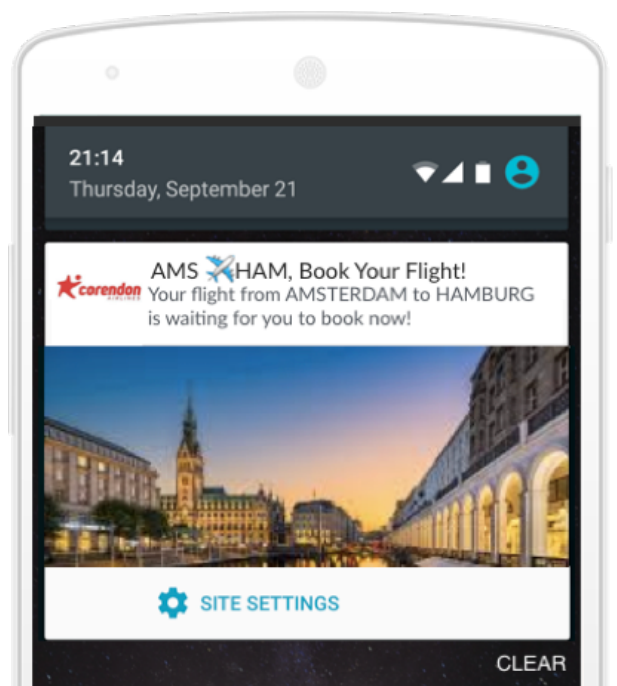
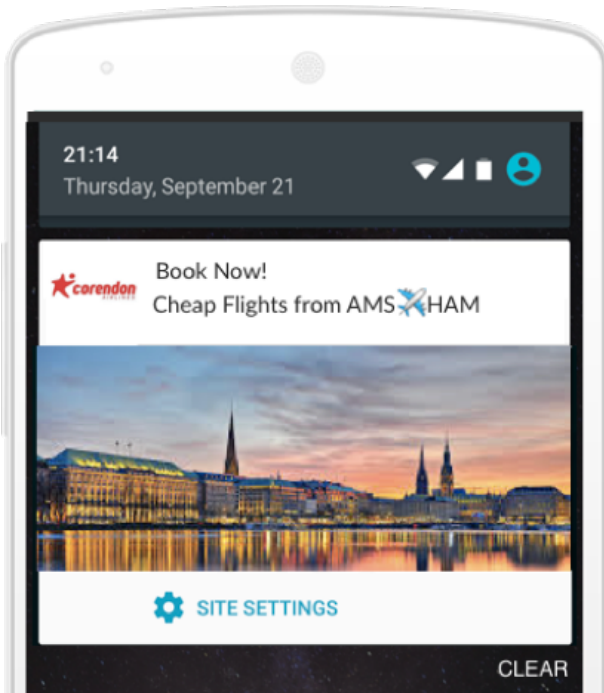
After launching the first different scenario including a triggering event and a cancelling event Frizbit reviewed the performance after the automated scenario ran for a while. After reviewing the performance, Frizbit made some adjustment to the campaign. These adjustments increased the performance. The following pictures show some examples of the first campaigns and of the second version of the campaign.

Step 1

Version A

After 24H

Version B

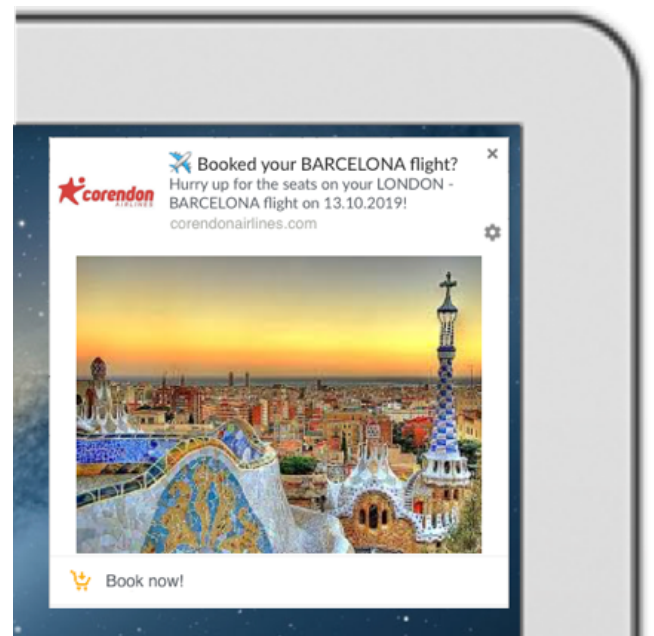
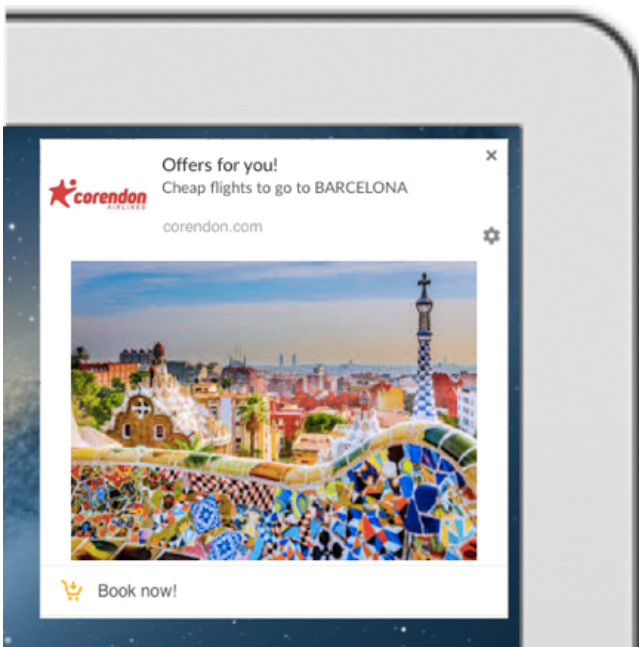


Step 2

Version A

After 48H

Version B

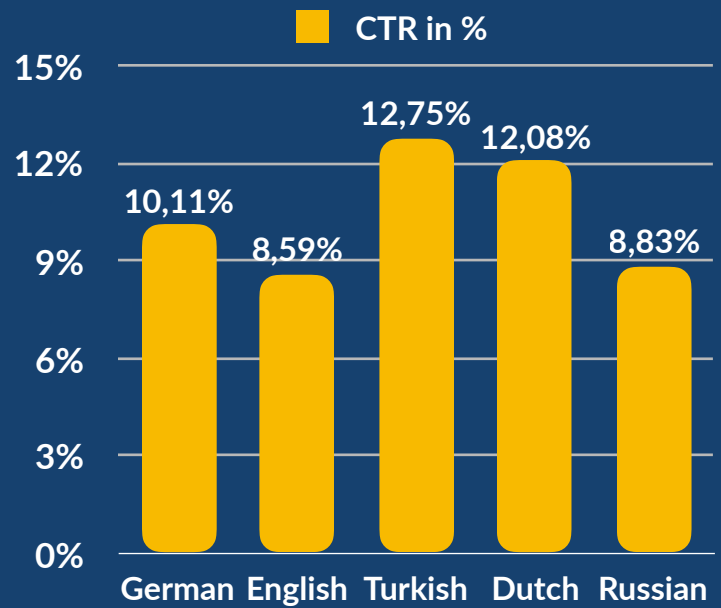
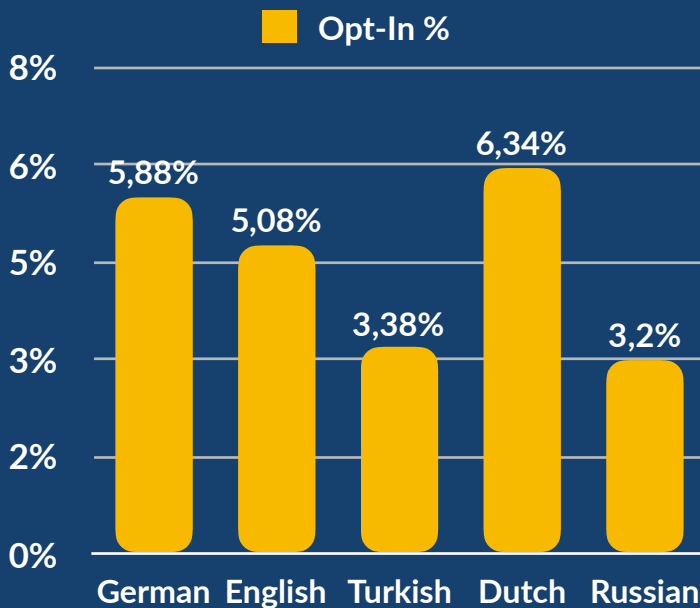


Opt-In

5,5%

CTR

10,3%



About Frizbit

Frizbit is an innovative marketing tech company, helping businesses increase conversions & revenue by bringing their customers back. Frizbit's multi-channel marketing orchestration platform delivers automated and hyper-personalised engagement based on user behaviour of each user across web and mobile. The company has offices in 3 continents.

Request a Demo

If you would like to increase your conversions and revenue through automated and personalised behavioural campaigns, get in touch through the email address below.

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