



How Micuento Boosts Online Sales and Retention via Push Notification Retargeting

Micuento personalises the books and Frizbit personalises all the customer engagement!

Summary

Micuento is an online platform that sells personalised books for children. Through the push notification retargeting campaigns of Frizbit, Micuento managed to return 12% of the subscribers to their webpage. The outcome was that Micuento had a new retention channel with a cost per session as low as €0,06. They were also able to generate an 11x return of investment. The overall CTR was 8,8% on average.

Key Results of the 1st Month

Return on
Investment

11x

2 times higher ROI compared to retargeting ads via push notification retargeting

Cost per
Session

€0,06

80% lower cost per session compared to €0,30 (global average CPC of retargeting ads according to ecommerce-nation.com)

Returned
Users

12%

12% of the users returned to the webpage after abandoning their journey

Story

Micuento is an online platform that adapts children's books according to customer preferences and sells them online. Each customer can personalise the different characters of each story. This way children, family and friends become the protagonists of their own stories.

In the month of May 2019 micuento.com got more than a million visitors who personalised their stories and placed orders online. Micuento operates in 11 different countries with the use of 10 different languages.



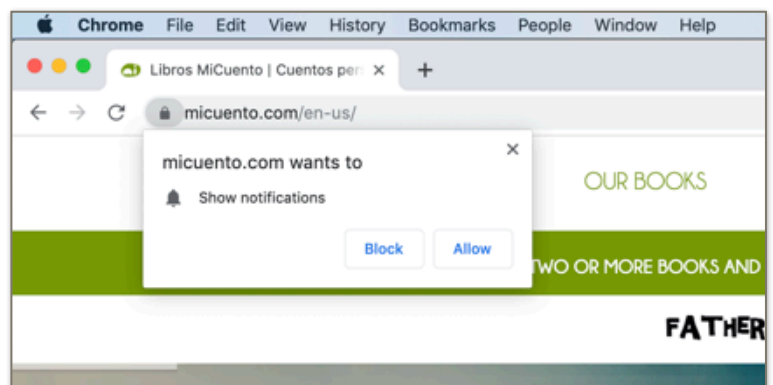
Challenge

Micuento is growing rapidly and invests a significant amount of their budget in paid campaigns for user acquisition. However, the real challenge is retaining acquired users. They have been using retargeting ads, but they also want to enhance their user retention in a more personalised and automated way. Micuento wants to bring customers back with the most relevant messages possible, differentiated by every single point of the abandonment and in their own language. Moreover, Micuento wants to have better knowledge and control over their customer journey. This way they would be able to learn more about the funnel and points of abandonment so they could act accordingly.

Solution

Data Collection & Native Opt-in

The first step for Micuento was to install the javascript client of Frizbit in order to capture every detail of the user behaviour. They wanted to start using browser push notifications which is why Frizbit activated native opt-in. This way they could collect subscribers with one-single click without collecting any personal data.





Funnel Events Tracking

Frizbit captured the events on the sales funnel and provided the analytics for each event. This helped Micuento better understand the steps of abandonment and the rates of abandonment through each step. In each step of the funnel, relevant behavioural data is captured. A few of them are: product name, product image, and product price in order to hyper-personalise the campaigns.

Behavioural Hyper-Personalisation

The campaigns are hyper-personalised based on each user's behaviour. For instance, a user who abandoned the sales funnel during the book personalisation stage would receive a reminder about personalising their book. However, a user who abandoned the book in the cart receives a reminder specifically about that. Micuento created different templates for every campaign with personalisation fields such as product image and product name. This way, the messages would be personalised by the behaviour of every single user.

Campaigns on Desktop & Mobile Devices

The campaigns can be targeted to desktop or mobile devices for targeted to help improve conversion rates for the campaigns.



Scenario-Based Push Notification Campaigns

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 purchase. Each campaign had a different scenario including a triggering event and a cancelling event. The following pictures describe some of the campaigns

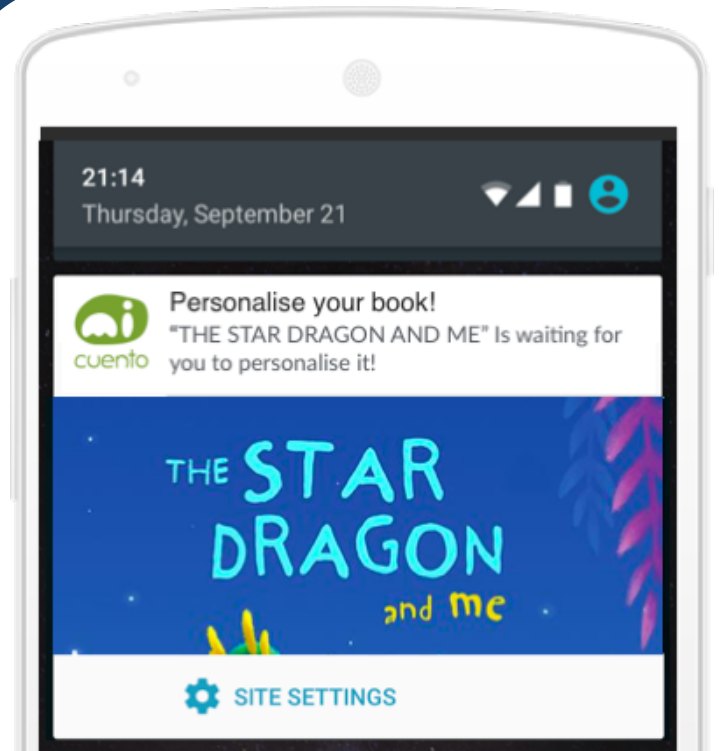
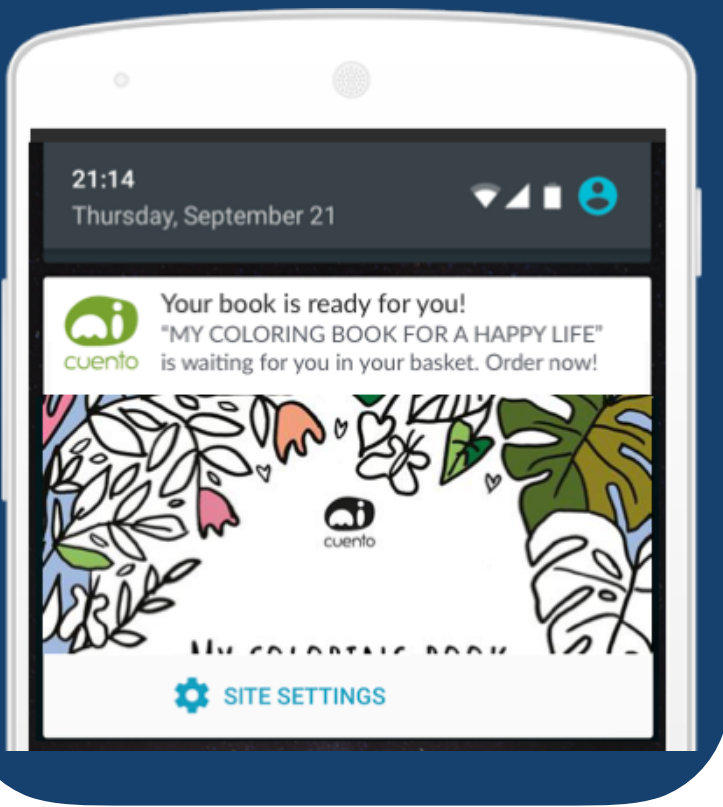
Multi-Language

Micuento has a multi-language website with 10 different languages available to users. The language preference of every user is stored, so that each user receives the message of the automated campaign in their own language.

Cart Abandonment

Scenario: Added to Cart ✓ Product Purchased ✗

Waiting Time: Send 24h later



Product Retargeting

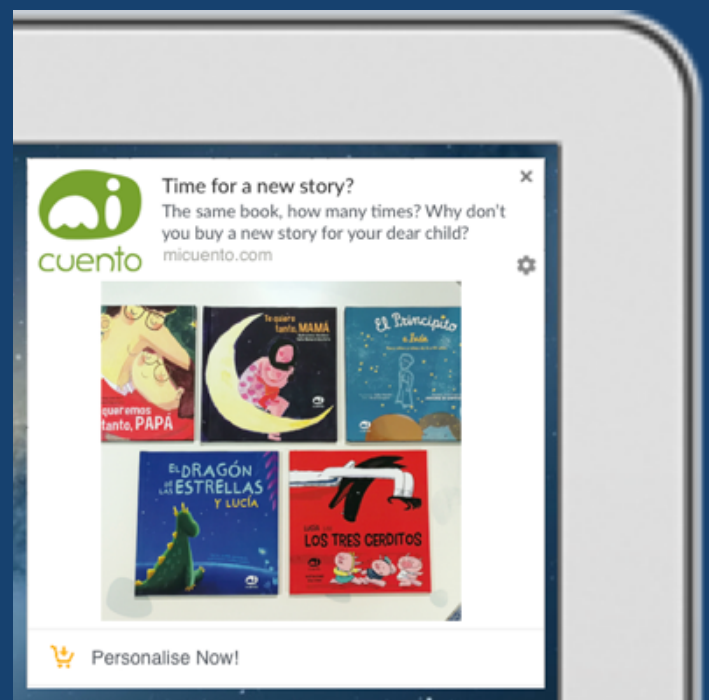
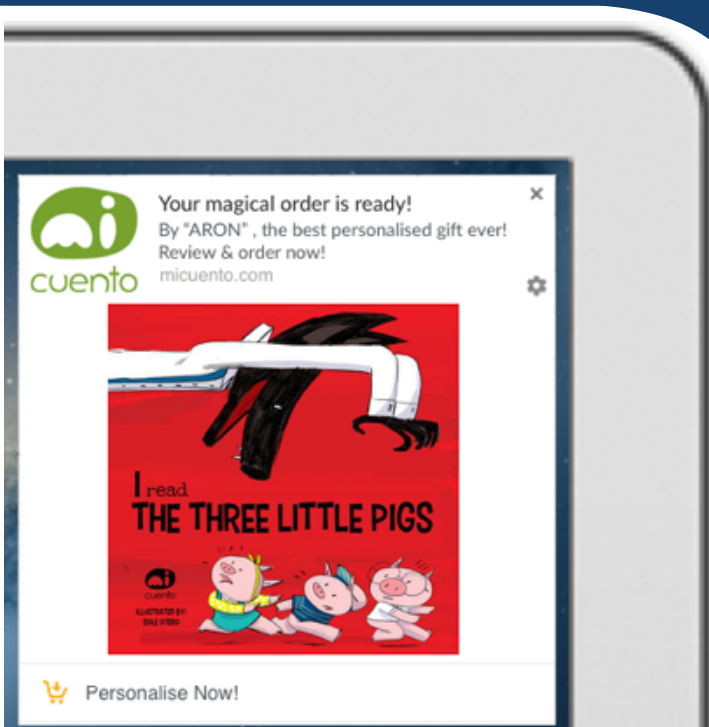
Scenario: Product Viewed ✓ Product Personalised ✗

Waiting Time: Send 24h later

Cross-selling

Scenario: Product Purchased ✓ New product Purchased ✗

Waiting Time: Send in 60 days



Product Retargeting

Scenario: Product Personalised ✓ Cart Viewed ✗

Waiting Time: Send 24h later

Results

After its integration, May 2019 was the first full month that Micuento ran Frizbit Campaigns and the results from the first month are listed below:

- Frizbit had Micuento run automated web push notification campaigns using **10 different languages in 11 different countries**.
- Frizbit collected **35 different data points** from more than **a million** visits to provide a hyper-personalised communication experience for each user.
- Frizbit returned **12%** of the subscribers back to Micuento.com after they abandoned it.
- **The average Cost per Session** became **€0.06** from the sessions generated by Frizbit. The retargeting service is 80% cheaper compared to €0,30 (global average CPC of retargeting ads according to ecommerce-nation.com)
- Frizbit generated a **1% increase in the overall sales** of Micuento, just by implementing automated behavioural push notifications.
- The Return on Investment on Frizbit became **1085% (11X)**, which means Micuento earned €10,85 on every €1 spent on Frizbit. That is a **2 times higher ROI** compared to retargeting ads via push notification retargeting.
- The **opt-in rate** to the push notifications was **4,6%**.
- Catalan speakers opted in the most at **10,1%**, Spanish speakers in Spain followed them with an **opt-in rate of 8,9%**, and Italian speakers became the users with the 3rd highest opt-in rate with 5,6%.
- The average **CTR** of the campaigns was **8,8%**.
- **Spain** was the country with **highest CTR** with **10,5%** while the **United Kingdom** had the lowest with 5,2%.
- The cart abandonment campaign had the highest **CTR** with **15%**.

What's Next

A/B Testing

After the success of the first phase with the automated push notification campaigns, Micuento is looking forward to optimising the performance of the campaigns even further. This will occur through testing different campaign templates and time periods via the A/B testing capabilities of Frizbit.

Segmented Manual Push Notifications

As the number of push notification subscribers accumulates, Micuento will also begin sending segmented manual push notifications in multiple languages.

Hyper-Personalised Text Messages

With every purchase, Micuento collects the mobile phone numbers of their customers. As Frizbit keeps the user behaviour data, Micuento will be able to reactivate their dormant customers. This will happen through the periodic retention campaigns on a hyper-personalised SMS channel via the Frizbit Marketing Orchestration Platform.

"Our company started with a dream of making children become the protagonists of their own stories. Since the first day of the company, personalisation has been one of our core values. As we are providing our users with personalised stories, we wanted to also personalise the engagement and retention with them. That's why we were quite enthusiastic about trying the new marketing orchestration platform of Frizbit."



Muriel Bourgeois
Co-Founder & CEO
Micuento



Javier Falco
Co-Founder & COO
Micuento

"Their innovative marketing solution made it possible for us to increase our revenues by recovering abandoning users throughout our sales funnel. But even more important than that, we became able to provide personalised engagement experiences to our users in a channel that we never thought of. After the first month of trying their behavioural automation campaigns on push notification channel, we got impressive results in RoI, CPC and Conversion metrics. We are looking forward to using other channels and features of Frizbit."

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.

info@frizbit.com | frizbit.com | [Linkedin](#) | [Twitter](#) | [Facebook](#) | [Medium](#)