



# SUCCESS STORY

by



Learn how Bidcom reached a 37x ROAS using **behavioural, hyper-personalised emails and web push notifications** from Frizbit

## CASE SUMMARY

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Bidcom is a leading retailer in consumer electronics based in Argentina.

Combining Frizbit email and web push notifications retargeting campaigns, Bidcom generated an **additional X,000,000ARP figures revenue.**

Bidcom is generating a **37x ROAS** and engaging with its customers with direct, personalised communication, **bringing back 15.4%** of subscribers with a **cost per session of 0,04€.**

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### 7-FIGURES REVENUE GENERATED:

**X,000,000<sub>ARP</sub>**

*According to last click metrics on Google Analytics*

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#### KEY RESULTS

**37X**

ROAS

**0,04€**

COST PER SESSION

**15%**

RETURNED USERS

# STORY

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**Bidcom** is pioneer in e-commerce with **over 30 product categories** available. The site has over 700,000 visits every month and it's positioned as one of the top technology retailers in Argentina.

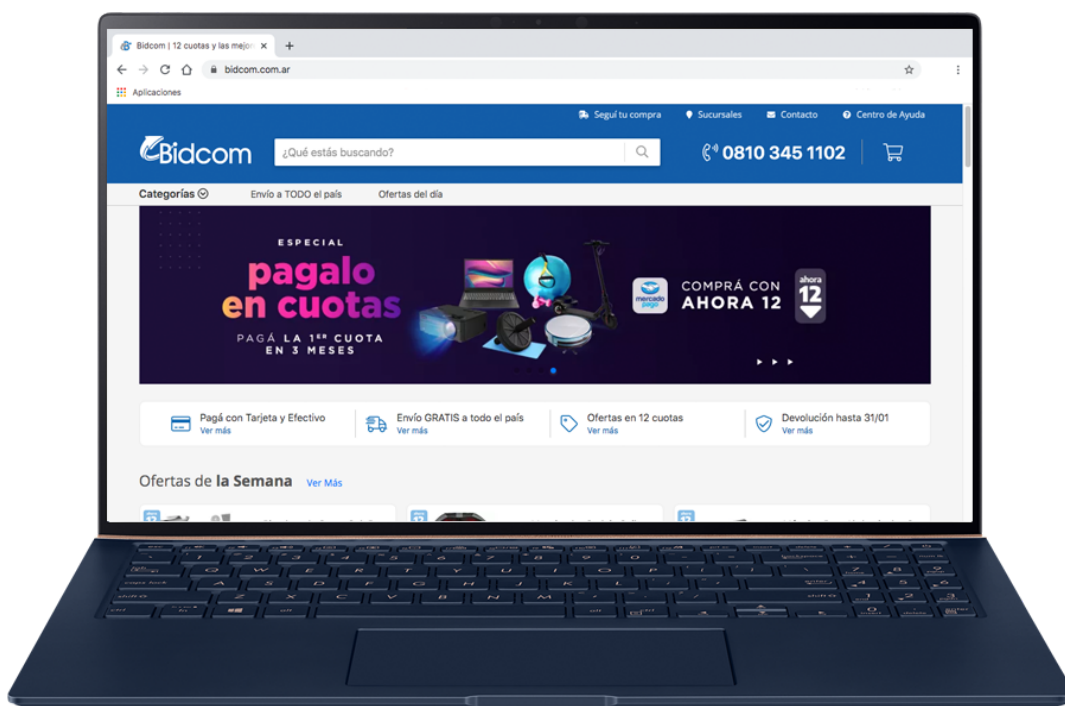
They offer products in technology, home, sports and outdoors, health and beauty, business equipment, babies and children and safety and surveillance.

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# +700,000

VISITS EACH MONTH

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## THE CHALLENGE

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**Bidcom** retail e-commerce needed a marketing strategy aimed to recovering sales lost by cart abandonment. They want to meet client's needs aiming to customer satisfaction.

They needed a new retargeting strategy that enhanced user experience by communicating with **hyper-personalised messages that encite customers to finish purchases and recover abandoned carts.**

Bidcom is a client of the marketing agency **Viví marketing** responsible for helping them with SEO, SEM, Analytics and implementation of new marketing technologies to increase performance.

## THE SOLUTION

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### **Cart Abandonment Emails + Web Push Notifications**

In alliance with Viví Marketing, Bidcom partnered with Frizbit to launch a new digital retargeting strategy with focus on recovering abandoned carts, using a combination of **behavioural email marketing campaigns and automated, hyper-personalised web push notifications.**

This new marketing mix allowed Bidcom to retarget users that were abandoning their shopping carts and **send messages to anonymous users, outside of the website in both, mobile and desktops without having an app.**



# **EMAIL CART ABANDONMENT CAMPAIGNS**



## CART ABANDONMENT EMAIL

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Bidcom uses **automated email campaigns** from Frizbit to recover abandoned carts. This type of behavioural emails, fulfill the function of a follow-up or reminder to subscribers. It alerts them about a product or article they added to their carts, completing steps of the shopping journey, and then leaving the site without finishing the purchase.

In one month,  
**3.943**  
abandoned cart emails  
were delivered from Bidcom.com.ar

By sending subscribers a customised email reminding of a product they left on their cart, the message becomes highly relevant, increasing open and click-through rates.

# BIDCOM ABANDONED CART EMAIL KEY METRICS

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**97,9%**

**DELIVERABILITY**

**17,1%**

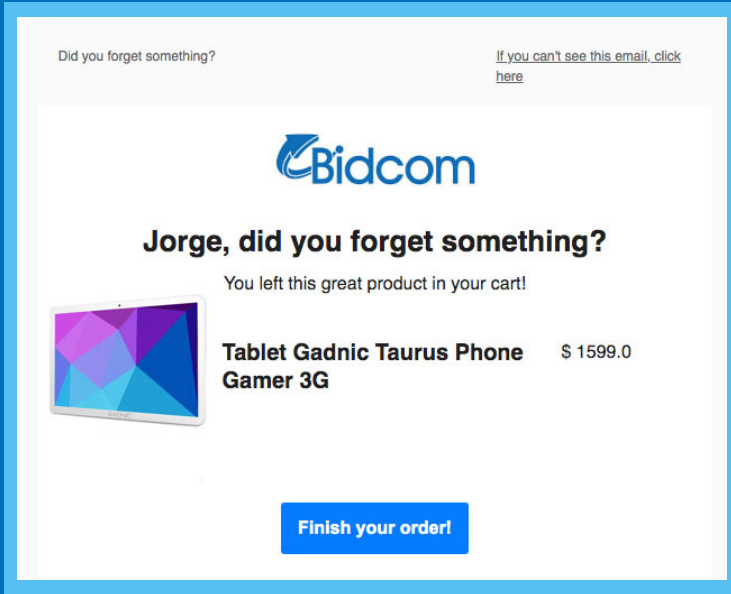
**CTR**

**4%**

**CONVERSION RATE**

# CART ABANDONMENT EMAIL SEQUENCE

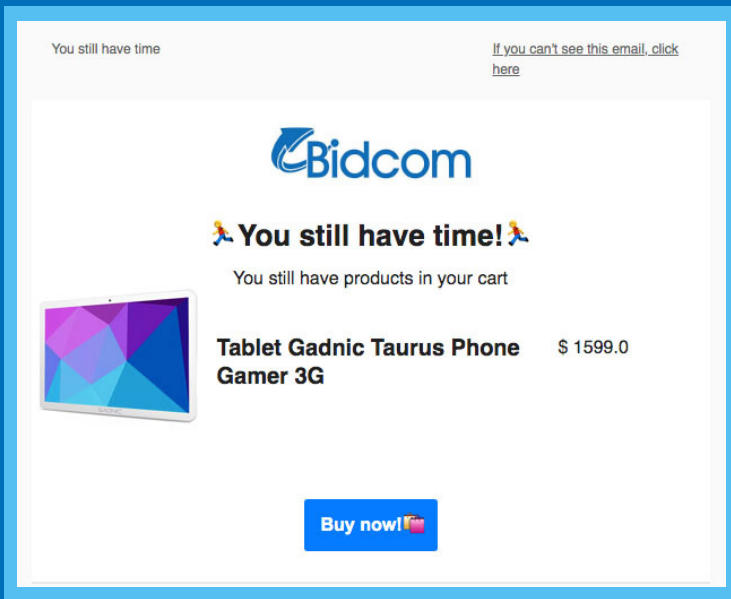
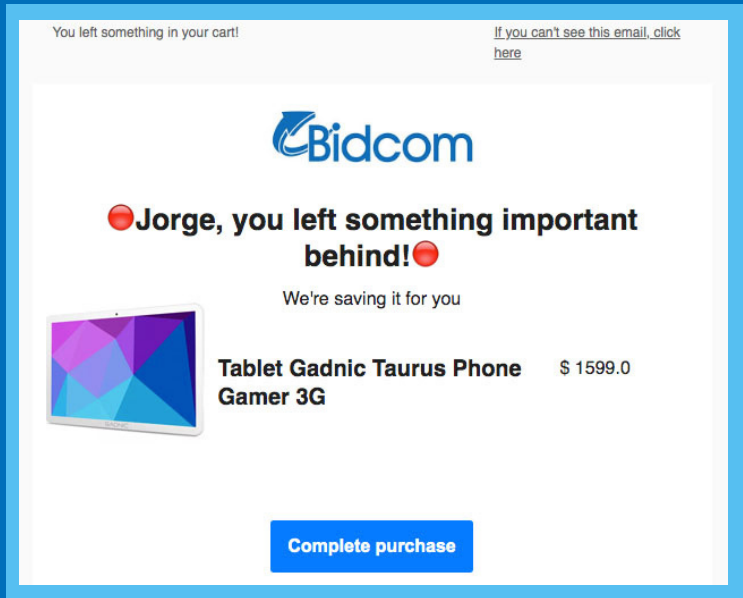
Triggered if a user [Add to Cart] a product, but doesn't [Complete Purchase]



1st EMAIL  
45 MINUTES



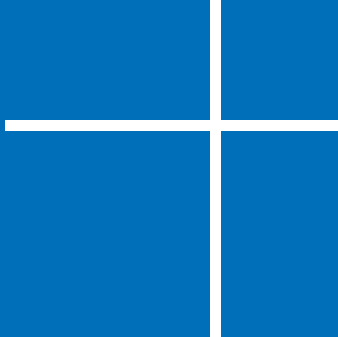
2nd EMAIL  
24 HOURS



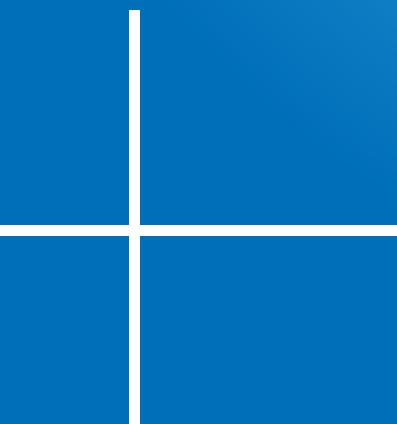
3rd EMAIL  
48 HOURS







# WEB PUSH NOTIFICATIONS



## THE INTEGRATION

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Frizbit's team took care of the complete integration process. In just one day, Bidcom was already collecting subscribers, building an additional database of users and retaining anonymous visitors.

# ONE DAY INTEGRATION

VIA GOOGLE TAG MANAGER

Most web pages nowadays already use Google Tag Manager, like Bidcom. Frizbit just asks for an access to the profile in order to add the JavaScript snippet in just a moment.

The process is very simple and it can be done in 24 hours. After the integration and setup was completed, Bidcom took over and started sending web push notifications in a matter of hours.



## READY-TO-USE TEMPLATES

Frizbit prepared templates with a **sequence of messages** for automated web push notifications to be sent to subscribers based on their actions in Bidcom's website.

# ONE DAY CAMPAIGN SETUP

Title	We're saving this for you!
Body	🔔 Don't stay without... <a href="#">View more</a>
Open URL	enter text
Icon	
<a href="#">&gt; Chrome Options</a>	
<a href="#">&gt; Safari Options</a>	
<a href="#">&gt; Advanced Options</a>	

The notification preview on the left shows a red flower image, the Bidcom logo, the title "We're saving this for you!", the body text "🔔 Don't stay without... View more", the URL "Google Chrome • demo.frizbit.com", and a "Buy now!" button.

### CONVERSION

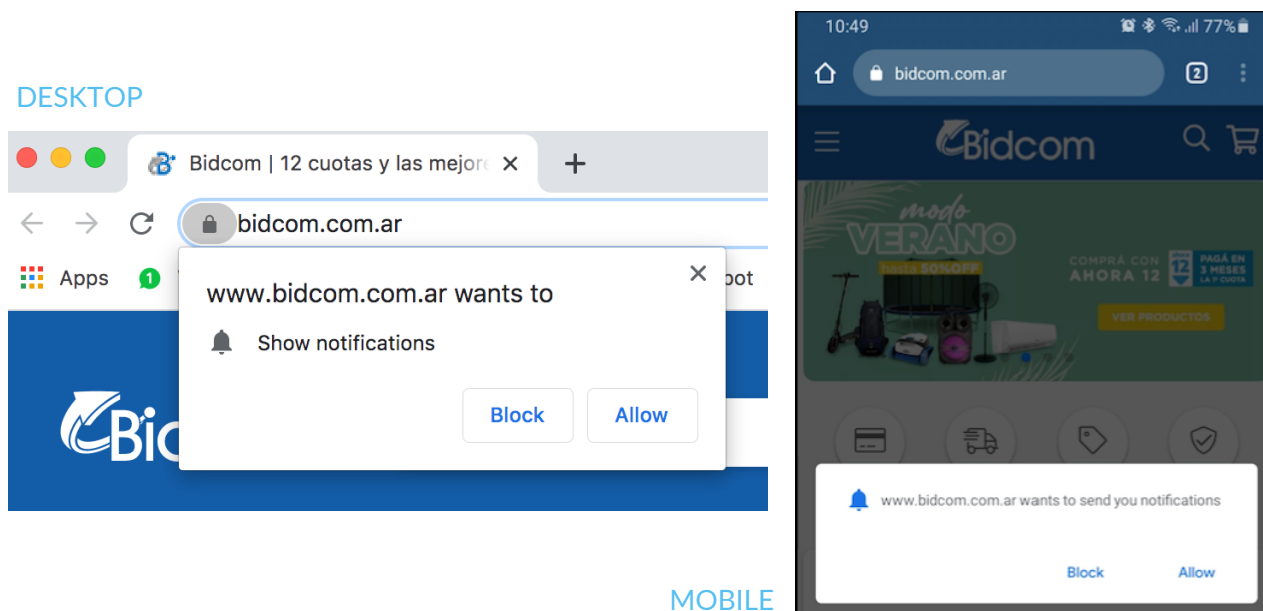
Record conversion for users who

Perform an event  ✕ +

Conversion Deadline

Record conversion only if the event occurs in  hour

# COLLECTING SUBSCRIBERS WITH NATIVE OPT-IN PROMPT



Is the browsers' default prompt to ask users their permission to subscribe to the web push notifications channel. It includes a non-customizable text and uses the language settings chosen by the user. It triggers when a user visits a site for the first time and they have to click "allow" or "block".

**This allowed Bidcom to:**

- Convert anonymous users into subscribers without requesting personal data like email address
- Build an additional database
- Send highly relevant messages based on users' behaviour

## In one month, Bidcom collected 52.148 new subscribers

## DYNAMIC RETARGETING WITH AUTOMATED WEB PUSH NOTIFICATIONS

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Automated web push notification campaigns help recover users that leave their shopping journey during any step of funnel:

- **Category viewed**
- **Product viewed**
- **Cart abandonment**


In one month,  
**255.980**  
automated web push notifications  
were triggered based on events on  
Bidcom.com.ar

Subscribers receive a personalised, automated message related to the action they were conducting in the site the moment they left. For example, if they were browsing an specific product page, the notification will include their name, image, price and even brand.

Making the notification as relevant as possible, translates in higher click-through and conversion rates.

## CATEGORY RETARGETING


Triggered **if** a user visits a [Category Page], **but** doesn't visit a [Product Page]



**You are going to LOVE this!**  
Look at everything we have from Smart TV & TV LED 📺  
bidcom.com.ar

See more 📺


1 HOUR



**This might interest you 😊**  
Find the perfect product in Smart TV & TV LED  
bidcom.com.ar

Don't miss out!

1 DAY



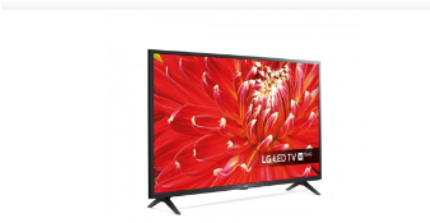
**You still have time ⌚**  
Don't miss the best of Smart TV & TV LED  
bidcom.com.ar

See more

3 DAYS

## PRODUCT RETARGETING


Triggered **if** a user visits a [Product Page], **but** doesn't [Add to Cart]



**Don't let get away!**  
🌟 There's an offer on LG LED TV 🌟  
bidcom.com.ar

Finish order


1 HOUR



**LIMITED TIME OFFER ⌚**  
Don't stay without your LG LED TV  
bidcom.com.ar

Buy 🛒

1 DAY



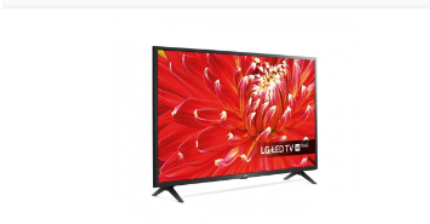
**Limited Stock 🚫**  
Buy your LG LED TV before it runs out!  
bidcom.com.ar

Buy now!

3 DAYS

## CART ABANDONMENT


Triggered **if** a user [Add to Cart] a product, **but** doesn't [Complete Purchase]



**Hey! You have products in your cart!**  
Jane, we're saving your LG LED TV for you  
bidcom.com.ar

Buy now! 🛒

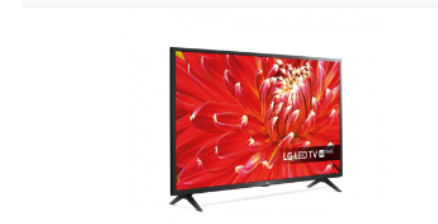
1 HOUR



**LAST UNITS!**  
🏃 Hurry and finish your order of LG LED TV for you  
bidcom.com.ar

Finish your purchase!

1 DAY



**Time's running out! ⌚**  
Last chance to buy LG LED TV  
bidcom.com.ar

Complete your order!

3 DAYS

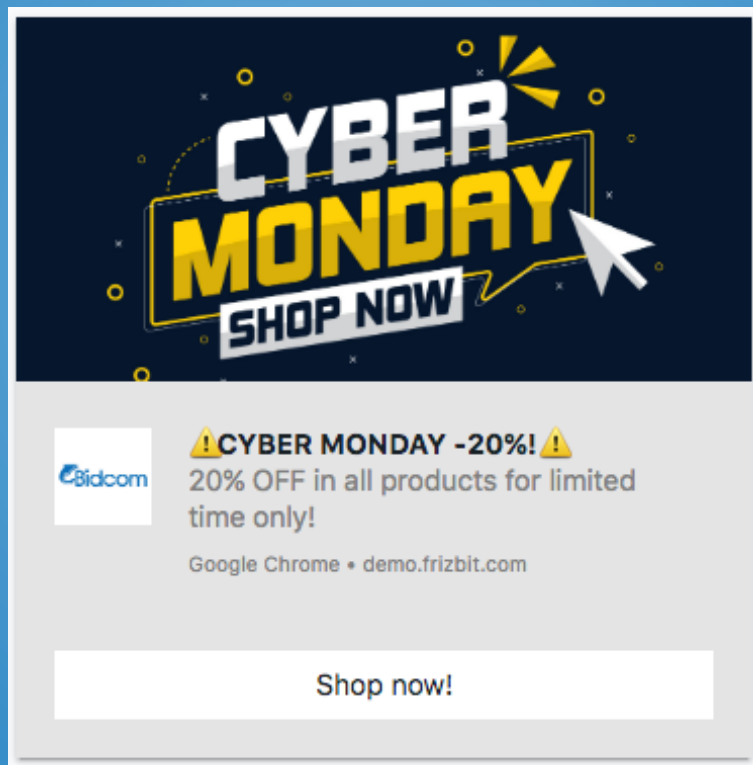
# MANUAL WEB PUSH NOTIFICATIONS

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Web push notifications sent manually are time sensitive messages similar to email newsletters. This notification format is ideal to communicate special sales, offers or news that interest all customers and won't be repeated in the future.

## Manual web push notifications use cases:

- Time sensitive sales
- Season based offers
- New collections



## BIDCOM WEB PUSH NOTIFICATIONS KEY METRICS

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7,27%

### OPT-IN RATE

*52.148 users allowed notifications and became subscribers*

5,88%

### CTR

*15.057 subscribers clicked the notifications*



## CLIENT'S TESTIMONIAL

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"Cart abandonment email campaigns achieved a CR higher than 4%, while we continue with excellent results in web push notification campaigns. It was a great complement to our marketing strategy.

Congratulations to the entire team for the achievement!"



### **KEVIN MANLEY**

*Ecommerce & Digital Marketing Manager | Bidcom*



"Working as a partner with Frizbit is great. We share the same spirit of "focusing on helping the client", which comes across in every action they take, always looking for solutions to make things happen.

Without a doubt, we hope to continue working with them on other projects."

### **FEDERICO NAVARRO**

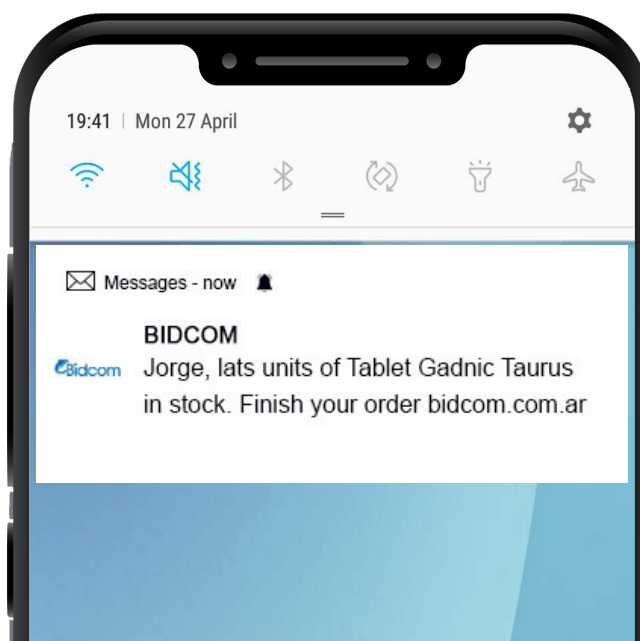
*Co-Founder & Commercial Director | Viví Marketing*

## NEXT STEPS: SMS CART ABANDONMENT CAMPAIGNS

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After the ongoing success of web push notifications and email marketing, Bidcom is preparing to implement Frizbit's SMS cart abandonment campaigns to their online retargeting strategy.

Frizbit's automated SMS campaigns, allow to send hyper-personalised messages based on users' behaviour through every step of the shopping funnel:



- **Sender Id:** Places the name from the sender in the customisation field.
- **User Name:** Places the name of the user in the customisation field.
- **Custom URL:** This is a custom URL that you can link to, for example, the checkout page.
- **Product Name:** The name of the product the user looked at will appear here.
- **Call to Action:** This urges the receiver to do a certain action like complete a purchase.

# ABOUT FRIZBIT

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Frizbit is a multichannel marketing platform that helps businesses retain their customers. Through the combination of web push notifications, email and SMS, brands are able to significantly increase conversions and revenue by bringing customers back.

Our platform delivers automated and hyper-personalised messages that engage users based on their behaviour.



## REQUEST A DEMO

If you would like to **increase your conversions and revenue**, get in touch with us and request a demo for your site.



[info@frizbit.com](mailto:info@frizbit.com)



[frizbit.com](https://frizbit.com)



+34 936 339 625



Frizbit Technology, S.L.  
Carrer Llacuna 162, 08018 Barcelona, Spain