

natura



SUCCESS STORY

by



Learn how Natura reached a **16.8x ROAS** using **behavioural, hyper-personalised emails and web push notifications** from Frizbit in 5 markets and 5 languages

NATURA + FRIZBIT

CASE SUMMARY

JULY 2021



Natura is a miscellaneous product retailer with 221 stores open between Spain, Portugal, Italy and Andorra. They recently launched their e-commerce site with 5 languages and were looking for a solution to **engage, bring back customers** and **increase their revenue** with a hyper personalized experience that fits their brand.

They implemented automated web push notifications and emails from Frizbit.



Where we are right now

SUCCESS STORY



Natura integrated Frizbit to all 5 channels and 5 languages:

-  <https://www.naturaselection.com/es/>
-  <https://intl.naturaselection.com/en/>
-  <https://fr.naturaselection.com/fr/>
-  <https://de.naturaselection.com/de/>
-  <https://it.naturaselection.com/it/>

Combining Frizbit automated email and web push notifications retargeting campaigns, **Natura generated an additional 5 figures revenue.**

Natura is generating a 16.8x ROAS, a 4,3% increase in sales and engaging with its customers with direct, hyper-personalised communication, **with a cost per session of 0,10€.**



Statistics

THE BIG NUMBERS

5-FIGURES REVENUE GENERATED:

X0,000€

According to last click metrics on Google Analytics

KEY RESULTS

16.8x

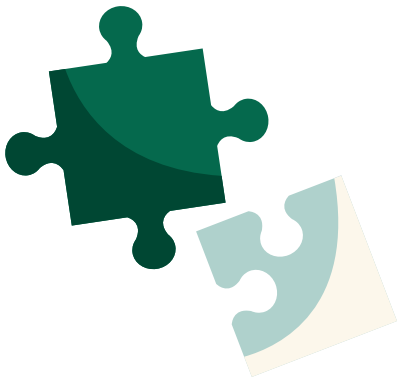
ROAS

0,10€

COST PER SESSION

4,3%

SALES INCREASE



THE CHALLENGE

Natura Selection launched their e-commerce site recently with **5 markets (different subdomains) and 5 languages**. They needed a solution to recover lost sales and increase revenue, customer engagement while preserving the brand's image and values. Until then, they were only using retargeting ads to reach potential customers.

They were in the lookout for an **all-in-one solution** that offered them the possibility to **recover abandoned carts** and **invited customers to return to their website and complete their purchases with hyper-personalised messages**.



For Natura it was extremely important that the new channels they use to reach their customers portrayed the brand's philosophy, style and values: they needed to be able to highly personalise the messages and the campaigns in all 5 languages they manage: Spanish, English, French, Italian and German.

NATURA + FRIZBIT

THE SOLUTION


AUTOMATED WEB PUSH NOTIFICATIONS
AND CART ABANDONMENT EMAILS



 **Go around the world with us** 
We are saving it for you from Bags & Wallets
Google Chrome • naturaselection.com

Take a look👁️


Web Push Notification



Hello Mafe! :)

We noticed that you've forgotten something in your basket. If you're still interested in the product, don't hesitate – place your order now! Get it while it's still in stock.

Product details:



COTTON MAXI DRESS
68.9€

Size: **S**
Colour/model: **FUCHSIA**

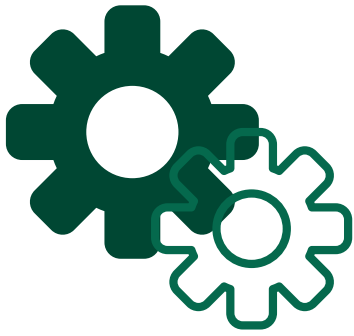
Long sleeved maxi dress featuring a crew neckline with partial button closure and complete with a ruffle hem. The model is 178 cm tall

[Complete order](#)

Cart Abandonment Email

Natura partnered with Frizbit to launch a new digital retargeting strategy using a combination of **behavioural email marketing campaigns, automated and manual hyper-personalised web push notifications in five languages.**

This new marketing mix allowed Natura 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.



CAMPAIGNS SETUP

The integration was done via Google Tag Manager.

In just one day Natura was already collecting subscribers for the new web push notifications channel.

*1 platform, 5 languages,
no extra cost*

Frizbit prepared ready-to-use and customised templates that fit Natura's philosophy and brand image.

Timings, messages and sequences were all personalised for Natura.

**EMAIL
CART ABANDONMENT
CAMPAIGNS**



CART ABANDONMENT

EMAILS

Cart abandonment emails have been the number one strategy for e-commerce sites to bring customers back to finish a transaction they left halfway.

Natura implemented cart abandonment recovery emails from Frizbit in all 5 languages to alert customers about a product they left behind in their shopping carts, inviting them to come back and finish the purchase.

RESULTS

KEY METRICS

CART ABANDONMENT EMAILS

74,5%

OPEN RATE

20%

CTR

9,8%

CONVERSION RATE

CART ABANDONMENT EMAIL



Hello Jane! :)

We noticed that you've forgotten something in your basket. If you're still interested in the product, don't hesitate – place your order now! Get it while it's still in stock.

Product details:



COTTON MAXI DRESS

68.9€

Size: **S**

Colour/model: **FUCHSIA**

Long sleeved maxi dress featuring a crew neckline with partial button closure and complete with a rufflehem. The model is 178 cm tall

[Complete order](#)

WEB PUSH NOTIFICATIONS



WEB PUSH NOTIFICATIONS

AUTOMATED AND MANUAL CAMPAIGNS


Natura implemented a strategy combining Automated and Manual Web Push Notifications.


Automated dynamic retargeting push notifications are triggered by individual user behaviour through every step of the shopping journey.

Manual campaigns are time sensitive messages ideal to communicate special offers or sales.

AUTOMATED CAMPAIGNS


CATEGORY RETARGETING




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We are saving it for you from Bags & Wallets
Google Chrome • naturaselection.com

Take a look👁️


PRODUCT RETARGETING




 **♥️ We love that you love it! ♥️**
Because you deserve it, get Beaded bracelet set of 5
Google Chrome • naturaselection.com

Give yourself a gift

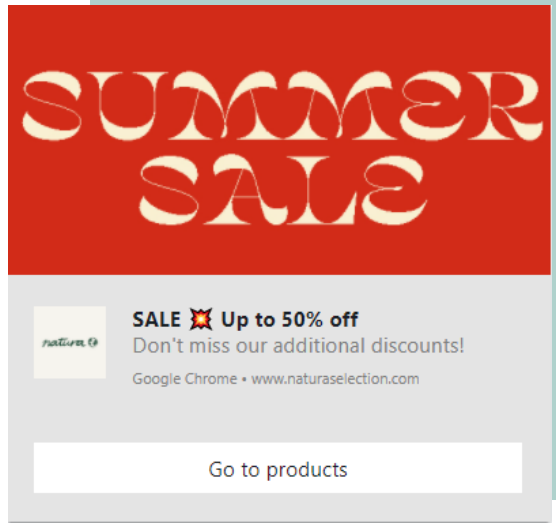
CART ABANDONMENT




 **There's something in your cart 🛒!**
We saved stock of Beaded bracelet set of 5 so you can complete your order
Google Chrome • naturaselection.com

Complete your order!

MANUAL CAMPAIGNS



SUMMER SALE

 **SALE 🌟 Up to 50% off**
Don't miss our additional discounts!
Google Chrome • www.naturaselection.com

Go to products



REBAJAS

 **REBAJAS 🌟 Hasta el -50%**
¡No te pierdas nuestros nuevos descuentos!
Google Chrome • www.naturaselection.com

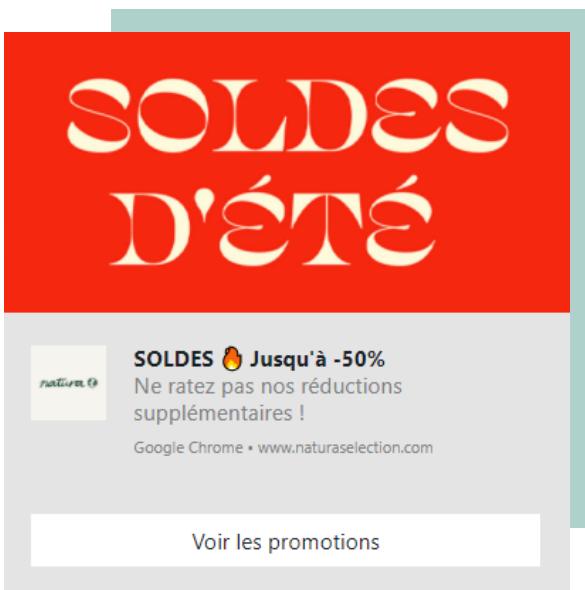
Ver descuentos




SOMMER SALE

 **BIS ZU 50% RABATT 🌟**
Verpassen Sie nicht unsere zusätzlichen Rabatte!
Google Chrome • www.naturaselection.com

Zu den Produkten



SOLDES D'ÉTÉ

 **SOLDES 🌟 Jusqu'à -50%**
Ne ratez pas nos réductions supplémentaires !
Google Chrome • www.naturaselection.com

Voir les promotions



SALDI

 **SALDI 🌟 Fino al -50%**
Non perdere i nostri nuovi sconti!
Google Chrome • naturaselection.com

Vedi gli sconti



RESULTS

KEY METRICS

WEB PUSH NOTIFICATIONS

3,3%

OPT-IN RATE

% of unique users allowed notifications and became subscribers

2,6%

CTR

% of subscribers clicked the notifications



NATURA'S EXPERIENCE



Frizbit's team has adapted to our needs in a very proactive way, offering us great flexibility and speed of response. I would highlight their ability to make everything seem simple and their way of helping us to pivot agilely by proposing improvements when the actions carried out did not generate the expected results.

ALEXANDRA MARTÍNEZ

Digital Marketing Manager | Natura



ABOUT FRIZBIT

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.



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