



**PRIMOR**



**Frizbit**



# **PRIMOR SUCCESS STORY**

HOW PRIMOR REACHED A **36X ROAS**

USING HYPER-PERSONALISED

WEB PUSH NOTIFICATIONS FROM FRIZBIT



# SUMMARY

Primor is the largest beauty and cosmetics online retailer in Spain. Through Frizbit web push notification retargeting campaigns, Frizbit managed to **generate an additional 6 figures revenue** for Primor.

The outcome was that Primor had a new retention channel, **bringing back 16% of subscribers** to their e-commerce site with a **cost per session as low as €0,02**, while generating a **36x ROAS**.

## 6-FIGURES REVENUE GENERATED:

# X00,000€

*according to last click metrics on Google Analytics*

## KEY RESULTS

**36X**

**ROAS**

**0,02€**

**COST PER  
SESSION**

**16%**

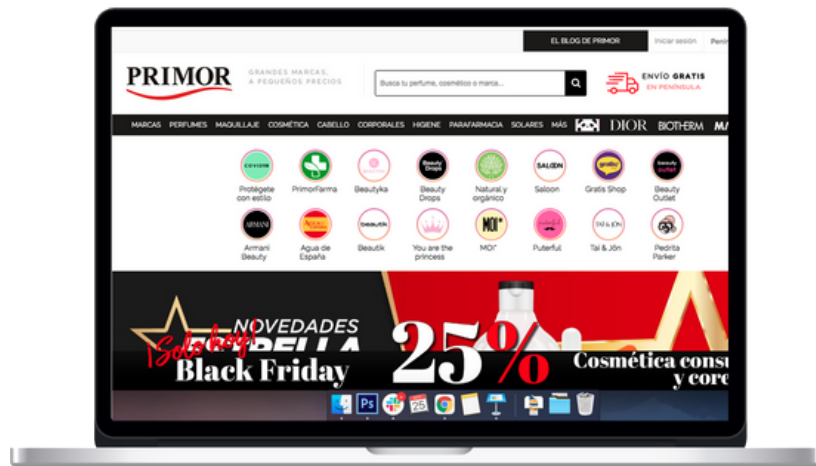
**RETURNED  
USERS**

# STORY

Primor is a Spanish perfume chain founded in Malaga in 1953 that offers high-end brands at the best prices, as well as medium and low-cost ranges. Perfumes, makeup, cosmetics, personal hygiene, hairdressing and parapharmacy range of products, make of **Primor a leader in the beauty industry.**



Their online store, [primor.eu](http://primor.eu) receives more than **7 million visitors** each month. Primor has more than 100 stores and it's the queen of low-cost perfume chains.





# CHALLENGE

Primor is rapidly growing its e-commerce web site. 2020 changed the game rules and more users are moving towards an online environment to make their purchases.

**Primor needed a channel that provided seamless, personalised and direct communication to engage with their users** in order to cut through the noise of hundreds of brands and advertisements, bringing users back to their site.

Sending the most relevant message, at the right time is key to achieving this goal.



# SOLUTION

**Automated and manual web push notifications.**

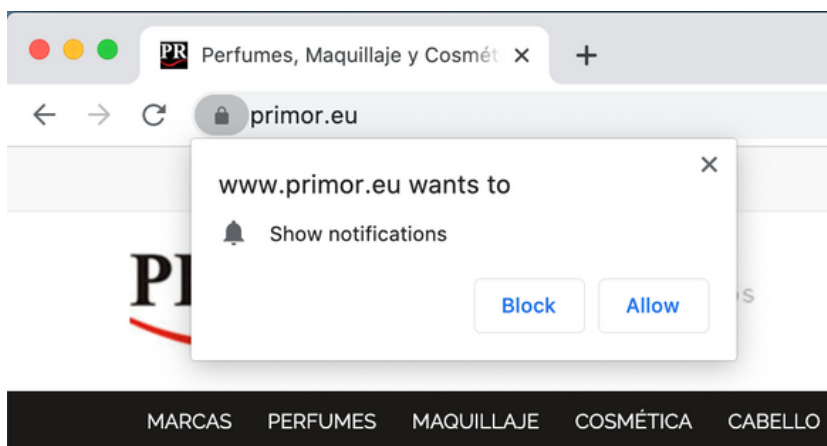
Primor partnered with Frizbit to launch this new channel on their web site, allowing them to **send hyper-personalised push notifications without having a mobile app**, to the users that subscribed, **even when they are not on the website.**

## NATIVE OPT-IN: COLLECT SUBSCRIBERS WITHOUT REQUESTING PERSONAL DATA

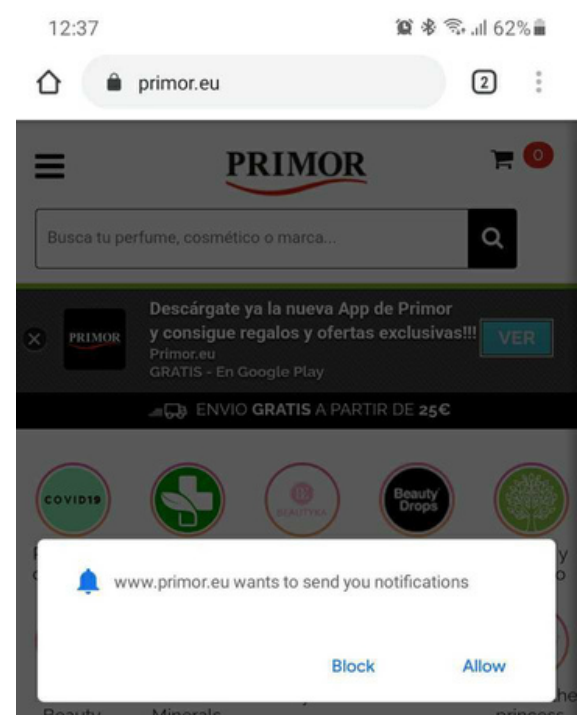
Primor started collecting web push notification subscribers through native opt-in. This allows them to **convert anonymous users into subscribers, without registration or leaving their email addresses.**

Once users agree and subscribe, they'll receive personalised messages and latest offers, based on their behaviour. Primor built a **new additional database of subscribers** without any personal data.

### DESKTOP



### MOBILE



Only in the month of November 2020, Primor collected **185K new subscribers.**

# DYNAMIC RETARGETING WITH WEB PUSH NOTIFICATIONS

Automated web push notification campaigns helps recovering users that leave their journey without completing a purchase in any step of funnel: category viewed, product viewed and cart abandonment.

In November 2020,

**1.6 million**

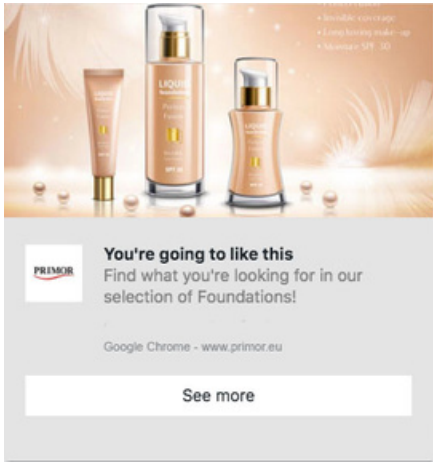
**automated web push notifications**  
where triggered based on events on Primor.eu

Different templates of push notifications are triggered based on different scenarios, and the content of each notification (including image, name, price, category and brand of the product) is personalised dynamically based on the user behaviour.

This results in making the notification as relevant as possible for the customer, maximising click-through and conversion rates.

## CATEGORY RETARGETING

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



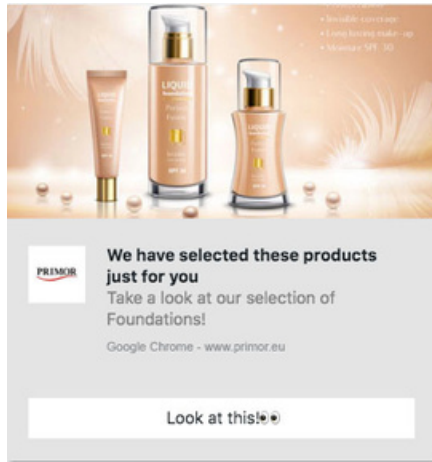
PREMIER

**You're going to like this**  
Find what you're looking for in our selection of Foundations!

Google Chrome - www.primor.eu

See more

1 HOUR



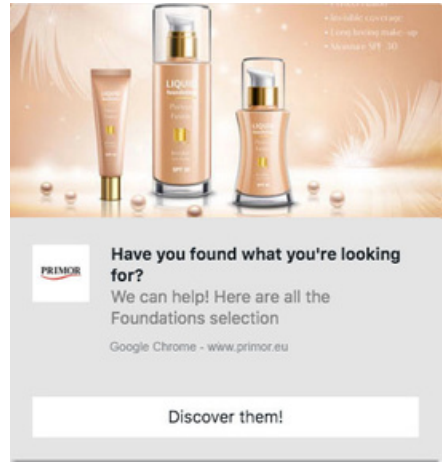
PREMIER

**We have selected these products just for you**  
Take a look at our selection of Foundations!

Google Chrome - www.primor.eu

Look at this! 👁️

1 DAY



PREMIER

**Have you found what you're looking for?**  
We can help! Here are all the Foundations selection

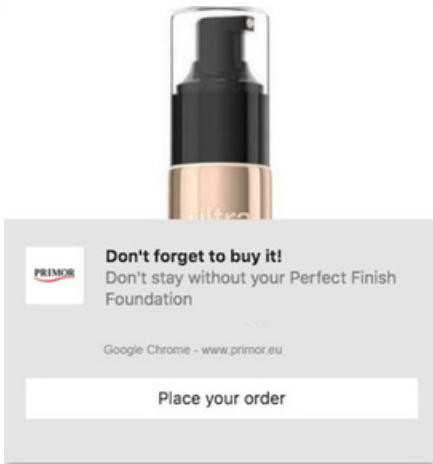
Google Chrome - www.primor.eu

Discover them!

3 DAYS

## PRODUCT RETARGETING

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



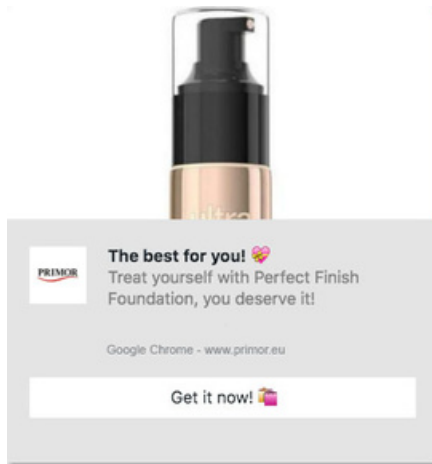
PREMIER

**Don't forget to buy it!**  
Don't stay without your Perfect Finish Foundation

Google Chrome - www.primor.eu

Place your order

1 HOUR



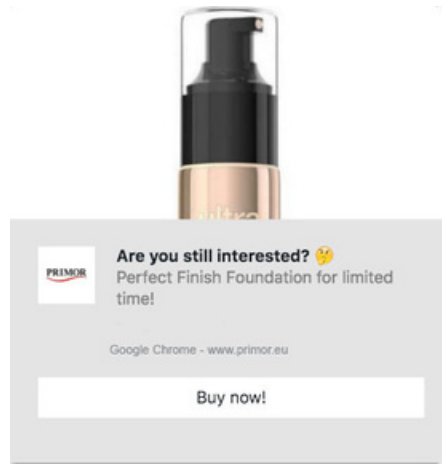
PREMIER

**The best for you!** 💕  
Treat yourself with Perfect Finish Foundation, you deserve it!

Google Chrome - www.primor.eu

Get it now! 🛒

1 DAY



PREMIER

**Are you still interested?** 😊  
Perfect Finish Foundation for limited time!

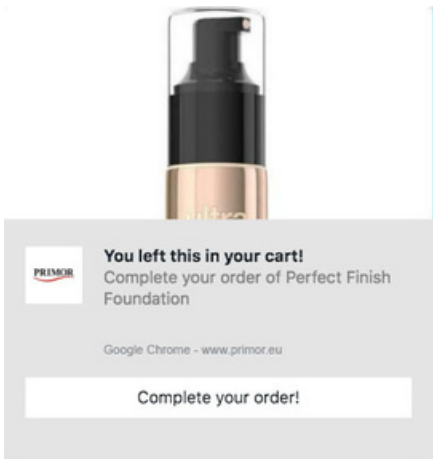
Google Chrome - www.primor.eu

Buy now!

3 DAYS

## CART ABANDONMENT

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



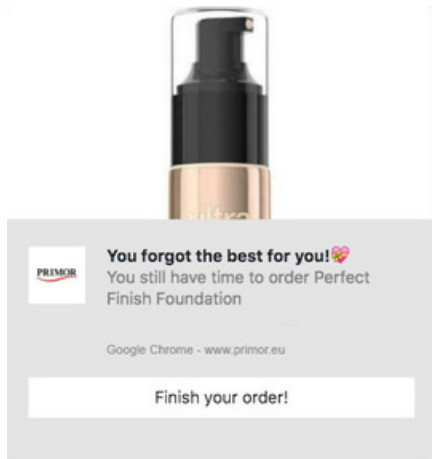
PREMIER

**You left this in your cart!**  
Complete your order of Perfect Finish Foundation

Google Chrome - www.primor.eu

Complete your order!

1 HOUR



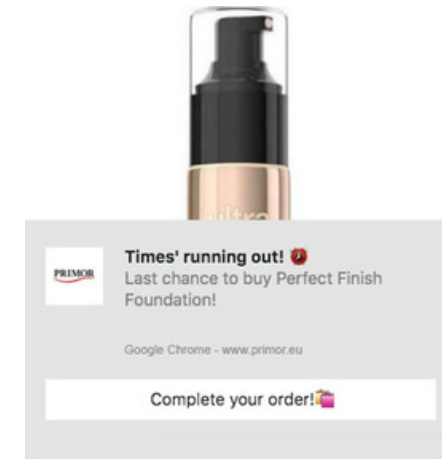
PREMIER

**You forgot the best for you!** 💕  
You still have time to order Perfect Finish Foundation

Google Chrome - www.primor.eu

Finish your order!

1 DAY



PREMIER

**Times' running out!** 🕒  
Last chance to buy Perfect Finish Foundation!

Google Chrome - www.primor.eu

Complete your order! 🛒

3 DAYS

# MANUAL WEB PUSH NOTIFICATIONS

Manual web push notifications campaigns are great to alert subscribers about time-limited offers, discounts or promotions. Primor used this channel effectively during Black Friday by directing subscribers to a landing page. The majority of the notifications are clicked within an hour, and helped generating new sales very quickly.



The banner features the Primor logo at the top left. The main text reads "Black Friday" in large, bold, red letters. Below it, in smaller white text, it says "DESCUBRE LOS MEJORES DESCUENTOS DEL AÑO POR TIEMPO LIMITADO". There are four columns of discount percentages: "-80% EN PERFUMES", "-50% EN MAQUILLAJE", "-75% EN COSMÉTICA", and "-55% EN PELLUQUERÍA". A red button at the bottom says "IR A BLACK FRIDAY PRIMOR".

The notification below the banner has a Primor logo on the left. The main text says "★★ BLACK FRIDAY PRIMOR ★★" followed by "¡DESCUENTAZOS EXTRA en toda la WEB!". Below that, it says "¡El BLACK FRIDAY ha llegado! Descubre las Mejores Ofertas de Primor. Descuentazos EXTRA en toda la web por tiempo limitado." At the bottom, it says "Google Chrome • www.primor.eu" and a button that says "¡Date prisa! 🚀".



The banner features a pink background with a virus icon and a person wearing a face mask. The main text reads "DESPIDE EL AÑO CON EL CÓDIGO FUCK2020 Y CONSIGUE UN 10% EN TODA LA WEB". The Primor logo is at the bottom left, and the text "PRIMOR • ¡Date prisa!" is at the bottom right.

The notification below the banner has a Primor logo on the left. The main text says "★ 10 % DESCUENTO EXTRA EN TODA LA WEB ★ PRIMOR". Below that, it says "Disfruta de un 10 % Dto Extra en toda la Web utilizando el Código FUCK2020 📩 Envío GRATIS a partir de 25€ ¡Consulta condiciones en nue". At the bottom, it says "Google Chrome • www.primor.eu" and a button that says "¡Date prisa! 🚀".

In November 2020, Primor sent  
**2.8 million**  
manual web push notifications.





# NEXT STEPS

## **E-MAIL & SMS CART ABANDONMENT CAMPAIGNS**

The collaboration between Primor and Frizbit is just starting. Results of the web push notification campaigns have been so promising that Primor is preparing to incorporate Frizbit's e-mail and sms campaigns to recover abandoned carts.

## **A/B TESTING**

After the success of the first phase implementing automated and manual web push notification campaigns, Primor is looking forward to optimising the performance of the campaigns even further.

Through an A/B testing process offered by Frizbit, different campaigns will be carried out with templates combined with different time periods in order to determine which type of messages, images and time frames yield the best results.

# 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.



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



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



+34 936 339 625



**Frizbit Technology, S.L.**  
Carrer Doctor Trueta 183, 08005 Barcelona, Spain

