Frizbit X **Correos Market**
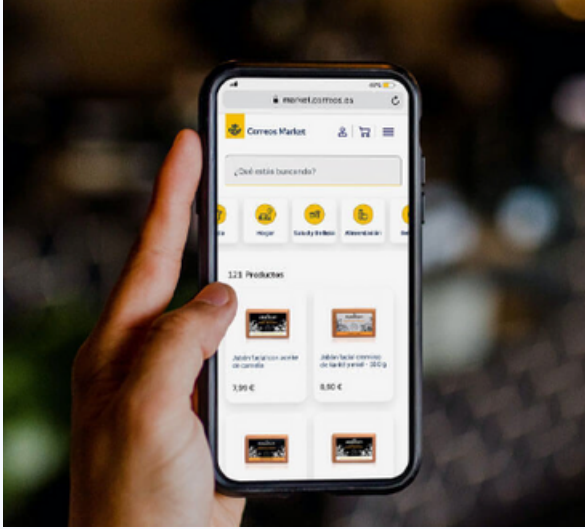
How Correos Market's hyper-personalized cross-channel strategy increased the sales by 11% in one month*

Industry:
eCommerce

Product:
Email + Web Push Notificatins

Region:
Spain

Summary

After its alliance with Frizbit and the implementation of hyper-personalised strategies, Correos Market has achieved a **20,3x ROAS in just one month.** This strategic partnership has leveraged web push notifications, as well as email campaigns for cart abandonment recovery. Furthermore, it increased **sessions by 4,77%** at a **cost per session of just 0,19€**, resulting in an **11% increase in sales.**

Key Metrics

20,3x
ROAS

11%
Increase in sales

0,19€
Cost per session

About Correos Market

Correos Market is the marketplace for Spanish businesses, without commissions or intermediaries. The platform is dedicated to supporting Spanish companies of all sizes and sectors, establishing a solidified space of buying and selling. With more than 10.000 sellers and 1 million of products offered, Correos Market is a success for both sellers and consumers. Emphasising the quality, authenticity and convenience it offers.

About Rebelio Tech

Rebelio Tech is Correos' technological partner and Correos' entire marketplace solution is based on their framework. Rebelio Tech has been developing innovative e-commerce frameworks since 2004 and manages over 20.000 stores worldwide through its white-label b2b2b solutions.

The challenge

In an effort to enhance and maximize its impact on promoting domestic commerce, Correos Market was seeking a way to engage its customers and recover lost sales through a cross-channel tool that would enable the stablishment of meaningful connections with users.

The solution

The cross-channel features of Frizbit that have been chosen for implementation in Correos Market include **emails to recover abandoned carts and both automatic and manual web push notifications.**

This strategy has paved the way for real-time personalisation, providing users with relevant information and purchase opportunities at the right moment.

Native opt-in to build it's own database without the need for personal data.

Efficient integration for the GTM without developers.

Personalisation and campaign setup.

Web push notifications automatic and manual.

Recovery of abandoned carts through email.

Integration + Campaigns

Thanks to the strategic alliance with Rebelio Tech and its technological capabilities to integrate the necessary dynamic fields, Frizbit was able to quickly and efficiently integrate the cross-channel marketing automation platform, completing the process within 24 hours via Google Tag Manager.

On the other hand, Frizbit also designed hyper-personalised campaigns ready for its implementation, which were built to align with the vision and brand identity of Correos Market.

Google Tag Manager

**1 PLATFORM, CROSS-CHANNEL
5 JOURNEYS OF EACH STAGE IN THE SALES FUNNEL
TO RECOVER LOST SALES**

Web Push notifications

Correos Market has implemented manual and automatic web push notification campaigns as an innovative channel capable of capturing and segmenting both registered and unregistered users without requiring personal data or direct web browsing.

Native Opt-In

DESKTOP

MOBILE
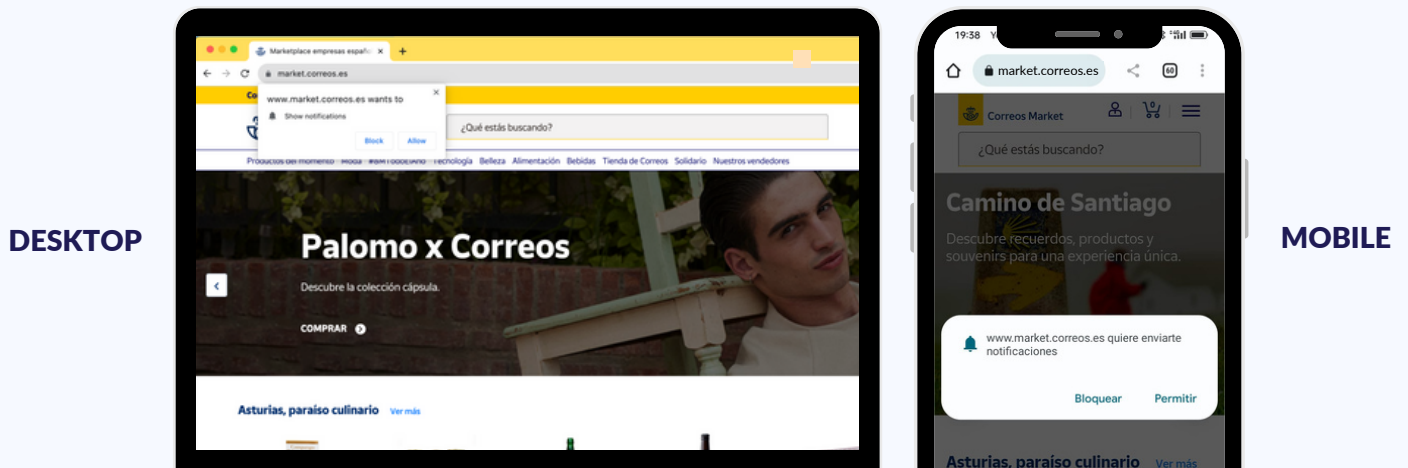
5.643

Subscribers collected
during July 2022

15,4%

Net Opt-In rate

Correos Market has built a database of web push notifications, the only retargeting channel without third-party cookies or personal data, capturing both unregistered visitors and registered users who visited the website.

Automatic web push notifications

Through automated web push retargeting, Correos Market has recovered lost sales by reminding users of the products they have interacted with.

This has translated into **the recovery of users throughout the conversion funnel,** automatically increasing transactions without ads or third-party cookies.
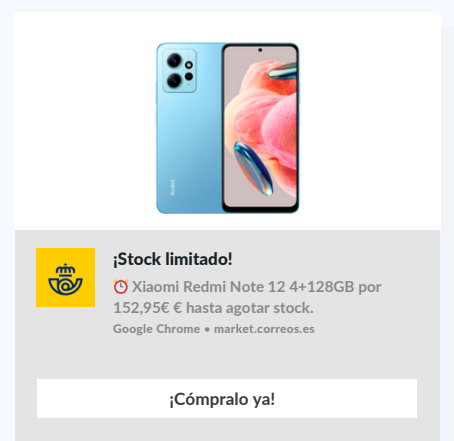
RETARGETING OF THE PRODUCT

7,52%

CTR

11.720

Automatic Web Push notifications
were activated based on the event

Manual web push notifications

Similarly, the functionality of manual web push notifications has been leveraged to send mass and/or segmented messages related to events and special dates.

This has **increased user engagement and generated renewed interest** in the products offered.

SEASONAL RETARGETING

1,43%
CTR

94.893
Delivered push web notifications, manually configured

Recovery of Abandoned Carts through Email Marketing.

When a user abandons their cart, a strategic sequence of emails is triggered, designed to remind them of their selected products and motivate them to return to the online store.
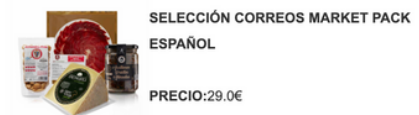
These emails are carefully tailored to maintain brand identity consistency and provide an additional incentive to complete the purchase.

The key to this strategy has been personalisation and user connection. The emails are customised to the specific products abandoned by each user, reminding them of the choices they had previously considered.

10,60%
Convertion rate

7,69%
Increase in sales

Next steps

Correos Market has plans to implement AI-based product recommendations in its web push notifications to provide personalised suggestions.

It also intends to expand this approach to its second brand, Correos Sampling, by implementing web push notifications to reach a broader audience and apply effective personalisation and engagement strategies.

Implementation of recommendations based on AI

Expansion into Correos Sampling

"

Correos Market

Success Story

"Working with Frizbit has been an evolution for Correos Market, as they offer a solution that allows us to recover lost users and increase our sales. In addition, with web push notifications and abandoned cart emails, we have been able to improve our results through automation and personalisation based on user behaviour on the website. During all this time, both teams have worked together in an agile way, with Frizbit's team keeping a close eye on the evolution of our ecommerce to offer us very useful functionalities for Correos Market's business. As a result, we have enhanced product recommendations to users, helping to improve the online shopping experience".

Sara Arias Herrero
Manager Digital Experience

"

About Frizbit

Frizbit is a cross-channel marketing automation and product recommendation platform that assists businesses in attracting and bringing back their customers.

By combining web push notifications, email, SMS, and WhatsApp messages, brands can significantly increase conversions and revenue by re-engaging users at every stage of the sales funnel

The Frizbit platform delivers automated and hyper-personalised messages that engage users based on their behaviour, thereby delivering the right message to the right user at the right time through the most suitable channel based on their behaviour.

+50 clients of +10 countries have already placed their trust in our solution.

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Interflora

L'OCCITANE
EN PROVENCE

Correos Market

forum sport

MULTIÓPTICAS

latostadora

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PERFUME'S CLUB

HIRAOKA

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Get in touch with us and request a demo to boost your websites conversion and revenue.

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