



Frizbit

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# How Liquidos reached a **32,5x\*** ROI implementing cart abandonment emails and push notifications

Industry:  
eCommerce

Product:  
Web Push Notifications  
Email Marketing

Region:  
Chile

\*This case study was prepared based on attribution metrics using last-clicks from July 1st to December 31st 2023.



## Summary

Liquidos.cl is a Chilean company specialising in liquor and bottle shops nationwide. After implementing Web Push Notifications and cart abandonment emails solutions, they managed to see a **32,5x ROI with an impressive cost per sale of \$1,42.**

With Frizbit's cross-channel platform, the company achieved **70.439 subscribers in web push and 56.929 in their email database, generating an overall opt-in rate of 5.85%** of users who engaged with their different channels. For practical purposes of this case study, all metrics are based on the period July 1 to December 31, 2023.

## Key Metrics

**32,5x**

ROI

**15,8%**

Email conversion rate

**\$1,42**

Cost per session

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## About Liquidos

Líquidos.cl, a leading omnichannel liquor store chain in Chile, stands out with **more than 60** strategically located stores and growth projections. Specialising in wine and liquor stores, the company offers **an omnichannel experience adapted to the consumption needs and the preferred channels of its customers.** With a presence in various regions of the country and the opening of new points of sale, Líquidos.cl is positioned as a growing force in the sector. Backed with an advanced platform, its strong digital presence is reflected in an impressive monthly traffic of **260,000 visits to its website.**

## The challenge

The challenge faced by Líquidos.cl lays in optimising its process of recovering lost sales on its website. Although it already had an established digital presence, the task of **recovering sales was carried out manually, limiting the ability to reach a wide range of users**. The company identified the need to improve and automate this process, as users who did not complete their purchases represented a missed opportunity. In this context, Líquidos.cl was looking for a **tool that would make this process more effective, allowing for more accurate and timely intervention to maximise impact and improve conversion rates**.

## The solution

The channels of **web push notifications and cart abandonment emails** were strategically chosen to work in synergy and recover lost sales efficiently.

The combination of both solutions proved to be a highly effective strategy, **engaging both registered and unregistered users**.

This strategy maximised the impact on a broad spectrum of users, aligning perfectly with the objectives of Líquidos.cl, which were looking for a comprehensive tool to intervene in a precise and timely manner in the purchase process and significantly improve the conversion rate.



Personalisation and configuration of campaigns.



Native Opt-in to build your own database without needing personal data.



Automatic web push notifications.



Manual web push notifications.

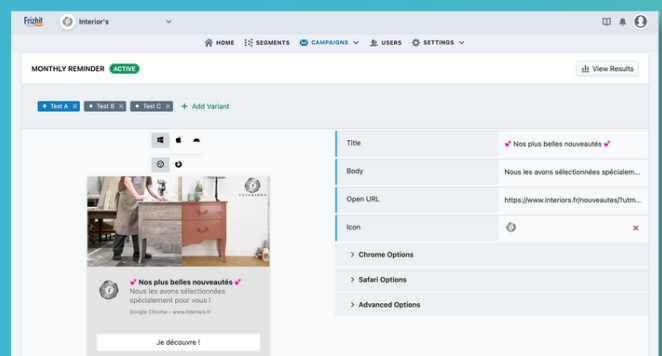


Recovery of abandoned carts by email.

## Personalised campaign setup

Frizbit defined purchasing scenarios according to the customer journey, developing the initial messages to reflect the brand identity.

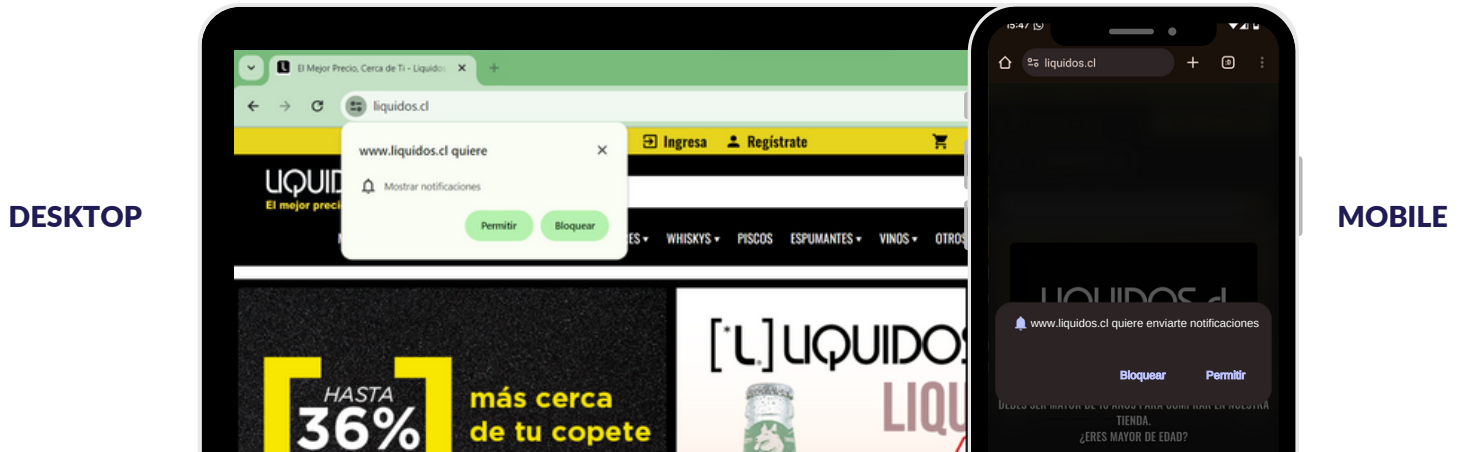
This step led to the interaction of push notifications, ensuring a consistent experience. These campaigns were created on the Frizbit platform dashboard, underlining the agility and precision of the implementation.



## Web Push Notifications

To transform visitors into customers, **native opt-in was first implemented on both desktop and mobile devices**. This captures visitors and establishes the basis to start the process of converting them into leads, **without the need for personal data or third party cookies**.

### Native Opt-In



# 70.439

Subscribers collected  
organically in 6 months

# 3,23%

Net Opt-In rate  
per unique user

Liquidos.cl has developed a database for web push notifications, acting as a retargeting channel without ad needs.

In addition, native opt-in makes this approach stand out for its effectiveness and respect for privacy.

### Manual Web Push Notification

Massive web push notifications have enhanced the ability to **reach a wide audience directly and quickly** on promotional days, holidays or flash promotions.

Likewise, this tool has strengthened Liquidos' presence in the digital sphere, giving them the possibility to be present without their users necessarily browsing their website.



PROMOTIONAL WEB PUSH NOTIFICATION

# 424.442

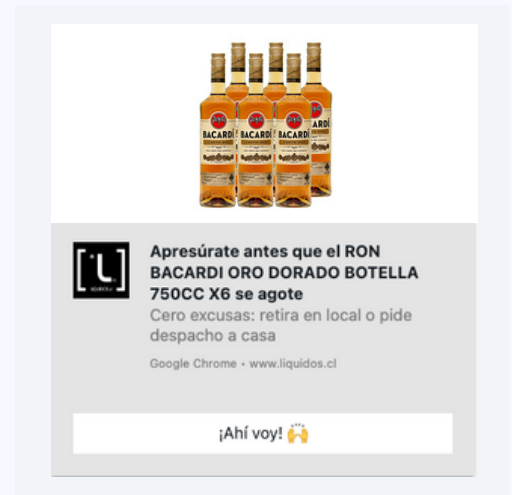
Delivered Web Push Notifications through  
time-based campaigns\*

\*During the period from July 1st to 31st December 2023

## Automated web push notifications

Automated web push notifications have proven to be a key tool for Liquidos in its strategy to effectively recover sales.

With **55% of sales coming from this channel**, the positive impact on conversions is clear. An aspect to highlight is the ability to retarget users at all stages of the funnel, transforming unregistered visitors into customers. This strategy has allowed Liquidos to **maintain effective interaction with its audience and optimise the conversion process** in a comprehensive manner.



PRODUCT RETARGETING

**2,28%**

Conversion rate of automated push notifications

**3,45%**

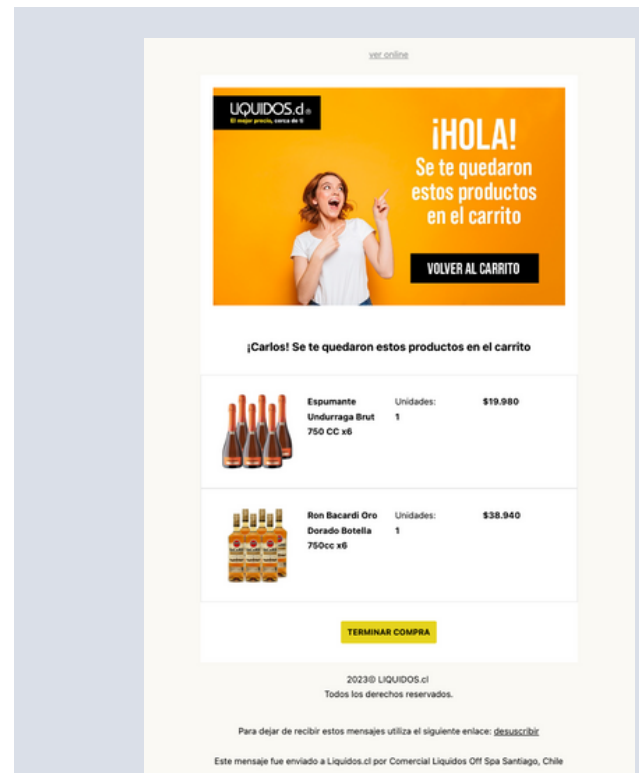
Click-through rate of automated push notifications\*

## Email Marketing to recover abandonment carts

In the second phase of the strategy, Liquidos.cl has channelled its efforts towards **the recovery of registered users through a detailed email marketing sequence, specifically designed to address abandoned carts.**

This strategy has yielded positive results, with outstanding effectiveness in **reactivating registered users and successfully recovering lost sales.**

The cart abandonment recovery sequence has proven to be a valuable tool in **optimising the buying process, further strengthening the relationship with Liquidos' audience.**



**15,88%**

Conversion rate of cart abandonment emails

**7,97%**

Click-through rate of cart abandonment emails

## Next steps

Liquidos.cl plans to implement new key elements with Frizbit.

In the **cart abandonment flow**, we will incorporate a **second step** to reinforce product recalls and offer additional incentives.

In order to expand the database and strengthen the connection with new visitors, we also plan to **launch a strategic pop-up to capture emails from unregistered users**.

Similarly, to reinforce the digital strategy, **web-hooks will be integrated to facilitate data synchronisation between Frizbit and its CRM**, ensuring smooth and up-to-date management of customer information.

- 1 Expand the abandoned cart flow.
- 2 Local pop-up for lead captures.
- 3 Web-hooks to synchronise data between Frizbit and their CRM.

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LIQUIDOS.cl

Success story

*"Working with Frizbit, we highlight the easing use and integration of the product in our operation, as the platform is intuitive and has allowed us to take advantage of it with autonomy from our part.*

*In addition, we value the good customer service, where we always find someone willing to help in any situation.*

*Finally, both channels, web push and email, have proven to be effective, generating positive results for our business, and we are really happy with the results in our marketing strategy".*



**Ignacio Domínguez H.**  
Customer Manager

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## 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 behavior.

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

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

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