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# How Head Chile reached 20,8x\* ROI through hyper-personalised journeys of Web Push notifications and SMS messages

Industry:  
eCommerce

Product:  
Web Push Notifications + SMS

Region:  
Chile

*\*This case study was prepared based on last-click attribution metrics of October 2023*



## Summary

With Frizbit's partnership and the implementation of the cross-channel customer engagement platform, Head Chile has achieved an **20,8x ROI**. Leveraging web push notifications and SMS notifications, allowing users to connect with the brand through the channel they prefer the most. Furthermore, it increased **sessions by 1,78%** at a **cost per session of just 0,01\$**.

## Key Metrics

**20,8x**

ROI

**1,78%**

Increase in sessions

**0,01\$**

Cost per session



## About Head Chile

Head Chile, established in 1983 in Viña del Mar, has consolidated its position as a leading national luggage brand. Specialising in the retail sale of suitcases and various types of bags made from eco-friendly materials, the company has positioned itself as a leading player in the industry. With a strong online presence, it attracts approximately 200,000 monthly visitors to its website. In addition to its strong digital footprint, Head Chile has a solid network of more than 60 physical shops throughout Chile.

## The challenge

Despite having established a digital presence through traditional channels like social media and email, **the company was in search of an innovative solution that would propel its expansion and strengthen its connection with customers.** They needed a tool that would not only complement their existing strategies but also **provide a distinctive and effective way to enhance communication and customer engagement.** In this scenario, the challenge was to **find a solution that aligned with their objectives and surpassed the limitations of conventional marketing methods.**

## The solution

The cross-channel engagement capabilities of Frizbit that were chosen for implementation in Head Chile were initially **web push notifications**, allowing the company to capture users **without any personal data** and **build a subscriber base** with whom they can interact even **when they are not on the website.**

Furthermore, upon the success of this strategy for non-registered users, the company opted to incorporate **SMS marketing** as a **retargeting channel for registered users.** This approach enabled them to seamlessly connect with their customers at their fingertips, with hyper-personalised messages reminding them about the products that they left.



Setup of **personalised** campaigns



**Native opt-in** to build its own database without the need for personal data.



**Triggered web push notifications.**



**Time-based web push notifications.**

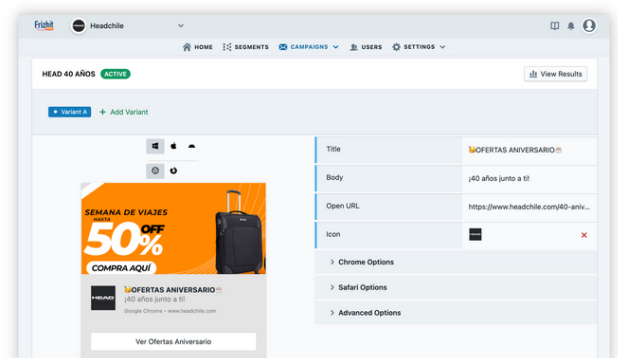


**Triggered SMS notifications**

## Set up of personalised campaigns

Frizbit has developed the journeys of push notification campaign templates that are specifically designed to seamlessly match Head Chile's brand identity and communication style at every stage of the customer journey.

Crafted within our dashboard, guaranteeing a smooth and accurate ready-to-use solution.



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



## Web Push Notifications

Head Chile has integrated both manual and automatic web push notification campaigns as a cutting-edge channel that can capture and categorise both registered and unregistered users, all without needing personal information or direct web browsing.

### Native Opt-In



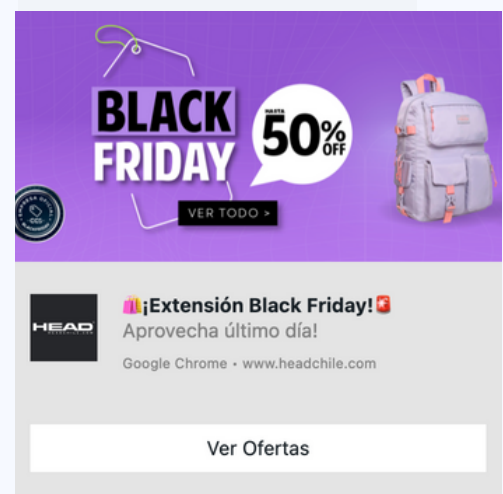
# 8.442

Subscribers collected during  
October 2023

Head Chile has built a database of web push notifications, which is the **only retargeting channel without third-party cookies or personal data**. This system captures the attention of both unregistered visitors and registered users who have previously browsed the website.

### Time-based web push notifications

Time-based web push notifications have emerged as a pivotal tool for Head to promptly communicate their latest promotions, discounts, and offers to a new set of non-registered users that they were never able to engage with before. This resulted in an **increase in the sales and user retention**.



SEASONAL CAMPAIGNS

# 781.967

Delivered time-based web push  
notifications\*

\*During October 2023

# 0,91%

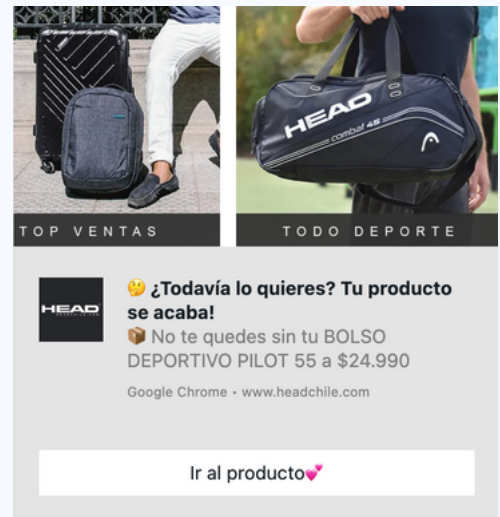
Click-through rate of  
time-based web push notifications\*

\*During October 2023

## Automated web push notifications

On the other hand, automated (triggered) web push notifications have been very **effective to recover lost sales at any stage of the funnel and convert non-registered visitors into clients.**

What distinguishes these campaigns is their exceptional hyper-personalisation achieved through notification templates designed with dynamic parameters. Adapted based on individual user behaviours, meticulously tailored for specific customer journeys.



PRODUCT RETARGETING

# 2.82%

Click-through rate of automated web push notifications\*

\*During October 2023

# 1,59%

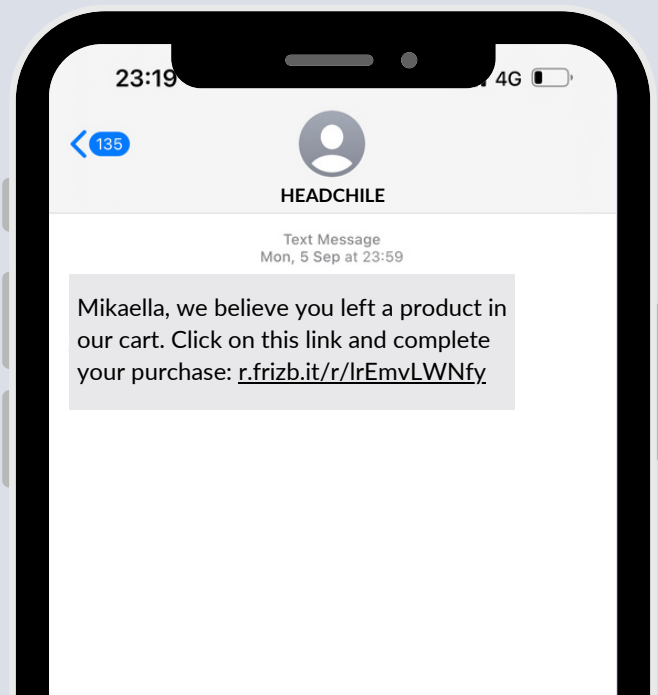
Conversion rate of automated web push notifications\*

\*During October 2023

## Triggered SMS notifications

This strategic addition of this communication channel has allowed Head Chile to not only expand its customer engagement into a cross-channel level but also helped them significantly to **recover abandoned sales and increase revenues.**

By delivering concise, easily accessible and hyper-personalised reminders, tailored to individual user behaviour, Head Chile is delivering an optimised user experience. Additionally, it serves as a very **effective method to re-engage with offline users.**



# 55.470

Subscribers collected since in the last 27 months

# 13,17%

Click-through rate of SMS notifications\*

\*During October 2023

## Next steps

Head Chile has plans to implement **WhatsApp** as another channel to send messages to **recover lost sales based** on user behaviour and location.

Moreover, this daily-used communication platform will allow them to optimise their messages with **visual content and long URLs**, engaging with customers in a **friendly way while increasing sales**.

### Triggered WhatsApp Notifications

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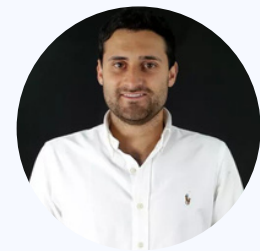
**HEAD**<sup>®</sup>

### Success Story

*"To start with, the results we have had with Frizbit have been very positive. We also appreciate that **its channels work without necessarily cannibalising other sales channels**, so it's a good complement that adds up.*

*The platform stands out for its **accuracy, ease of use and automation**, which not only saves us time, but also makes it much easier to manage, with no need to hire a specialist.*

*Finally, the approachability of the Frizbit team has been a significant differentiator. **We appreciate the direct contact with the people behind the platform**, which gives us a level of trust and personalised attention that makes everything easier".*



**Alberto Romero Arrau**  
E-Commerce 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 behaviour.

**100+ clients from 10+ countries  
have already trusted in our solution.**

**PRIMOR**



**L'OCCITANE**  
EN PROVENCE



Correos Market

**Interflora**

**MULTIÓPTICAS**

**Forum sport**

**Abbott**

**PERFUME'S CLUB**

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

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