



Frizbit

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one  
dayonly

How OneDayOnly captured & brought customers back with a **24.3% ROI** using hyper-personalised web push notifications and notify box opt-in

Industry:  
eCommerce

Product:  
[Web Push Notifications](#)  
[Notify Box](#)

Region:  
South Africa

*\*This case study was prepared based on attribution metrics using last-clicks from June 2024*

## Summary



OneDayOnly started capturing push notification subscribers through a two-step opt-in method (using the notify box feature) and they built a new alternative database of **12,652 subscribers in their first month**.

Thanks to the hyper-personalisation capabilities of Frizbit, they started re-engaging with these anonymous users through both **behaviour-triggered and bulk web push notifications, without using any personal data or 3rd-party cookies**.

As a result, they **increased revenue by 1.33%** bringing customers back with a **cost per session of £0.11**, which **converted 2.32x higher** than the site average.

## Key Metrics

24.3%

ROI

5.75%

Average CTR of  
Web Push Notifications

3.63%

Conversion Rate

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## About OneDayOnly

OneDayOnly is a prominent online retailer in South Africa known for offering daily deals on a wide range of products, from electronics to fashion.

The brand has established a strong digital presence with a **monthly visit count of approximately 1.8 million** and a loyal customer base by consistently **providing high-quality deals and exceptional customer service**.



## The challenge

OneDayOnly aimed to enhance customer engagement and increase sales with an alternative method not requiring 3rd party cookies. Recognising the success of web push notifications adopted by the leaders of their vertical in other countries, **OneDayOnly decided to explore this technology, bringing growth and revenue to their company.**

**They looked for an efficient and effective way to implement it,** as they didn't want to dedicate their busy technical resources. They were attracted by the strong performance metrics and effectiveness of web push notifications as a new engagement channel.

## The solution

Frizbit's cross-channel solutions were tailored to meet OneDayOnly's specific needs. They implemented a **double opt-in method with notify box + native opt-in**, which is strategic in the long term because it retains the possibility of asking for permission to the majority of the users who are not ready yet.

Additionally, they implemented both **bulk and triggered web push notifications to engage users in real-time** and deliver timely information and promotions even when users weren't navigating their site.

This approach significantly helped increase user engagement and conversion rates.



**Personalisation** and configuration of campaigns



**Notify Box feature** to capture leads with a long-term strategy



**Native Opt-in** to build their own database without needing personal data



**Automated web push notifications**



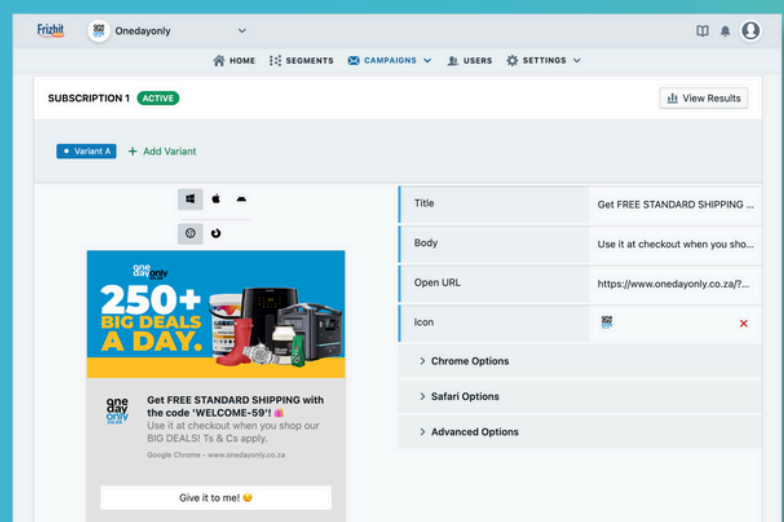
**Bulk web push notifications**

## Personalised campaign setup

Frizbit identified key funnel stages within the customer journey and created initial templates that matched OneDayOnly's brand.

This setup enabled the smooth integration of web push notifications, ensuring a consistent user experience.

The campaign templates were designed through the Frizbit platform dashboard, emphasising the precision, effectiveness of the implementation.



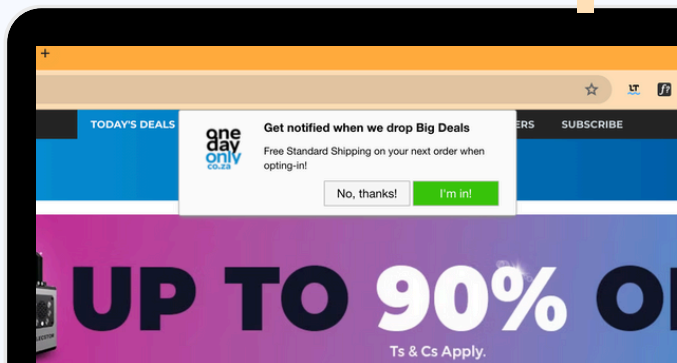
## Double opt-in with Notify Box and Native opt-in

OneDayOnly implemented a strategic approach by combining both **notify box** and **native opt-in** methods.

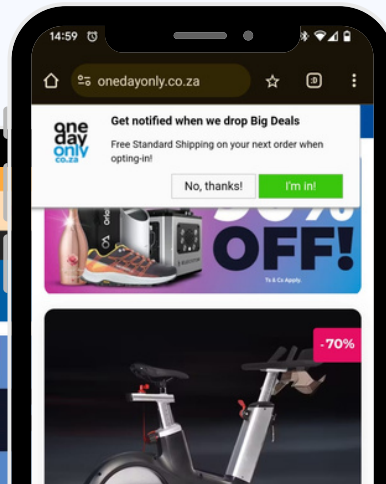
This strategy is beneficial in the **long term**, as it retains the possibility of asking for permission for the **future**. The usage of Notify Box feature led OneDayOnly to convert the ready users into subscribers while not getting blocked by the majority of other users who are not ready yet to accept push notifications. Although the double opt-in process requires two clicks and yields a lower opt-in rate, it provides a **strategic advantage** for future subscription opportunities.

### Notify Box

DESKTOP



MOBILE



# 1.59%

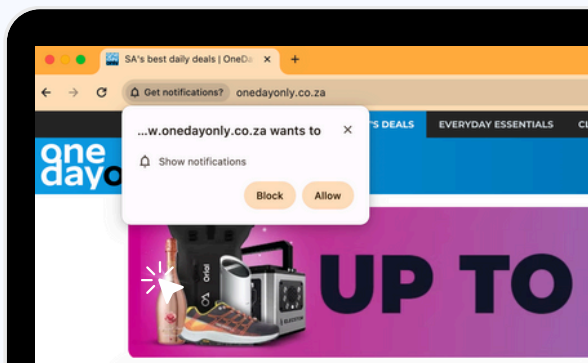
Opt-in Rate implementing  
Notify Box + Native Opt-in

The Notify Box is a customised early opt-in prompt that aligns that helps users to understand why they should opt-in and the brand to add incentive it. It can be strategically placed on the website to capture users' attention and encourage them to subscribe.

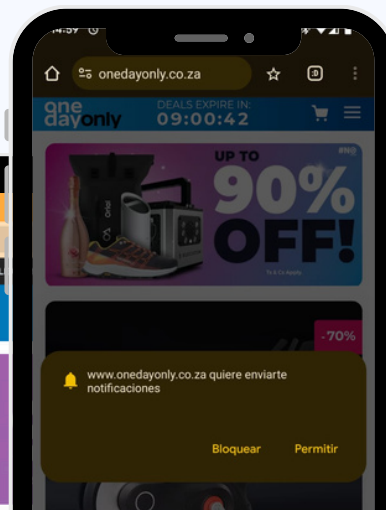
The brand decided to implement this approach to be upfront and transparent with their customers about what they were subscribing to, preventing a high unsubscribe rate.

### Native Opt-In

DESKTOP



MOBILE



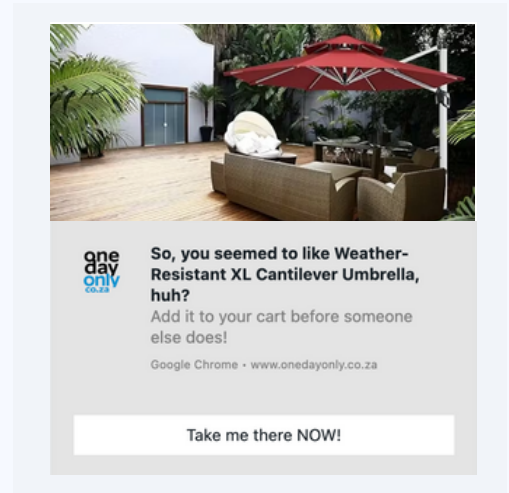
# 12,652

Subscribers collected  
in one month

OneDayOnly has built a database of web push notification subscribers, a brand new retargeting channel that operates without 3rd-party cookies or personal data. This approach effectively captures both unregistered visitors and registered users who visit the website.

## Triggered web push notifications

OneDayOnly uses automated web push notifications to re-engage users who leave the site without making a purchase. Whether **browsing categories, viewing products, or abandoning carts**, these notifications are tailored to **specific user journeys**. Each notification is dynamically personalized based on user behaviour, including details like **image, name, price, and category** of products. This approach ensures relevance, improving both click-through and conversion rates. **Frizbit covers all stages of the sales funnel, re-engaging users at every step that they abandon.**



PRODUCT RETARGETING

5.68%

Conversion rate of triggered push notifications

6.94%

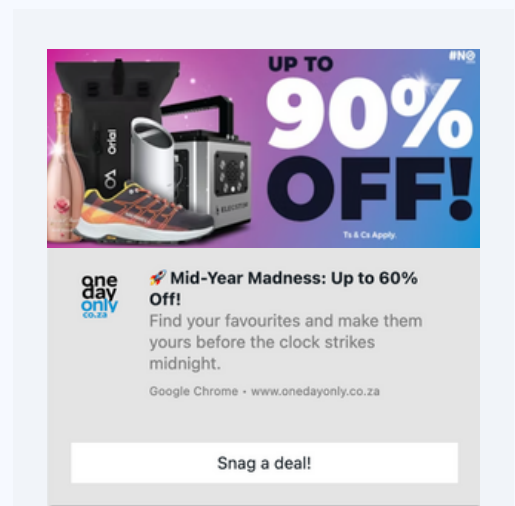
Click-through rate of triggered push notifications

## Bulk Web Push Notification

OneDayOnly also uses bulk web push notifications for **announcements, promotions, and updates**.

This strategy helps drive traffic to the website and keeps users informed about **new deals and offers**.

By sending bulk notifications, OneDayOnly can **reach a large audience simultaneously, encouraging repeat visits and purchases**.



PROMOTIONAL WEB PUSH NOTIFICATION

1.65%

Conversion rate of bulk push notifications

4.93%

Click-through rate of bulk push notifications

## Next steps

OneDayOnly may consider to further enhance customer engagement by potentially **adding product recommendations**.

This improvement aims to deliver more personalised and relevant content to users, boosting engagement and driving more sales.

Integrating product recommendations in eCommerce leads to **higher conversion rates**, **increased average order values**, and increased revenue.



### Implement Product Recommendations for eCommerce

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### Success Story

*"As one of the largest Daily Deals ecommerce businesses in South Africa, we are glad that we started using Frizbit's web push notifications. It was a new channel, so we had our doubts, but it has helped us increase customer engagement and sales.*

*In just the first month, we built a new subscriber database, allowing us to engage with users even after they've left our site, without using any personal data! Both behavioural and bulk notifications helped us increase revenue.*

*The implementation was smooth and required minimal resources from our technical team. We are excited about further leveraging Frizbit's solutions to improve our customer experience and profit even more."*



**Erich de Wet**  
Digital Lead

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## About Frizbit

### Frizbit is a cross-channel marketing automation and product recommendation platform

*powered by AI*

which helps e-commerce businesses to increase revenue, engagement and loyalty.

Frizbit offers an AI-driven, turnkey solution that combines marketing automation and product recommendations to enhance your eCommerce performance both on-site and off-site.

Frizbit helps recover lost sales by bringing customers back and re-engaging them throughout the sales funnel. By leveraging personalised web push notifications, emails, SMS, and WhatsApp messages.

AI-powered on-site and off-site product recommendations take effect to activate and elevate the purchasing experience of clients, boosting conversion rates and average order value.

With Frizbit, you can effortlessly drive more sales and increase revenue by connecting with the right users at the right time.

**+50 clients of +10 countries have already trusted in our solution.**

PRIMOR

Correos Market

Interflora

MULTIÓPTICAS

L'OCCITANE  
EN PROVENCE

AZERBAIJAN  
AIRLINES

PERFUME'S CLUB

HEAD

MiIN  
KOREAN COSMETICS

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

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