



X



How Azerbaijan Airlines reached **62,9x ROI*** with hyper-personalised journeys of web push notifications

Industry:
[Airlines](#)

Product:
[Web Push Notifications](#)

Region:
[Global](#)

**This case study was prepared based on attribution metrics using last-clicks from May 1st to July 31st 2024*



Summary

Azerbaijan Airlines started a POC (Proof of Concept) with Frizbit to tackle the **declining effectiveness of their dynamic retargeting ads due to third-party cookie limitations**. Through Frizbit's **web push notifications**, the airline generated a monthly **6-digit revenue, with a ROI of 62.9x**.

Over a 3-months period of the POC, they collected **131,936 new subscribers, converting a significant number of users at an opt-in rate of 4.31%**. This initiative not only achieved a **2.60% conversion rate** but also opened a **new, effective communication channel to engage users and recover lost bookings**.

Key Metrics

62,9X

ROI

0,9%

Increase in online bookings

2,6%

Conversion Rate



About Azerbaijan Airlines

Azerbaijan Airlines (AZAL) is the national carrier of Azerbaijan and a leading player in the CIS region's aviation sector. Established in 1992, and operating from its hub at Heydar Aliyev International Airport in Baku, **AZAL serves over 50 destinations across Europe, Asia, and the Middle East**.

The airline is recognised for its high service standards, holding a **prestigious 4-star Skytrax rating**.

AZAL is committed to expanding its global reach and maintaining excellence in safety and service as a member of IATA.

The challenge

Azerbaijan Airlines began noticing reduced effectiveness in their dynamic retargeting ads due to increasing restrictions on third-party cookies and GDPR in Europe. This change made recovering lost bookings more challenging and less profitable. They needed a new solution to automatically reengage users and recover bookings without relying on ads or personal data. Additionally, they sought a new way to deliver personalised offers directly to potential customers and ensure effective re-engagement.

Web push notifications emerged as an ideal solution—compliant with data privacy regulations while still maintaining a high conversion rate.

The solution

To overcome these challenges, Azerbaijan Airlines implemented Frizbit's web push notification strategy. This approach was designed to automatically re-engage users at different stages of their booking journey, without relying on third-party cookies or personal data.

Frizbit provided both triggered and bulk web push notifications, delivering personalised offers directly to potential customers.



Personalisation and configuration of campaigns.



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



Automated web push notifications.

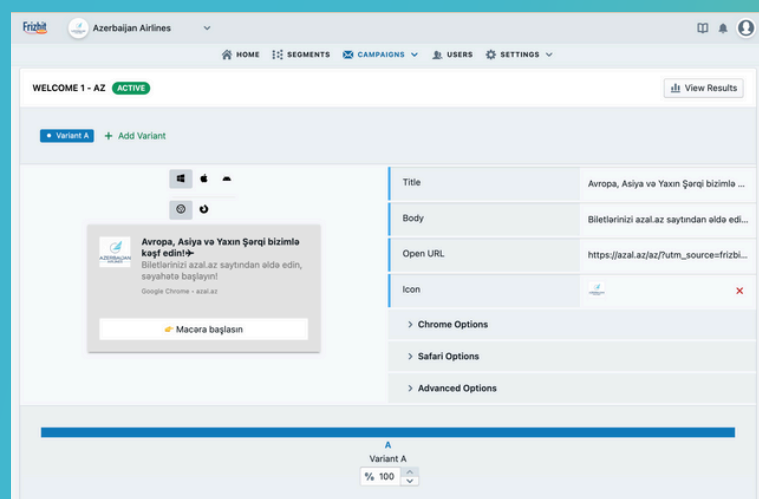


Bulk web push notifications.

Personalised campaign setup

Frizbit identified key moments in the customer journey and created templates in Azerbaijani, Russian, and English, adapting them to each language.

This setup allowed for the smooth integration of web push notifications, ensuring a consistent user experience. The campaigns were set up using the Frizbit platform, focusing on efficient and accurate implementation.

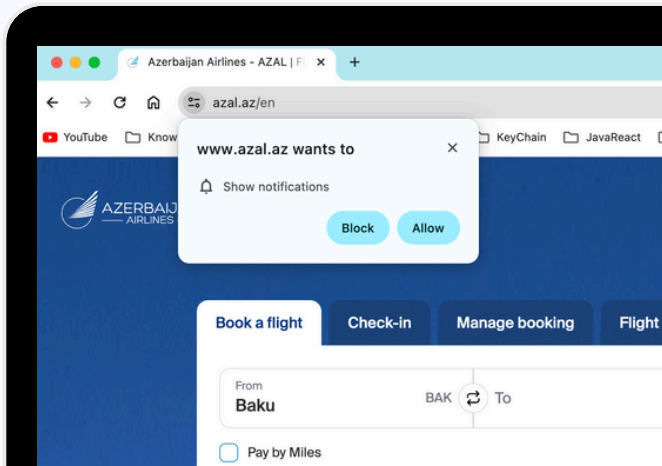


Native Opt-in

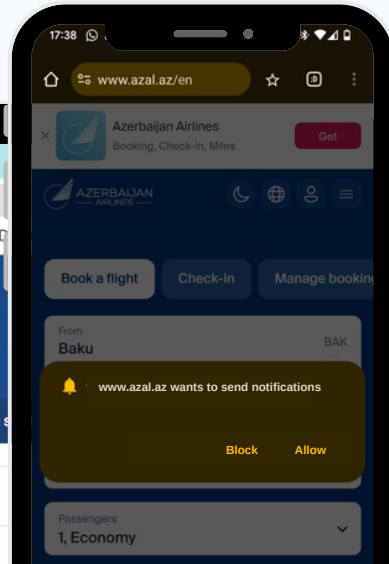
Azerbaijan Airlines used Frizbit's native opt-in for web push notifications to **build a subscriber base directly from their website**. This method, which **didn't require personal data**, allowed visitors to easily subscribe **with a single click**. The seamless integration encouraged more opt-ins, helping the airline expand its audience and effectively deliver timely notifications, all while adhering to data privacy regulations.

Native Opt-In

DESKTOP



MOBILE



100.000+

Subscribers collected
in 3 months

4,3%

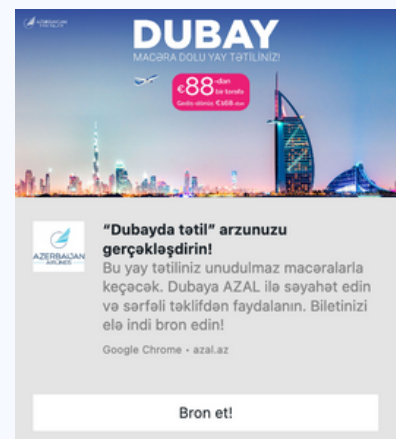
Net Opt-in Rate of
Web Push Notifications

The native opt-in feature also allowed Azerbaijan Airlines to maintain consistent branding and user experience across platforms. By avoiding intrusive prompts and offering a simple, non-disruptive subscription process, the airline was able to engage users more effectively, leading to increased trust and higher engagement rates.

Web Push Notifications

Azerbaijan Airlines implemented Frizbit's web push notifications to engage users through **both bulk and triggered campaigns**.

This dual approach ensured that the airline could maintain broad communication while also delivering highly relevant, personalised messages that drove conversions.



A SEASONAL PROMOTION

2,6%

Conversion rate

500.000+

Delivered push notifications

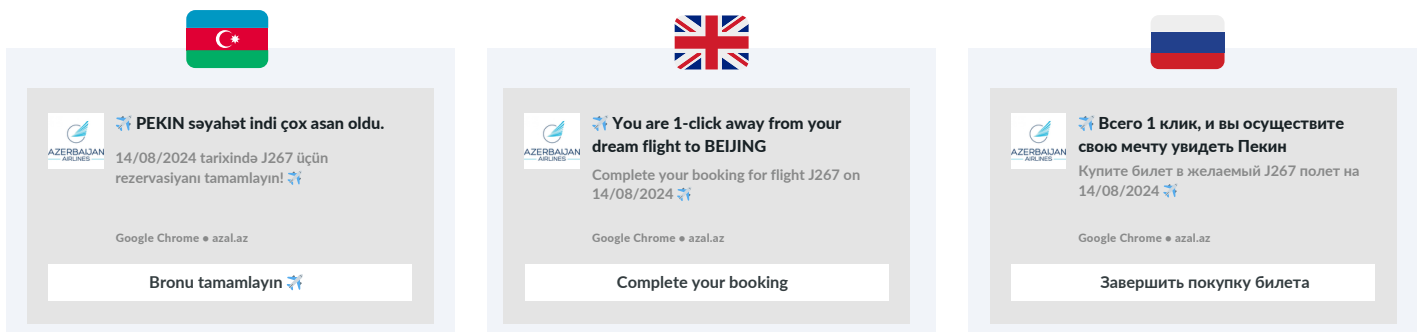
Dynamic Retargeting with Behavioural Web Push Notifications

Azerbaijan Airlines leveraged Frizbit's Customer Journeys and behavioural notifications to engage travellers throughout their entire booking process.

This approach involved a series of automated flows, **each designed to target specific stages of the customer journey**. The journey included:

- **Welcome Notifications:** Engaging new subscribers immediately after they opted in, introducing them to Azerbaijan Airlines' offerings and encouraging them to start exploring flight options.
- **Flight Retargeting:** Focusing on users who had browsed specific flights, these notifications provided timely nudges to complete their bookings.
- **Destination Retargeting:** Reminding users who had shown interest in specific destinations but hadn't yet booked, with targeted offers to reignite their interest.
- **Booking Abandonment:** Recovering lost bookings by sending tailored reminders to users who had started but not completed their booking process.

CAMPAIGNS IN MULTI-LANGUAGE



These journeys were set up and activated in three languages—Azerbaijani, English, and Russian—personalised based on the language of the user. Operating on auto-pilot, these automated journeys ensured that Azerbaijan Airlines could re-engage travellers at every critical stage of the funnel, ultimately boosting conversions and enhancing customer satisfaction.

6,9%

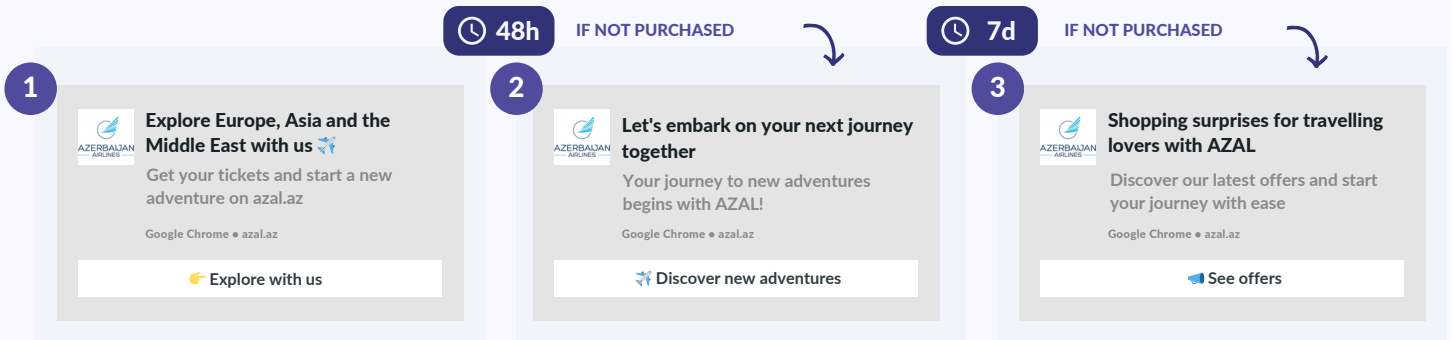
CTR
behavioural
web push notifications

500.000+

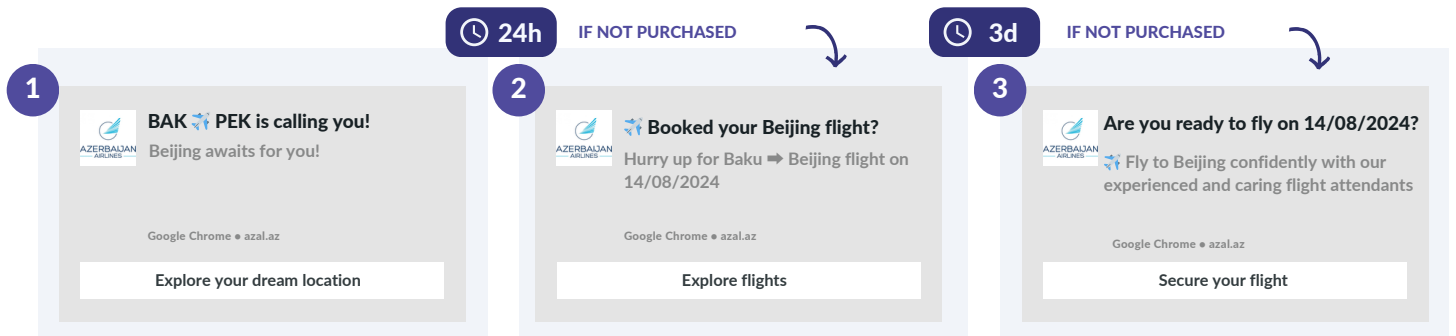
Delivered
web push notifications
triggered by user events

Behavioural Web Push Notifications - Journey in English

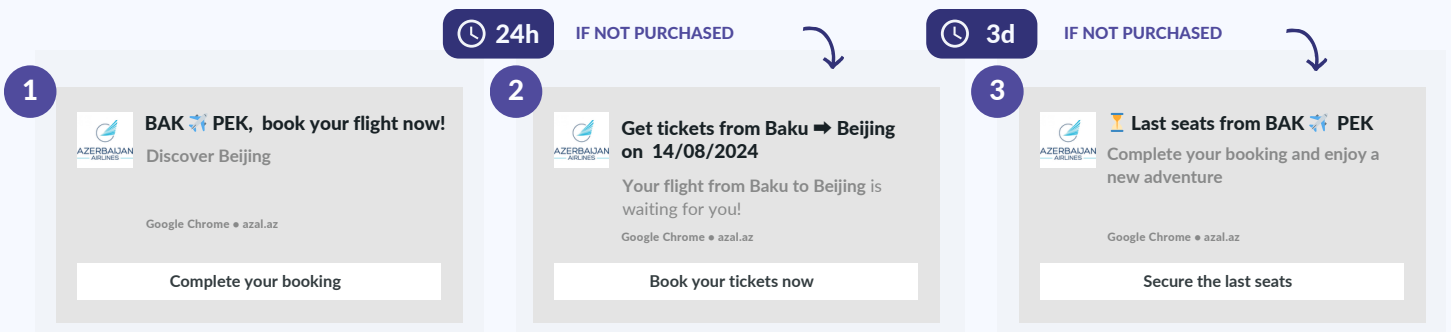
WELCOME ✔ SUBSCRIPTION MADE ✘ PURCHASE NOT MADE



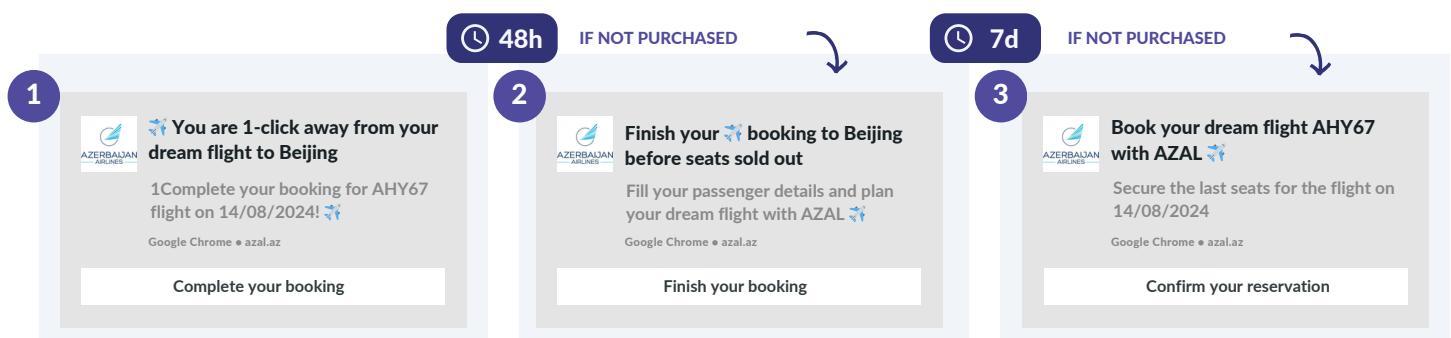
DESTINATION RETARGETING ✔ FLIGHT LIST VIEWED ✘ FLIGHT VIEWED



FLIGHT RETARGETING ✔ FLIGHT VIEWED ✘ BOOKING ADDED TO CART



BOOKING ABANDONMENT ✔ BOOKING ADDED TO CART ✘ PURCHASE NOT MADE



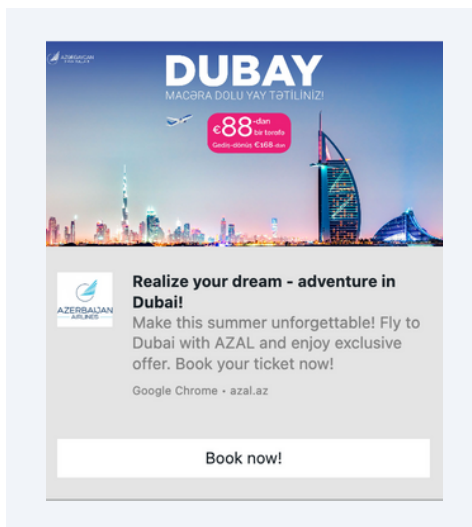
Bulk Web Push Notifications

In addition to the targeted, triggered notifications, Azerbaijan Airlines implemented **bulk notifications to reach a broader audience with general updates and promotional offers.**

These notifications were sent to all subscribers simultaneously, making them an effective tool for announcing special deals, important updates, or seasonal campaigns.

By delivering these messages to a large user base, the airline was able to drive significant traffic and engagement, complementing the more personalised approach of triggered notifications.

Sample Campaigns in English

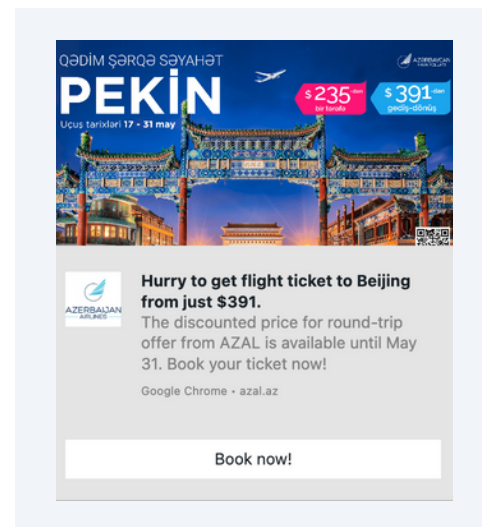


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3,9%

CTR
time-based
web push notifications

50.000+

Delivered
time-based
web push notifications

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.

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L'OCCITANE
EN PROVENCE

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HEAD

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REQUEST A DEMO



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