Frizbit X AZERBAIJAN AIRLINES

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 enjoyed 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.

AZERBAIJAN
AIRLINES

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.
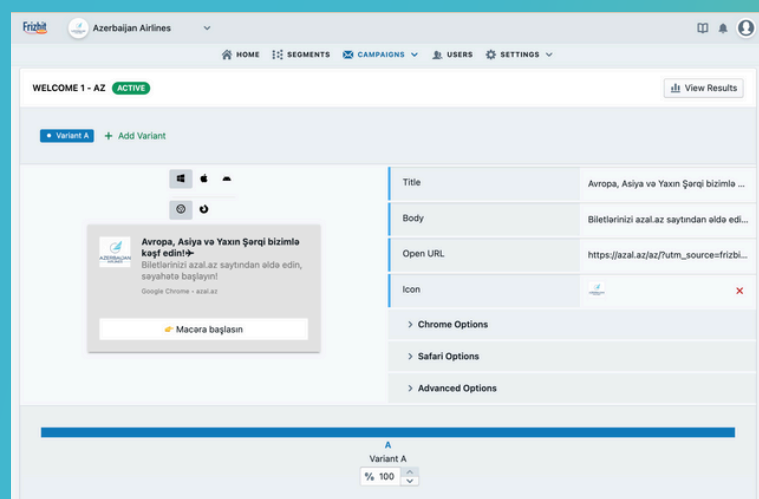
Automated **web push notifications.**

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.
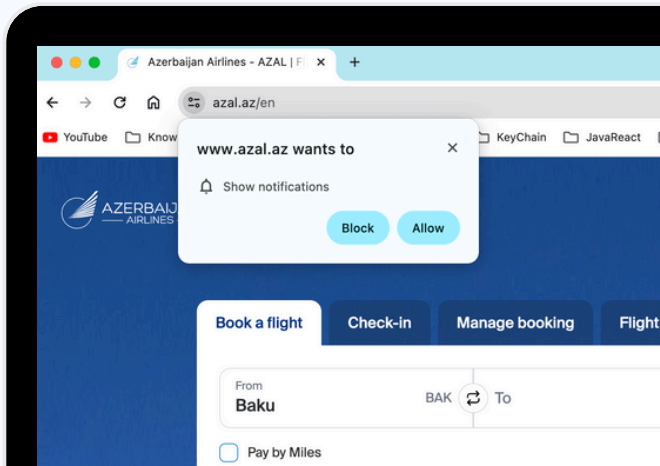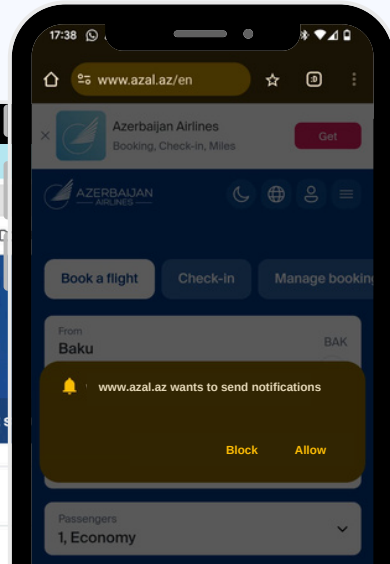
Native Opt-in

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 b**oth 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.
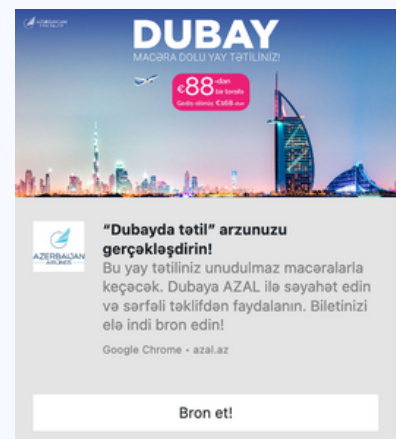
A SEASONAL PROMOTION

2,6%
Conversion rate

500.000+
Delivered push notifications

Dynamic Retargeting with Behavioural Web Push Notifications

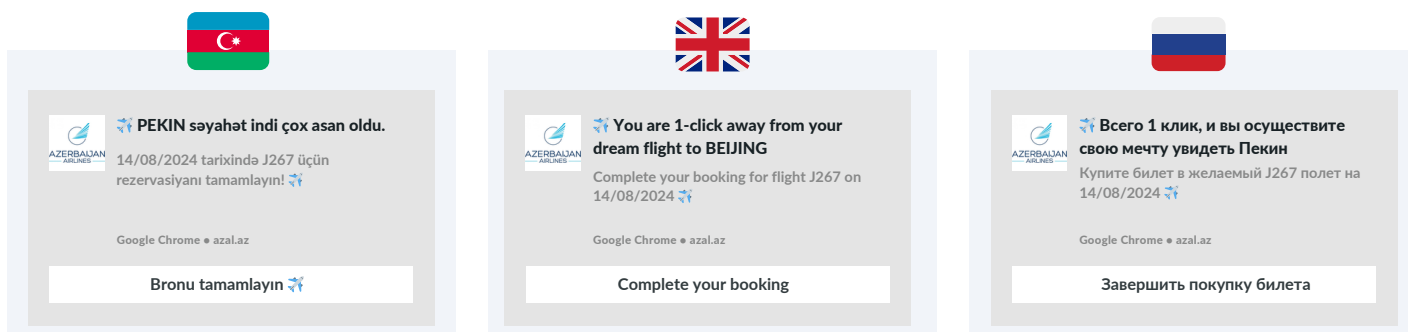Azerbaijan Airlines leveraged Frizbit's Customer Journeys and behavioural notifications to engage travellers throughout their entire booking process.

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

🇦🇿

✈️ **PEKIN səyahət indi çox asan oldu.**

AZERBAIJAN AIRLINES

14/08/2024 tarixində J267 üçün rezervasiyanı tamamlayın! ✈️

Google Chrome ● azal.az

Bronu tamamlayın ✈️

🇬🇧

✈️ **You are 1-click away from your dream flight to BEIJING**

AZERBAIJAN AIRLINES

Complete your booking for flight J267 on 14/08/2024 ✈️

Google Chrome ● azal.az

Complete your booking

🇷🇺

✈️ **Всего 1 клик, и вы осуществите свою мечту увидеть Пекин**

AZERBAIJAN AIRLINES

Купите билет в желаемый J267 полет на 14/08/2024 ✈️

Google Chrome ● azal.az

Завершить покупку билета

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

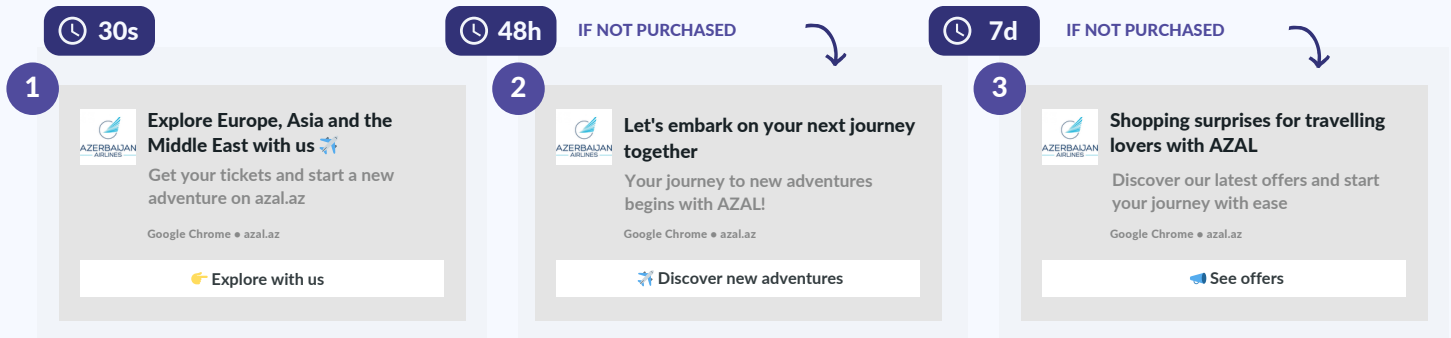# 500.000+

Delivered
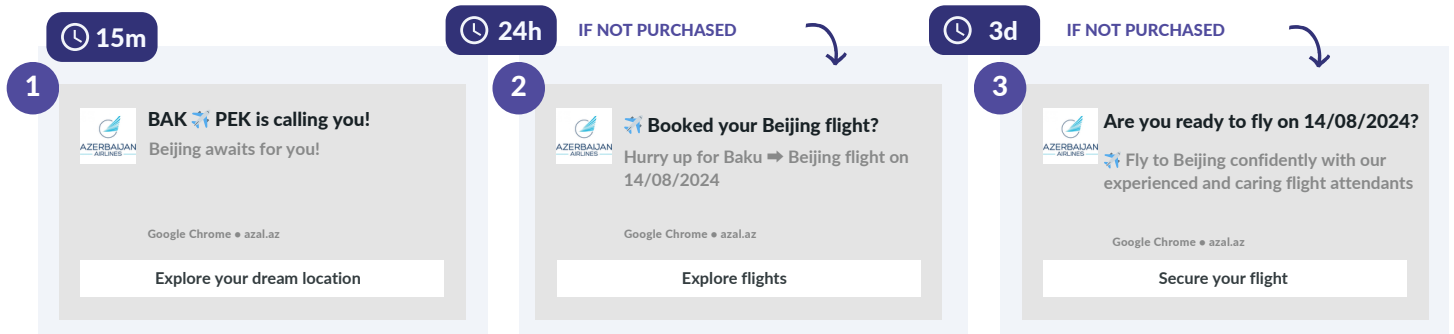web push notifications
triggered by user events

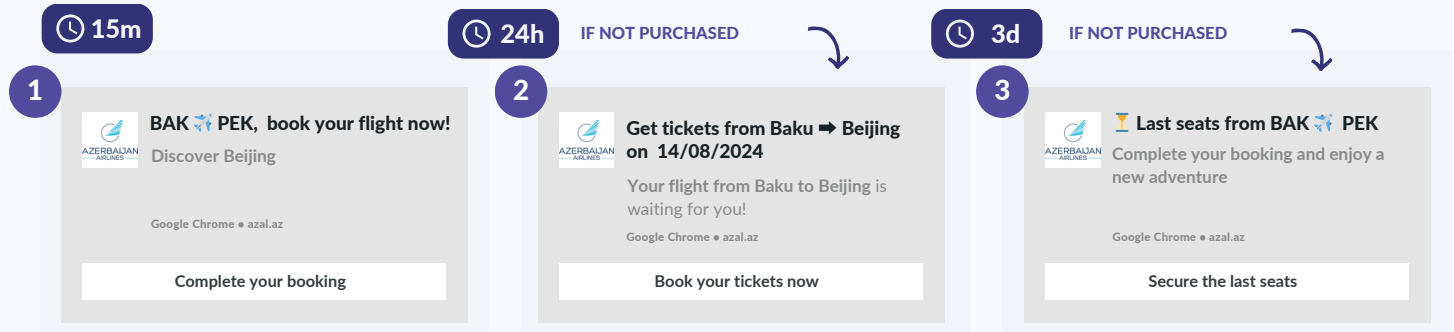# Behavioural Web Push Notifications - Journey in English
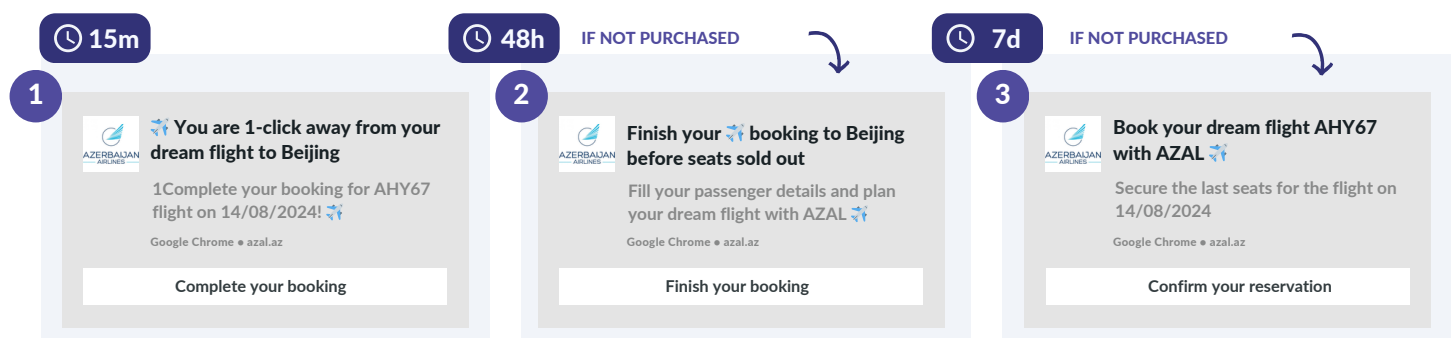
WELCOME ✅ SUBSCRIPTION MADE ❌ BOOKING NOT COMPLETED

🕐 30s

1

AZERBAIJAN AIRLINES
Explore Europe, Asia and the Middle East with us ✈️
Get your tickets and start a new adventure on azal.az

Google Chrome ● azal.az

👉 Explore with us

🕐 48h IF NOT PURCHASED

2

AZERBAIJAN AIRLINES
Let's embark on your next journey together
Your journey to new adventures begins with AZAL!

Google Chrome ● azal.az

✈️ Discover new adventures

🕐 7d IF NOT PURCHASED

3

AZERBAIJAN AIRLINES
Shopping surprises for travelling lovers with AZAL
Discover our latest offers and start your journey with ease

Google Chrome ● azal.az

🛍️ See offers

DESTINATION RETARGETING ✅ FLIGHT LIST VIEWED ❌ FLIGHT VIEWED

🕐 15m

1

AZERBAIJAN AIRLINES
BAK ✈️ PEK is calling you!
Beijing awaits for you!

Google Chrome ● azal.az

Explore your dream location

🕐 24h IF NOT PURCHASED

2

AZERBAIJAN AIRLINES
✈️ Booked your Beijing flight?
Hurry up for Baku ➡️ Beijing flight on 14/08/2024

Google Chrome ● azal.az

Explore flights

🕐 3d IF NOT PURCHASED

3

AZERBAIJAN AIRLINES
Are you ready to fly on 14/08/2024?
✈️ Fly to Beijing confidently with our experienced and caring flight attendants

Google Chrome ● azal.az

Secure your flight

FLIGHT RETARGETING ✅ FLIGHT VIEWED ❌ BOOKING ADDED TO CART

🕐 15m

1

AZERBAIJAN AIRLINES
BAK ✈️ PEK, book your flight now!
Discover Beijing

Google Chrome ● azal.az

Complete your booking

🕐 24h IF NOT PURCHASED

2

AZERBAIJAN AIRLINES
Get tickets from Baku ➡️ Beijing on 14/08/2024
Your flight from Baku to Beijing is waiting for you!

Google Chrome ● azal.az

Book your tickets now

🕐 3d IF NOT PURCHASED

3

AZERBAIJAN AIRLINES
⏳ Last seats from BAK ✈️ PEK
Complete your booking and enjoy a new adventure

Google Chrome ● azal.az

Secure the last seats

BOOKING ABANDONMENT ✅ BOOKING ADDED TO CART ❌ BOOKING COMPLETED

🕐 15m

1

AZERBAIJAN AIRLINES
✈️ You are 1-click away from your dream flight to Beijing
1Complete your booking for AHY67 flight on 14/08/2024! ✈️

Google Chrome ● azal.az

Complete your booking

🕐 48h IF NOT PURCHASED

2

AZERBAIJAN AIRLINES
Finish your ✈️ booking to Beijing before seats sold out
Fill your passenger details and plan your dream flight with AZAL ✈️

Google Chrome ● azal.az

Finish your booking

🕐 7d IF NOT PURCHASED

3

AZERBAIJAN AIRLINES
Book your dream flight AHY67 with AZAL ✈️
Secure the last seats for the flight on 14/08/2024

Google Chrome ● azal.az

Confirm your reservation

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
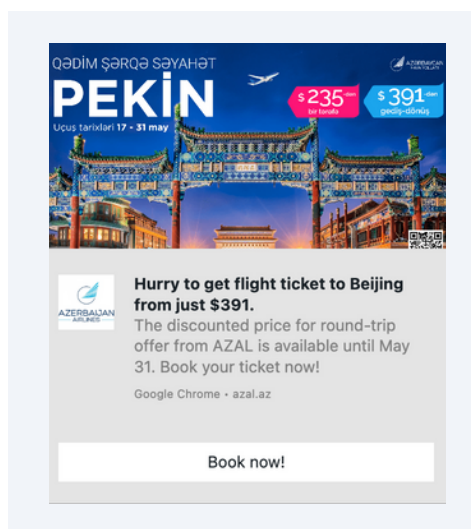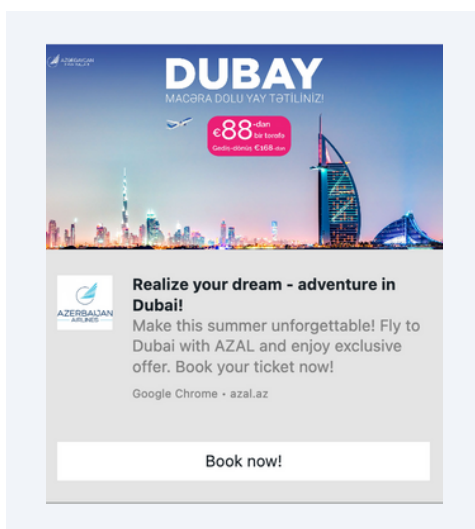
3,9%

CTR
time-based
web push notifications

50.000+

Delivered
time-based
web push notifications

Next steps

This case study demonstrates how Azerbaijan Airlines successfully adapted to changing digital marketing landscapes by leveraging innovative technologies like web push notifications, ultimately improving their customer engagement and booking recovery efforts.

In the future, we'll study enlarging the scope of hyper-personalised engagement through on-site and email channels.

On-site engagement

Booking recoveries through email

"

AZERBAIJAN
AIRLINES

Success Story

Thanks to the POC that we run with Frizbit, we have started building a new subscriber base of push notification channel on our website and we discovered a very effective and innovative method of recovering lost bookings on 24/7 without 3rd-party cookies.

I recommend Frizbit's platform because their retargeting capabilities with hyper-personalisation and multi-language make sure to get the most out of this channel.

Vasif Mammadov
Deputy Director of
E-commerce Department

"

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

forum sport

L'OCCITANE
EN PROVENCE

PERFUME'S CLUB

HEAD

MiiN
KOREAN COSMETICS

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Frizbit Technology, S.L.
Carrer Doctor Trueta 183, 08005 Barcelona,Spain