Frizbit X **FREDDY**

How Freddy Stood out with a **13X ROI** During the Busiest Sales Season via **Hyper-Personalised Web Push Notifications**

Industry:
Fashion
E-commerce

Product:
Web Push Notifications

Region:
Europe

Summary

Freddy partnered with Frizbit to overcome the challenge of recovering lost sales using web push notifications as part of their ongoing strategy to recover abandoned carts and re-engage website visitors. This case study covers their performance during November 2024, when they achieved a **13x ROI** with a **cost per session of just 0,15 €.**

During this high-traffic month, over **69.000 notifications were delivered,** achieving a **2,67% CTR** and **1,85% conversion rate.** In just one month they **converted 3.260 anonymous visitors into new subscribers at a 3,36% opt-in rate.**

Freddy was able to stand out and overcome the flooded inboxes as well as generic promotional messages through hyper-personalised strategies.

Key Metrics*

13X
ROI

2.67%
CTR from Web Push Notifications

0,15 €
Cost per Session

Data based on attribution metrics using last-clicks from November 2024

About Freddy

Freddy, founded in 1976 is a globally recognised Italian brand known for combining fashion, comfort, and functionality in its activewear collections. Freddy's philosophy — The Art of Movement — is reflected in every collection, designed to support dynamic performance while embracing Italian style and innovation.

Today, Freddy sells worldwide, actually in all **five continents both through online and retail,** including shop-in-shops in major sporting and department stores.

The challenge

As a fashion brand with its own online sales channel, Freddy faces typical e-commerce challenges: **converting browsers into buyers, maintaining engagement through seasonal fluctuations**, building customer relationships in a privacy-conscious landscape, and managing marketing efforts with limited resources.

Their partnership with Frizbit addresses these challenges **through web push notifications with hyper-personalisation based on purchase interests and user behaviour**. This approach allows them to engage **audiences with relevant messages during periods when generic promotions flood consumer attention.**

The solution

Freddy chose **Frizbit's customer engagement platform** to recover lost sales with hyper-personalised experiences through web push notifications.

The partnership focused on **creating personalised user journeys** adapted to the **fashion buying cycle** that would automatically reconnect with **potential customers at key decision points**, while maintaining strict **privacy standards.**

Personalisation and configuration of campaigns.

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

Automated **Web Push Notifications (retargeting).**

Bulk **Web Push Notifications.**

Multi-language support and timezone optimisation.

Personalised campaign set up

Implementation began with a detailed analysis of Freddy's customer journey, focusing on how shoppers interact with their distinctive activewear collections across devices.

The Frizbit team mapped essential touchpoints for notification triggers—from initial category browsing to WR.UP® product views and incomplete checkouts—creating dynamic templates that highlighted Freddy's unique Italian design elements and performance features.
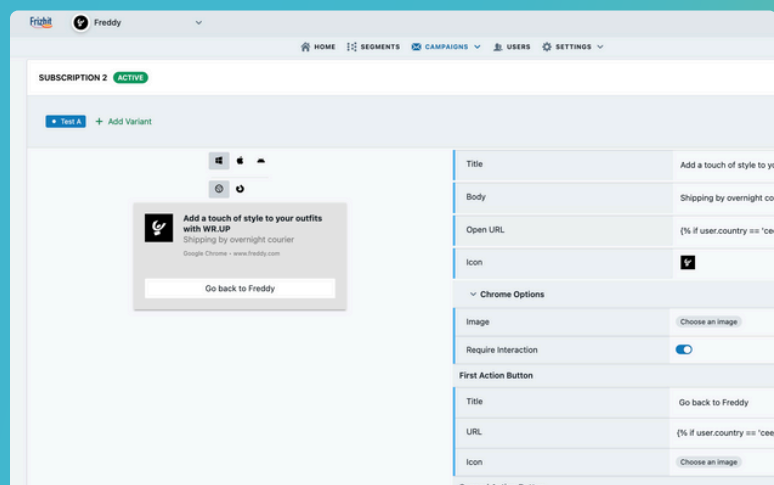
Native Opt-in

Freddy implemented the native browser opt-in process, ensuring users actively consent to receiving notifications. This transparent approach means subscribers are aware they're signing up for updates, resulting in a more engaged audience and fewer unsubscribes.

Native Opt-In
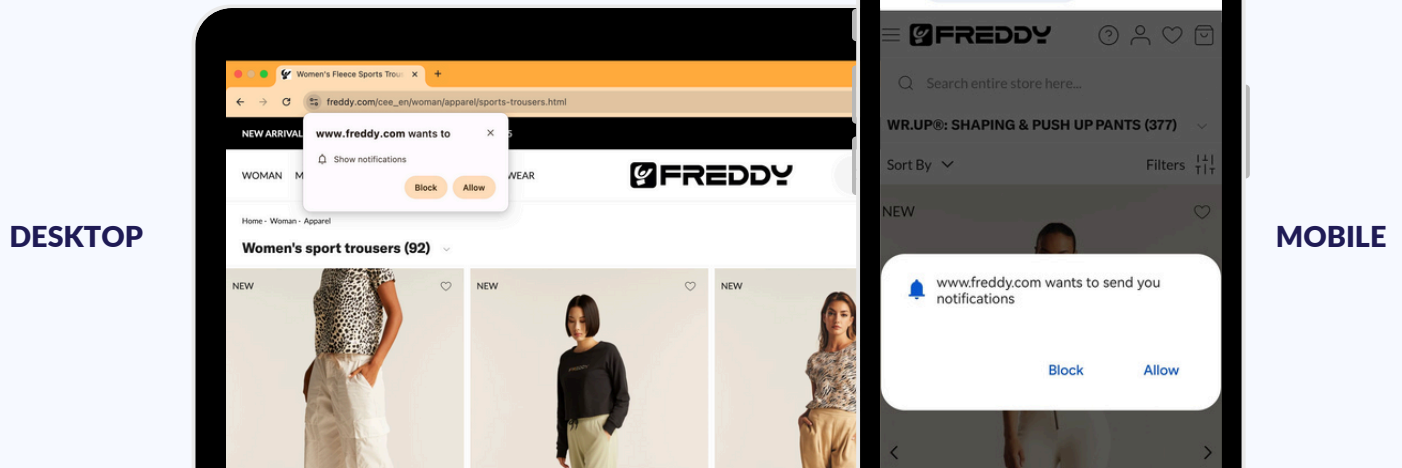
DESKTOP

MOBILE

3.260

Subscribers collected in a month

3,3%+

Net Opt-in Rate of Web Push Notifications

The consent-based system helped achieve a strong 3,36% opt-in rate in November, collecting 3.260 new subscribers who were genuinely interested in receiving communications from the brand.

Web Push Notifications

Freddy's push notification strategy combined scheduled promotional campaigns with product-specific alerts.

By mixing time-sensitive Black Friday offers with personalised product reminders, they created a messaging mix that kept potential customers engaged and drove conversions across their activewear collections both in autopilot and with intentional campaigns that aligned with their business goals.
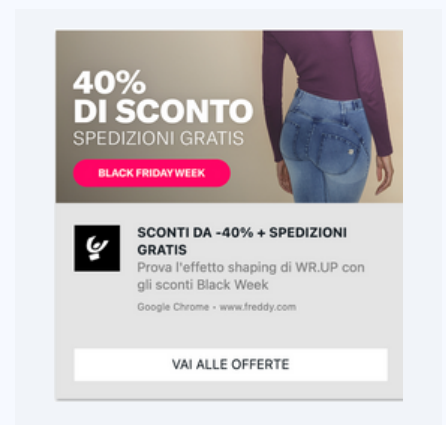
A SEASONAL CAMPAIGN

2,67%

Click-through rate

69.000+

Delivered push notifications

Hyper-Personalised Retargeting with Behavioural Web Push Notifications

Frizbit adapted its automated behavioural Web Push Notification flows to align with Freddy's customer journey — making sure each message supported the buying experience across their activewear collections.

From product discovery to post-purchase engagement, notifications were triggered by real user behaviour, delivering value at key moments throughout the funnel.

The user visits the website and actively accepts notifications

WELCOME NOTIFICATIONS — Introduced new visitors to Freddy's bestsellers, like the iconic WR.UP® trousers, encouraging them to start exploring.

CATEGORY RETARGETING — Reconnected with visitors who showed interest in certain categories (like trousers or jackets), encouraging them to come back

PRODUCT RETARGETING — Reminded users about products they had looked at but didn't add to the cart, bringing them back to take another look.

CART RECOVERY — Sent a gentle reminder to users who left the site with items still in their cart.

POST PURCHASE — Continued the conversation after the order with style tips, product suggestions, or news about new arrivals.

4,5%
CTR
behavioural
Web Push Notifications

15.000+
Delivered
Web Push Notifications
triggered by user events

CAMPAIGNS IN MULTI-LANGUAGE FEATURING
TRIGGERED CAMPAIGNS EXAMPLES

Try High waist WR.UP 7/8 length jeggings at 155.00 €

Shop without risks. You have 40 days to return your purchase!
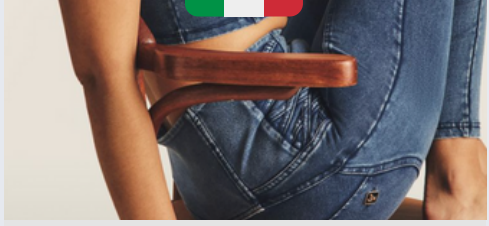
Google Chrome ● freddy.com

I want it!

Prueba los jeggings WR.UP de cintura alta 7/8 por 155,00 €

Compra sin riesgos. ¡Tienes 40 días para devolver tu pedido!

Google Chrome ● freddy.com

¡Lo quiero!

Prova i jeggings WR.UP a vita alta 7/8 a 155,00 €

Acquista senza rischi. Hai 40 giorni per restituire il tuo ordine!

Google Chrome ● freddy.com

Lo voglio!

Essayez le jegging WR.UP taille haute 7/8 à 155,00 €

Achetez sans risque. Vous avez 40 jours pour retourner votre achat !

Google Chrome ● freddy.com

Je le veux !

All messages were **sent automatically in the user's browser language.**

Freddy's campaigns were shown in **English, Spanish, Italian and French,** offering a local experience for visitors from different countries.

This helped Freddy connect with their international customers in a more personal and relevant way — *especially during a busy sales season like Black Friday.*

**They leveraged on already-existing purchasing
interest to send timely reminders
to the right user, at the right time**

Bulk Web Push Notifications

In addition to behaviour-based reminders, Frizbit also ran broad Web Push campaigns for Freddy — a**imed at reaching their entire subscriber base with updates about special offers, product drops and seasonal promotions.**

These types of campaigns were key during **high-intent periods like Black Friday, when users are exposed to countless emails and ads. With Web Push,** Freddy was able to stand out with short, timely messages shown directly in the browser — *no inbox needed.*

By combining these broader announcements with personalised flows, Freddy created a balanced communication strategy: **one that kept users informed and engaged, without overwhelming them.** This mix helped them make the most of the **sales season while staying aligned with user behaviour and privacy-first principles.**

Sample Campaigns in Italian
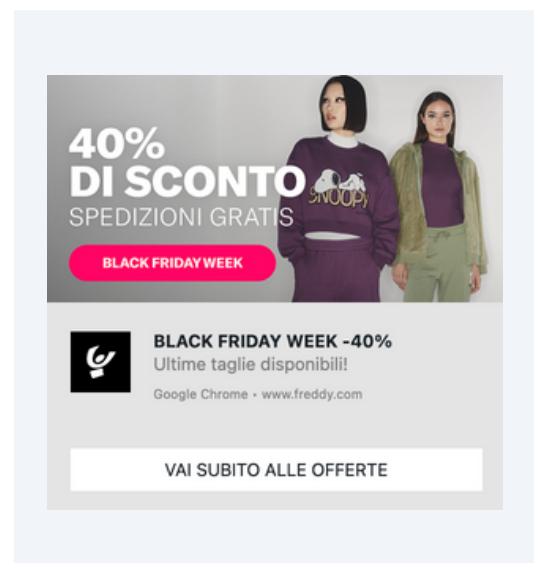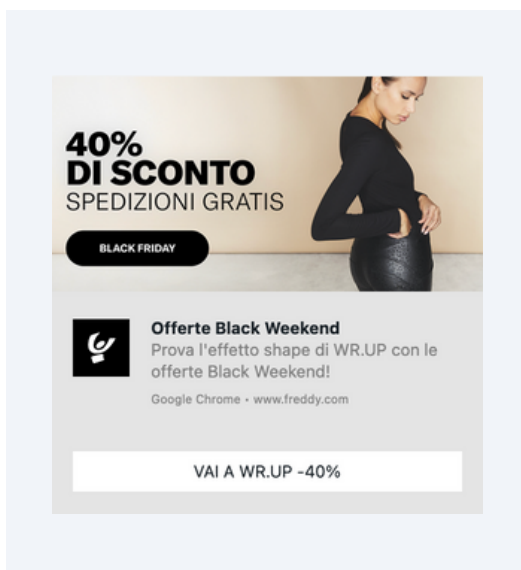
2,1%+
CTR
time-based
Web Push Notifications

50.000+
Delivered
time-based
Web Push Notifications

FREDDY

Success Story

"We were really surprised by how well Web Push performed, especially during Black Friday. It helped us reach our audience directly, without relying on inboxes or personal data.

The best part? Everything was automated and aligned with how our customers shop and tailored to the fashion sales cycle."

Alessandro Perini
Head of E-commerce - Freddy

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 e-commerce 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 serve 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   onedayonly   Interflora

AZERBAIJAN AIRLINES   forum sport   VANS

TOYSЯUS   HEAD   MiiN KOREAN COSMETICS

REQUEST A DEMO

Contact us and request a demo to boost your website's conversion and revenue with AI.

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