



X



Forum Sport Achieves **11x ROI** by Re-engaging Users Throughout the **Customer Journey** with Hyper-personalised **Web Push Notifications**

Industria:
Sports
[eCommerce](#)

Producto:
[Web Push Notifications](#)

Region:
Spain

This case study is based on last-click attribution metrics from Q4 2024.



Summary

Forum Sport, one of Spain's leading sports retailers, partnered with Frizbit to enhance its digital strategy using **hyper-personalised web push notifications**, with the goal of reconnecting with users and **recovering lost sales at every stage of the customer journey**.

Over the course of Q4 2024, they delivered **2.3 million+** notifications and **re-engaged 10% of their subscribers**, achieving **11x ROI** with a **cost per session of less than 0,10€**.

By aligning automated and broadcast campaigns with key touchpoints — from welcome flows to abandoned cart recovery — Forum Sport ensured that users received timely, relevant messages that supported their path to purchase.

Today, Forum Sport stands as a benchmark for seamless web push integration, successfully bringing this channel into their digital marketing ecosystem without any added technical complexity.

Key Metrics

11x
ROI

<0,10 €
Cost per session



About Forum Sport

Forum Sport is a well-established sports retailer with over 50 brick-and-mortar stores across Spain. Founded in 1991 by sports professionals, it's now part of the Eroski Group and has built a strong reputation for promoting accessible sport and offering products across a wide range of disciplines.

The brand has successfully evolved to meet the needs of today's consumers by adapting both its campaigns and its marketing channels. Its omnichannel approach ensures a consistent, helpful, and engaging experience, whether customers shop online or in-store.

The Challenge

Forum Sport already had a strong digital marketing presence and had tested web push with other providers. However, they lacked the automation and personalisation tools necessary to support full-funnel engagement and dynamic retargeting.

They needed a solution to reach users across every stage of the funnel, **from first-time visitors to cart abandonment**, without losing existing subscribers or adding operational complexity.

Frizbit's Approach

Frizbit began by **automatically migrating existing subscribers to ensure continuity** without needing to request consent again.

Web push notifications were then integrated as a core digital channel.

Both **automated and bulk campaigns** were launched, tailored to user behaviour and the brand's promotional calendar, all without increasing the team's workload.



Automatic migration of previously subscribed users



Campaign setup and personalisation tailored to the brand



Native opt-in to collect new subscribers without requiring personal data



Triggered web push notifications based on user behaviour

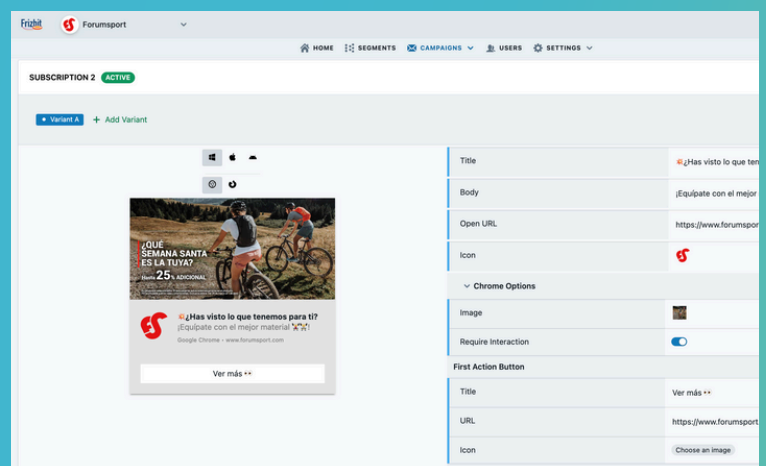


Bulk web push notifications aligned with the promotional calendar

Personalised Campaign Setup

Frizbit configured triggered campaigns based on user behaviour, adjusting the message to match the stage of the journey and the type of product viewed.

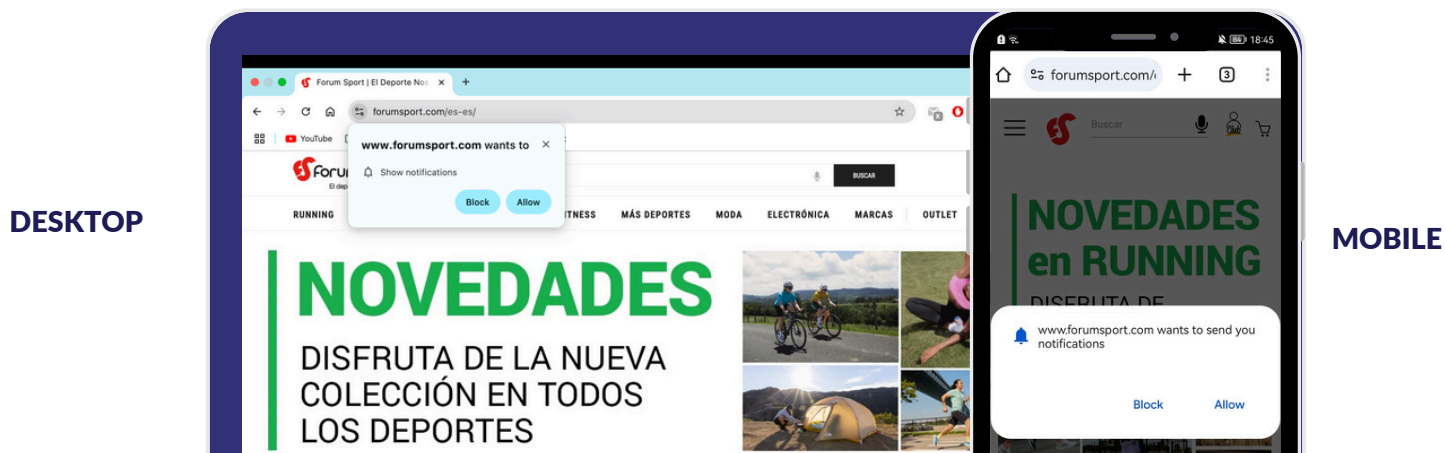
In parallel, bulk campaigns were launched in line with Forum Sport's promotional calendar. These messages remained consistent with the brand's overall strategy and supported its communications across all other channels.



Notificaciones web push

Forum Sport introduced a **native opt-in prompt** on both desktop and mobile to grow its subscriber base in a privacy-first way. This approach allowed the brand to automatically **recover previously subscribed users without requesting permission again**, and to continue attracting new subscribers organically.

Native Opt-in



+55K

Subscribers collected organically over a 3-month period

3,35 %

Net opt-in rate per unique user

With Frizbit, Forum Sport not only preserved its existing user base, but also reactivated previously opted-in subscribers automatically — no additional permissions needed.

Bulk Web Push Notifications

Forum Sport used **bulk campaigns** as part of its digital strategy to reach the entire subscriber base during **key commercial dates**. These campaigns supported online sales and complemented regular communications during seasonal promotions and monthly events.

Although they made up a smaller portion of total sends, bulk notifications proved to be an **effective channel for driving extra revenue**, maintaining audience engagement, and **supporting commercial objectives** in highly competitive periods.



BULK CAMPAIGN EXAMPLE - CYBER MONDAY

2.3M+

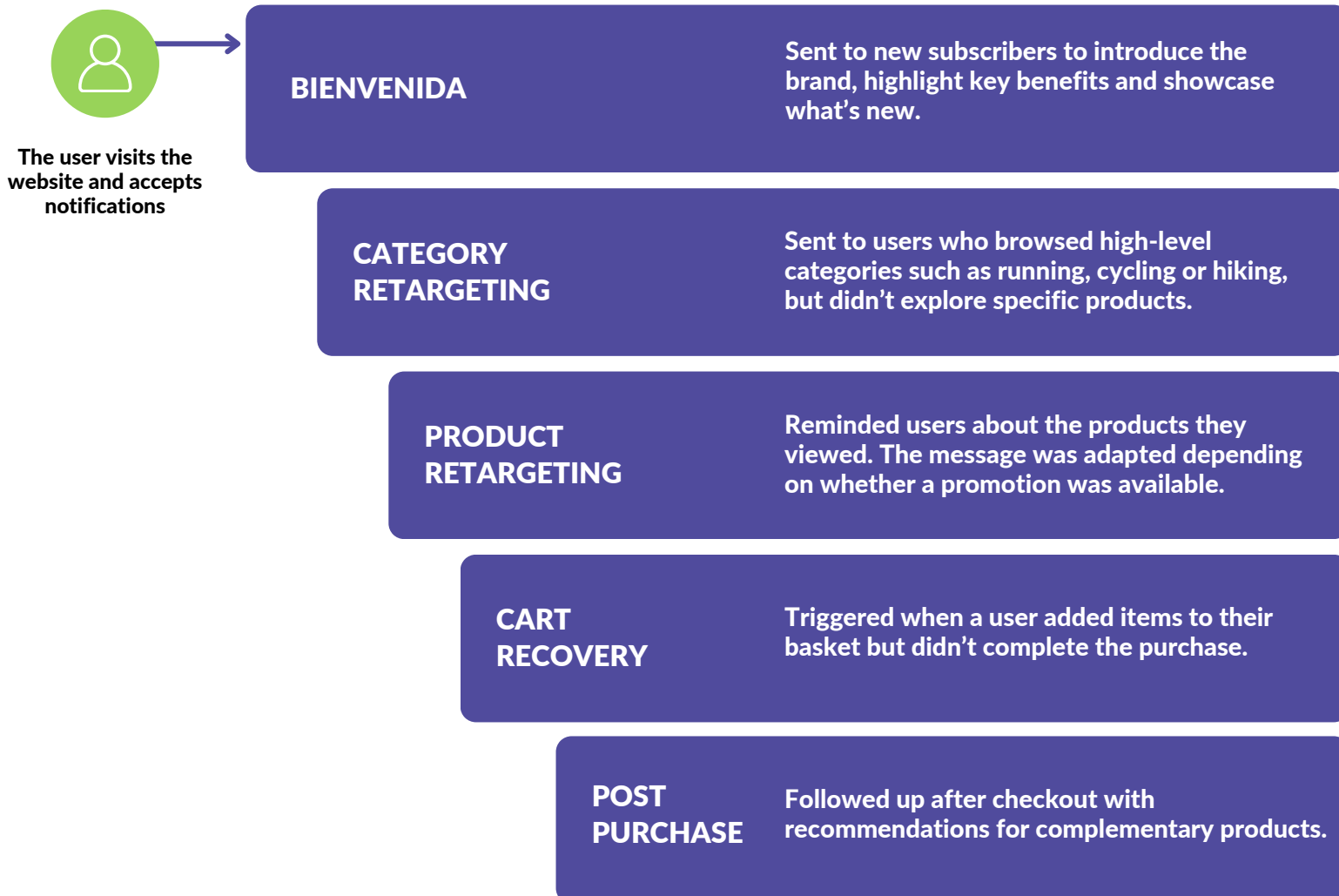
Notifications delivered during Q4 through a combination of triggered and bulk campaigns

Triggered Web Push Notifications Across the User Journey

Frizbit set up **triggered web push flows** based on user behaviour on the Forum Sport website. Messages were personalised depending on the type of product viewed, whether promotions were active, and the stage of the customer journey.

The goal was to **re-engage users at every phase of the funnel**, from those discovering the brand for the first time to those who abandoned their carts.

With this setup, Forum Sport stayed connected with potential customers at the right moment, supporting its omnichannel strategy and integrating this channel into its sales process without friction.



6,61 %

Click-through rate
from triggered
web push notifications

250K+

Notifications delivered
through user-triggered events

RETARGETING AT EVERY STAGE OF THE FUNNEL

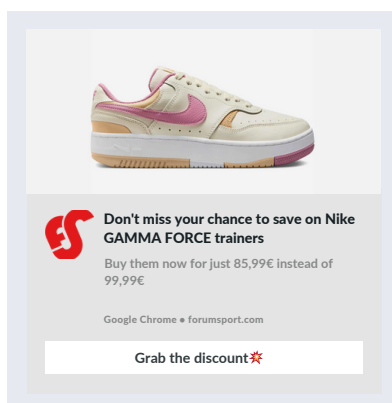
Forum Sport identified key moments in the digital journey where web push notifications could be triggered to re-engage users. Each message was adapted to reflect browsing behaviour and promotional context in order to maximise relevance.

- If a product had an active discount, the notification highlighted that offer to encourage users to complete their purchase.
- If there was no promotion, other benefits were emphasised using dynamic content fields.

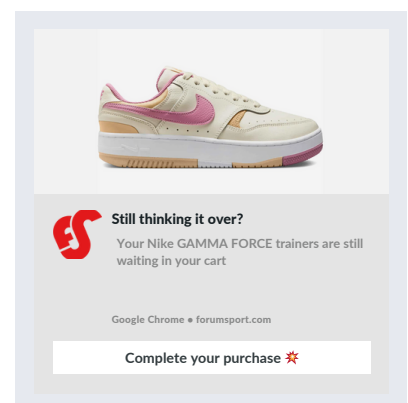
This approach allowed Forum Sport to stay **connected with users who had already shown interest, delivering relevant reminders without needing them to return to the site.** The web push channel was fully aligned with the brand's active campaigns and commercial strategy.

ABANDONED CART RETARGETING EXAMPLE

WITH
DISCOUNT

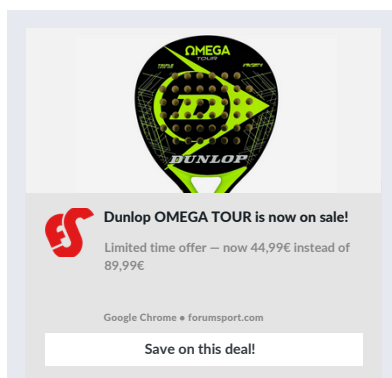


WITHOUT
DISCOUNT

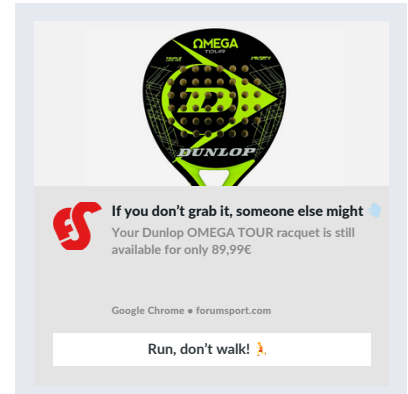


PRODUCT RETARGETING EXAMPLE

WITH
DISCOUNT



WITHOUT
DISCOUNT



We target each stage of the funnel with personalised messages aligned to the core commercial strategy, helping recover users and prevent lost sales.

Next Steps

After seeing strong results from web push notifications across every stage of the customer journey, the next step for Forum Sport is to apply more precise segmentation to its bulk campaigns. The goal is to tailor messages based on user type and interaction behaviour in order to maximise impact.

Forum Sport also plans to strengthen the integration with Frizbit by activating **AI-powered product recommendations**, helping deliver smarter and more relevant content.

Together, these initiatives will deepen the connection with customers during key moments of their shopping experience.

- 1 **Advanced segmentation** for bulk campaigns to maximise results
- 2 **Activate web push with smart product recommendations** powered by AI

“



Success Story

“After trying other providers, Frizbit clearly delivered better results. We’ve been able to integrate web push notifications into our digital strategy without friction, keep our existing subscribers, and launch personalised campaigns without adding technical complexity.”

Maria Aparicio

SEO, SEM y UX

Digital Department

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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 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

one
dayonly

Interflora

AZERBAIJAN
AIRLINES

Forum sport

VANS

ToysRUs

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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