Frizbit X ParkVia

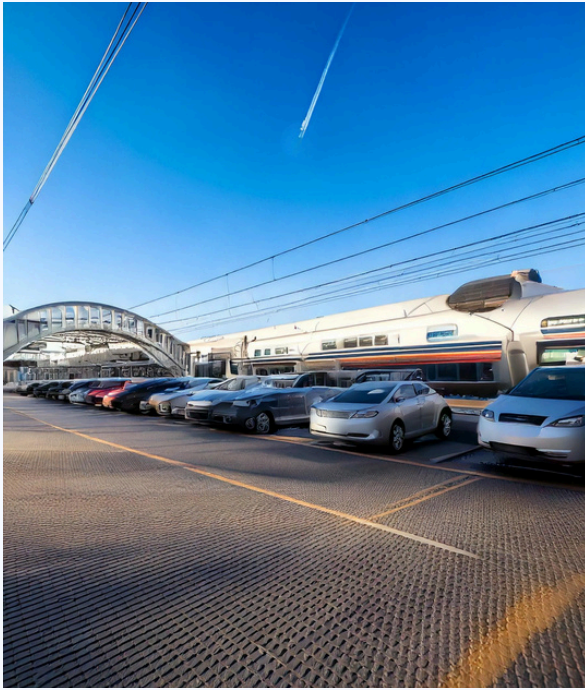# How ParkVia Recovers Lost Bookings Through Web Push Notifications Retargeting

Industry:
Travel

Product:
Web Push Notifications

Region:
Europe

Summary

ParkVia partnered with Frizbit to address the challenge of recovering anonymous visitors whilst reducing dependence on traditional advertising methods. After implementing Frizbit's **Web Push Notifications retargeting**, they achieved a **30% higher conversion rate** compared to their website average.

During August 2024, they collected **41,549 new subscribers**, converting their anonymous users at an **opt-in rate of 4.88%.** This initiative also opened a new, effective communication channel to engage users and recover lost bookings **without relying on third-party cookies,** whilst aligning with the stricter **privacy data regulations in Europe.**

Key Metrics

10X	30%	£0.09
ROI	Higher Conversion Rate	Cost per Session

About ParkVia

ParkVia is a leading global airport parking reservation provider.

Established in 2008, ParkVia connects travellers with parking options across **more than four hundred locations in forty-two countries.**

The company has built strong partnerships with o**ver 1.000 parking providers worldwide**, ensuring reliable and convenient parking solutions for international travellers.

The challenge

As privacy rules and cookie restrictions became more stringent, ParkVia's **traditional retargeting adverts began to lose their impact** and it was becoming harder to **re-engage anonymous website visitors.**

With customers speaking **multiple languages** across **multiple time zones** and a **highly seasonal business model**, they needed a **flexible solution** that could adapt to their booking cycle, without relying on personal data or expensive not targeted advertising.

Web push notifications emerged as the ideal technology, respecting user privacy whilst delivering strong engagement rates. The **success-based revenue sharing** model meant costs naturally aligned with ParkVia's seasonal performance.

The solution

Seeking an innovative approach to customer re-engagement, ParkVia turned to Frizbit's **web push notification** solution.

The partnership focused on **creating personalised user journeys adapted to their booking cycle** that would automatically reconnect with potential customers at key decision points, all whilst 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)**
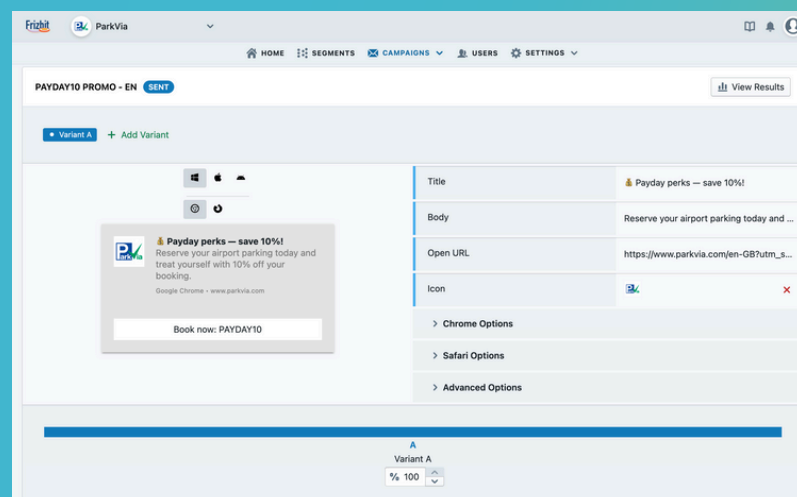
Bulk **Web Push Notifications**

Multi-language support and timezone optimisation

Personalised campaign set up

The implementation started with a intelligent mapping of customer interactions across the parking booking process.

By analysing typical user behaviour, Frizbit crafted region-specific messaging that hit the right note at the right time — whether a customer was browsing from London or Madrid.

This approach to timing and language meant each notification felt natural and relevant, regardless of the customer's location.

Native Opt-in

ParkVia enhanced their website experience with a straightforward opt-in system.
When visitors land on ParkVia.com, they receive a simple push notification request
that respects their privacy whilst offering valuable parking updates.
This approach helped build trust with potential customers from their first interaction.

Native Opt-In

DESKTOP
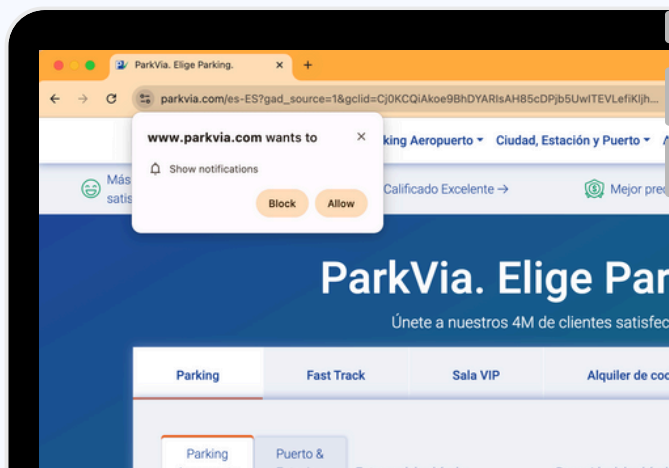
MOBILE
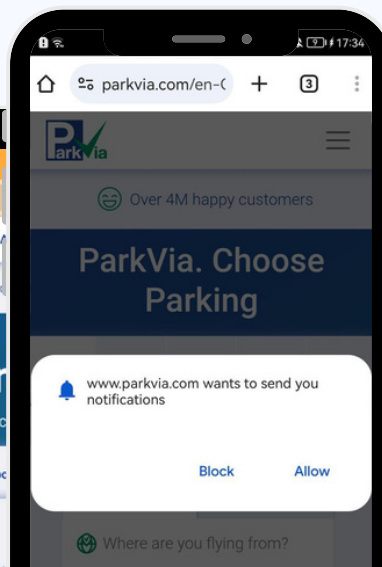
41,549

Subscribers collected
in a month

4.8%

Net Opt-in Rate of
Web Push Notifications

This simple opt-in approach helped ParkVia build a notable subscriber base, achieving a strong 4,88% opt-in rate whilst maintaining full transparency about the notification service.

Web Push Notifications

ParkVia's push notification retargeting strategy combined scheduled promotional campaigns with intelligent booking alerts, powered by Frizbit.

By mixing time-sensitive booking reminders with tailored offers, they created a messaging mix that kept travellers informed and drove parking booking across their desired parking slots.
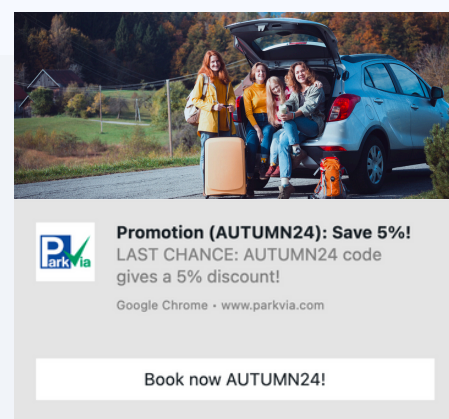
A SEASONAL PROMOTION

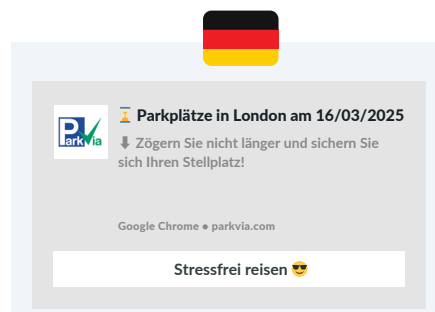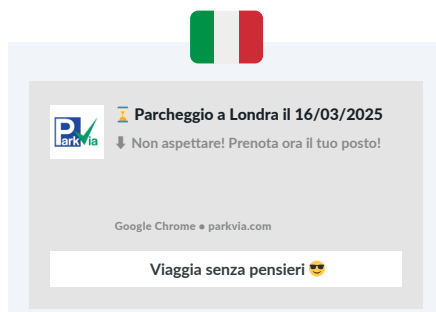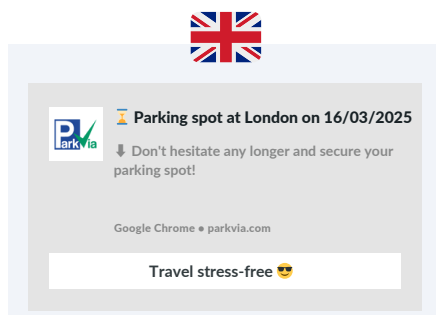**2.4%**

Click-through-rate

406,878

Delivered push notifications

Hyper-Personalised Retargeting with Behavioural Web Push Notifications

ParkVia used Frizbit's push notification retargeting solution to reach customers throughout their booking journey, making parking easier to find and book. Key steps in the customer journey:

- **Welcome Notifications:** Welcoming visitors with ParkVia's value proposition and helping them discover convenient options for their journey.

- **Category Retargeting:** Re-engaging visitors who already searched for parking at specific transport hub, reminding them to complete their booking.

- **City Retargeting:** Bringing back users who viewed specific city locations, with timely alerts about availability and rates for their searched dates.

- **Booking Abandonment:** Following up with customers who started but haven't completed their parking reservation.

- **Cross-sell:** Offering complementary services like Fast-track, Airport Lounges and Car Rental to customers who've already booked parking.

- **Post-booking Engagement:** Maintaining relationships with customers after their purchase, gathering feedback and reviews on Trustpilot.

CAMPAIGNS IN MULTI-LANGUAGE FEATURING CAMPAIGNS EXAMPLES

🇬🇧

⏳ Parking spot at London on 16/03/2025
⬇ Don't hesitate any longer and secure your parking spot!

Google Chrome • parkvia.com

Travel stress-free 😎

🇪🇸

⏳ Plaza de aparcamiento en Londres el 16/03/2025
⬇ ¡No lo dudes más y asegura tu plaza de aparcamiento!

Google Chrome • parkvia.com

Viaja sin estrés 😎

🇮🇹

⏳ Parcheggio a Londra il 16/03/2025
⬇ Non aspettare! Prenota ora il tuo posto!

Google Chrome • parkvia.com

Viaggia senza pensieri 😎

🇩🇪

⏳ Parkplätze in London am 16/03/2025
⬇ Zögern Sie nicht länger und sichern Sie sich Ihren Stellplatz!

Google Chrome • parkvia.com

Stressfrei reisen 😎

All messaging was set up to run automatically in **various key European languages,** adapting to each customer's preference: English, Spanish, Italian, German.

This multi-language approach helped ParkVia serve **their international customer base effectively, ensuring clear communication** about parking options across their network.

4.19%

CTR
behavioural
Web Push Notifications

98,255

Delivered
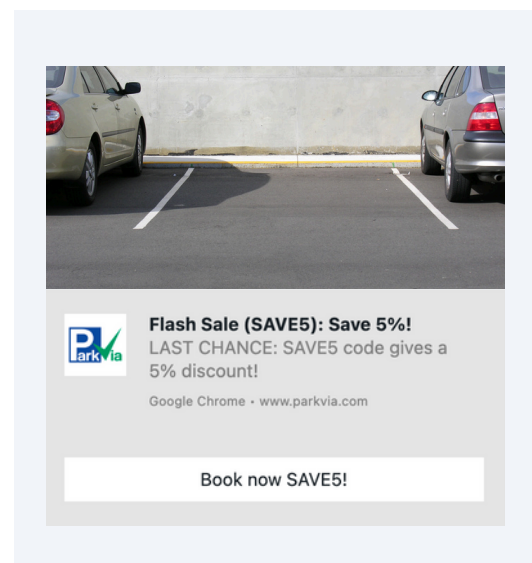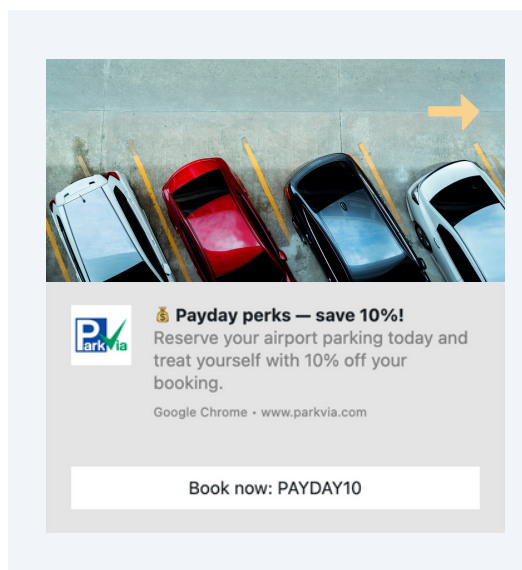Web Push Notifications
triggered by user events

Bulk Web Push Notifications

Alongside behavioural booking reminders, ParkVia **used broad-reaching notifications** to keep their whole customer base informed about **sales opportunities and service updates.**

These monthly messages shared news about parking locations, service improvements and special offers with all subscribers. This wider communication approach complemented the personalised booking reminders, ensuring customers stayed aware of ParkVia's full range of parking options.

The combination of targeted booking reminders and wider announcements created a **well-rounded communication strategy**, helping travellers stay informed about parking options across ParkVia's network.

Sample Campaigns in English

💰 **Payday perks — save 10%!**
Reserve your airport parking today and treat yourself with 10% off your booking.

Google Chrome • www.parkvia.com

Book now: PAYDAY10

Flash Sale (SAVE5): Save 5%!
LAST CHANCE: SAVE5 code gives a 5% discount!

Google Chrome • www.parkvia.com

Book now SAVE5!

1.8%
CTR
time-based
Web Push Notifications

308,623
Delivered
time-based
Web Push Notifications

Next steps

ParkVia's success with web push notifications opens new paths for customer engagement in a cookie-less world. Their results show how digital marketing can evolve whilst respecting user privacy.

The team intends to enhance their customer journey expanding their customer communication strategy by exploring WhatsApp messaging and enhanced on-site engagement tools.

On-site engagement

Booking recoveries through WhatsApp

"

Success Story

"Working with Frizbit has transformed how we reconnect with our potential customers.

Their innovative approach to retargeting has helped us re-engage with anonymous users without relying on personal data or 3rd-party cookies—which has proved crucial as privacy regulations have evolved.

Mark Pegler
Managing Director - ParkVia

They assisted us with multi-language integration and campaign set up, whilst providing a win-win business model. Everything proceeded smoothly."

"

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

Correos Market

Interflora

AZERBAIJAN AIRLINES

forum sport

L'OCCITANE EN PROVENCE

TOYSЯUS

HEAD

MiiN KOREAN COSMETICS

REQUEST A DEMO

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

info@frizbit.com

frizbit.com

+34 936 339 625

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