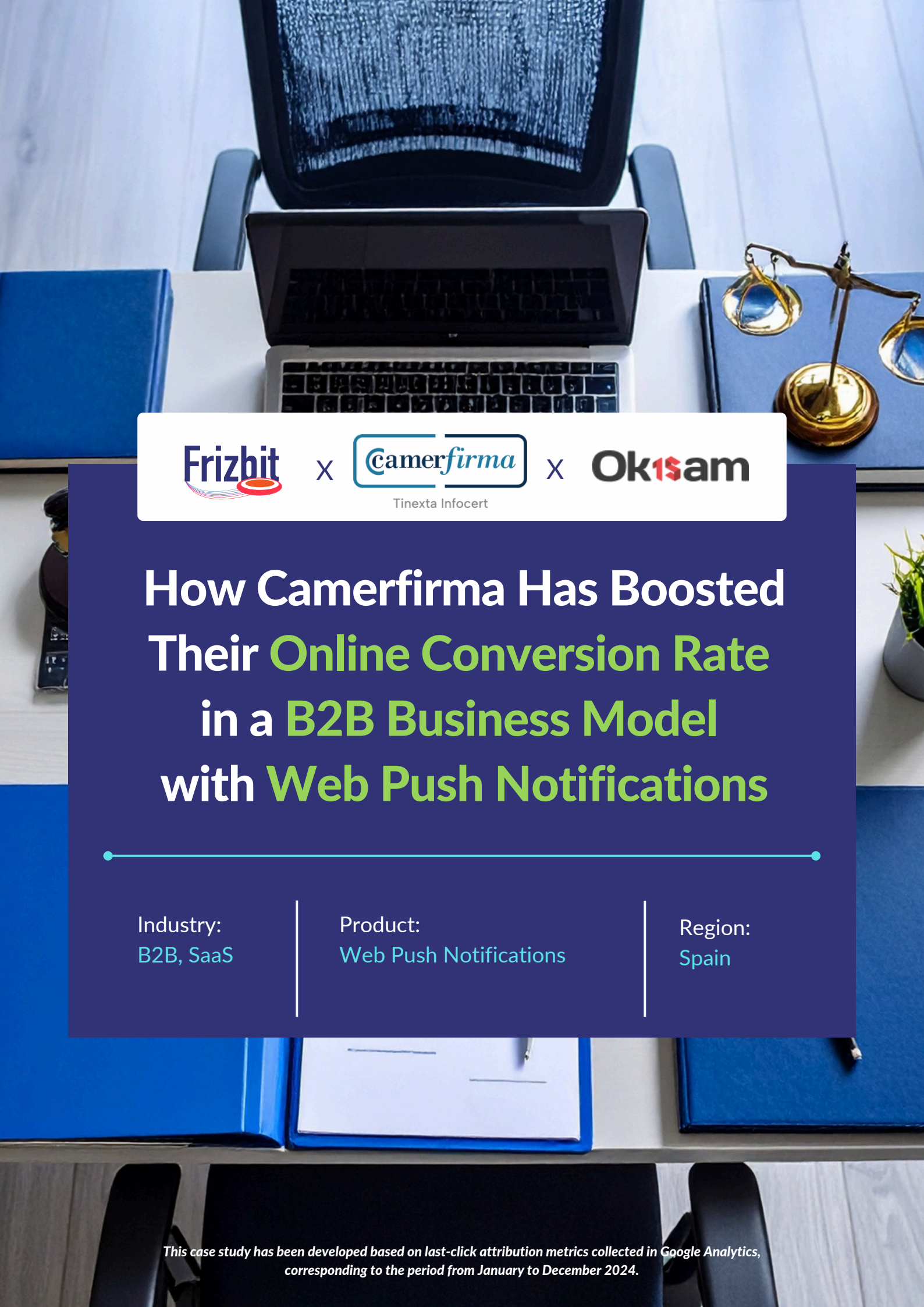
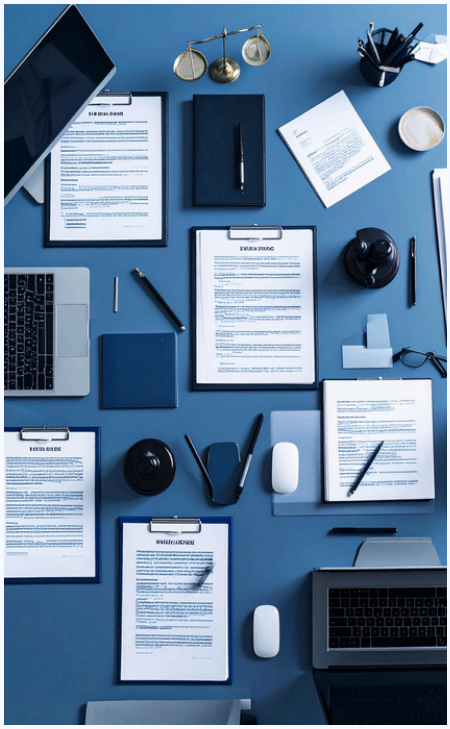


Frizbit x Camerfirma Tinexta Infocert x Oklam

# How Camerfirma Has Boosted Their Online Conversion Rate in a B2B Business Model with Web Push Notifications

| Industry: | Product: | Region: |
| --- | --- | --- |
| B2B, SaaS | Web Push Notifications | Spain |

*This case study has been developed based on last-click attribution metrics collected in Google Analytics, corresponding to the period from January to December 2024.*



## Summary

Camerfirma has incorporated **Web Push notifications as part of their digital strategy in the B2B transactional segment**, focused on digital certificates that can be purchased directly online, complementing the more complex or assisted processes in the enterprise area.

In a technical and regulated industry such as digital certification, where the purchasing process is rarely impulsive and usually requires validation, **web push notifications have proven effective for recovering interrupted sessions, reminding users of pending procedures, and accompanying users in their decision-making process.**

With an average **opt-in rate of 8.0%,** a **CTR of 6.7%**, and a **conversion rate 18% higher than their website average**, automated notifications have shown sustained performance throughout 2024.

## Key Metrics

**633%**
ROI

**8,0%**
Opt-in Rate

**18% ↑**
Higher Conversion Rate than website average

camerfirma
Tinexta Infocert

## Acerca de Camerfirma

Camerfirma is a qualified digital certification entity with **over 20 years of experience** offering electronic trust services.

With a focus on legal security, digital efficiency, and interoperability, Camerfirma has successfully combined assisted B2B processes with an online platform for transactional products, adapting their offering to different customer profiles and the regulatory requirements of the European digital environment.

Oksam

## Acerca de Okisam

Okisam is an agency specialised in digital strategy that offers 360° solutions in technology, design, and marketing, with **over 15 years of experience.**

Okisam has been Camerfirma's strategic partner in recent years, generating results with digital strategies through personalised solutions.

In this collaboration, the agency has been a key piece in facilitating a smooth integration of Frizbit within Camerfirma's already consolidated omnichannel strategy.

## The Challenge

Although Camerfirma operates under a **B2B model** and their services involve **assisted processes**, they also have an **eShop** as part of their **digital strategy to expedite results,** where it's possible to acquire certificates directly.

The challenge consisted of **consolidating a digital strategy that would activate this transactional channel without interfering with the more complex flow of their enterprise products** or other existing tools within Camerfirma's digital ecosystem. It wasn't just about selling more online, but **ensuring the website functioned as an effective channel for capturing and educating leads and increasing conversions in self-managed products.**

Additionally, the solution needed to be compatible with a **third-party cookie-free environment, allowing direct subscriber collection and automating personalised messages** according to each phase of the purchasing journey.

## The Solution

Frizbit has implemented a **web push notification strategy specific to Camerfirma's eShop,** in collaboration with Okisam agency, who has been key in facilitating this integration as part of the brand's **digital marketing strategy.**

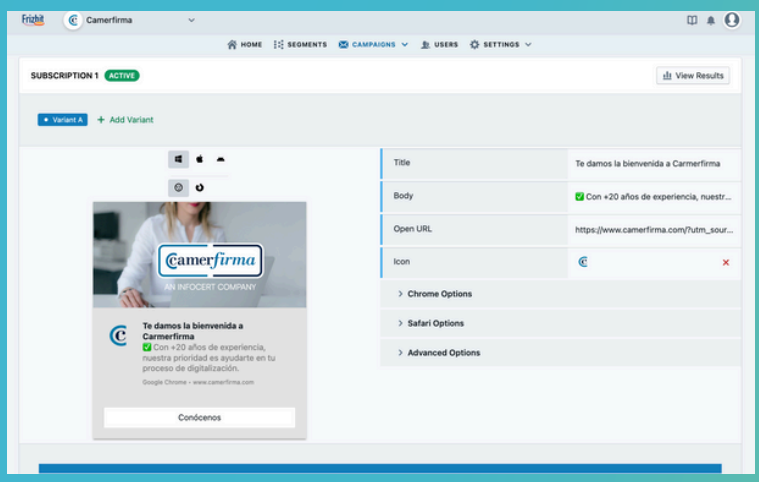
Together with Okisam, they have developed an **architecture adapted to Camerfirma's mixed model,** with **behavioural and bulk campaigns** that allow impacting users at **key moments of the digital journey.**

- **Personalisation and campaign set up**
- **Native opt-in** to build their own database without needing personal data
- **Behavioural web push notifications** (lead nurturing + retargeting)
- **Bulk** web push notifications

## Personalised Campaign Set Up

**Frizbit has worked together with Camerfirma and Okisam to configure web push notification campaigns specific to their model.**

**Behavioural scenarios have been defined covering different phases of the conversion funnel, such as post-subscription capture, product or category view retargeting, cart recovery, post-purchase messages, and long-term lead nurturing.**

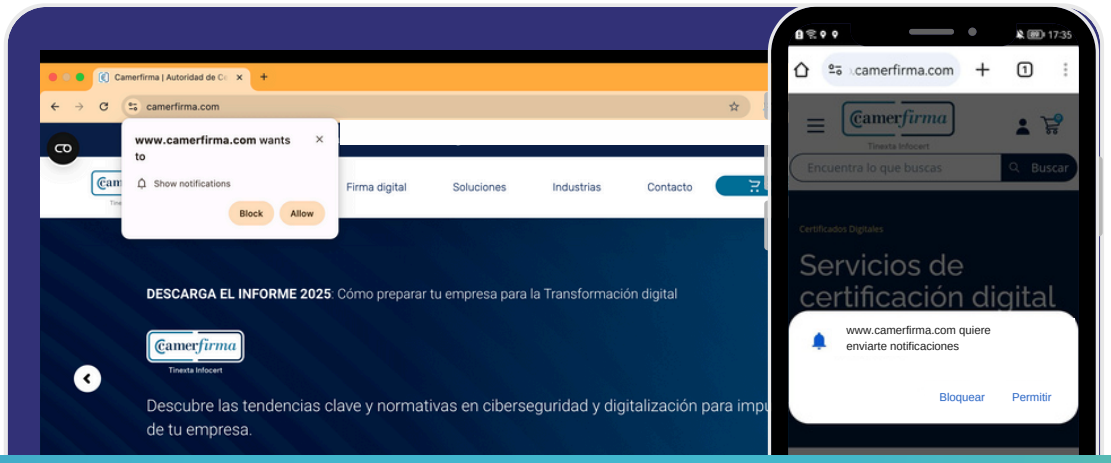


## Web Push Notifications

To efficiently help convert visitors into subscribers, Camerfirma has activated native opt-in on both desktop and mobile, allowing them to capture subscribers organically without needing third-party cookies or personal data.

### Native Opt-In

**ESCRITORIO**




**MÓVIL**

**8,0%**

**Opt-in Rate**

**+4.000**

**Subscribers collected throughout**

**With their own subscriber database, Camerfirma now uses web push as a retargeting channel without requiring paid advertising spend.**

**The native opt-in approach has proved highly effective whilst maintaining compliance with industry privacy standards.**

### Bulk Web Push Notifications

**Bulk campaigns** have been deployed to **engage the entire subscriber base during key moments**, such as product updates, certificate renewal reminders, and relevant educational content.

This approach has enabled **sustained user engagement throughout extended decision cycles** whilst **establishing the digital channel as a consistent communication touchpoint,** even when users aren't actively browsing the website.

**NOTIFICACIÓN WEB PUSH PROMOCIONAL**

**3,87%**

Total Conversion Rate for web push notifications

**+30.000**

Total web push notifications sent

## Behavioural Web Push Notifications Throughout the User Journey

Frizbit designed **comprehensive web push notification workflows f**or Camerfirma's website that address **every stage of the user journey,** from initial subscription through to post-purchase engagement.

Given that Camerfirma deals with **digital certificates requiring thorough understanding and careful decision-making,** the **welcome and lead nurturing phases** play a particularly important and extended role, providing step-by-step guidance. **The system accommodates both rapid purchasing decisions and longer conversion cycles,** all without requiring paid advertising or third-party cookies.

**The user accepts to receive push notifications**

| | |
|---|---|
| **WELCOME** | Initial engagement following opt-in, featuring messages about Camerfirma's key value propositions, current promotions, and a practical guide for online certificate purchases. |
| **LEAD NURTURING** | Educational notification sequences for prospects who haven't yet made a purchase. Features links to blogs, guides, and articles explaining certificate fundamentals, digital signing processes, and guidance on selecting the right certificate type. |
| **PRODUCT RETARGETING** | Targeted reminders for users who have viewed specific certificates. Utilises dynamic content to showcase the product, pricing, and benefits, emphasising the security and simplicity of the digital process. |
| **CART RECOVERY** | Campaigns designed to re-engage users who abandoned their purchase with personalised messaging and clear calls-to-action, enabling users to complete their transaction seamlessly. |
| **POST PURCHASE** | Following certificate acquisition, targeted notification sequences recommend complementary products and useful tools such as GoSign, an advanced digital signature solution. This phase focuses on maximising customer lifetime value and building loyalty. |

**6,7%**

CTR for behavioural web push notifications

**4,0%**

Conversion Rate for behavioural web push notifications

## RETARGETING THROUGHOUT THE CONVERSION FUNNEL

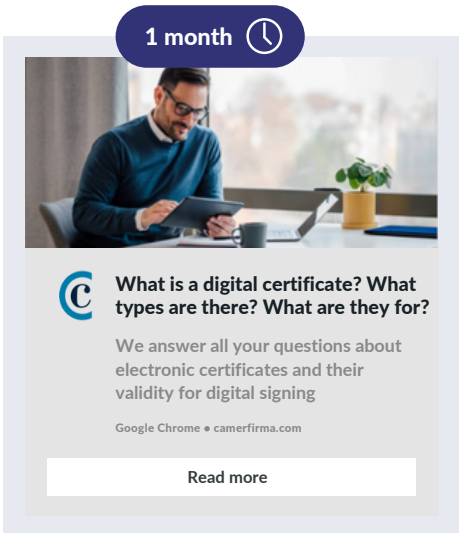
Camerfirma's **behavioural web push notification strategy** focuses on **engaging users at critical conversion funnel stages,** from initial subscription through to post-purchase.

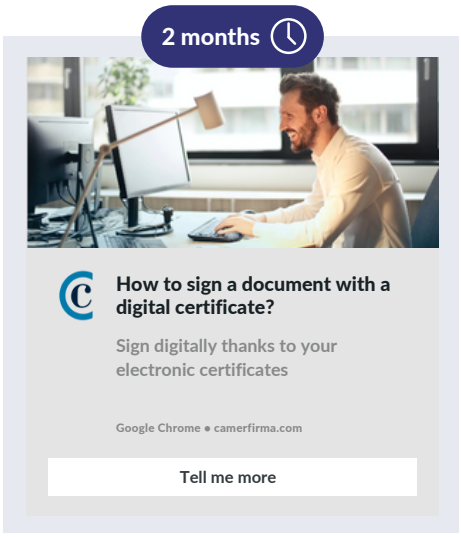
Using **personalised messaging based on user behaviour and journey stage,** notifications follow **two primary approaches:**

- Ongoing education (lead nurturing) for prospects still in the consideration phase
- Personalised reminders for users who have shown interest in specific certificates

Both messaging types **drive conversions effectively** without requiring users to be a**ctively browsing the website.**

## LEAD NURTURING EXAMPLES




*"From day one, Frizbit demonstrated exceptional flexibility in adapting to our project requirements and streamlining every aspect of the integration process.*

*They're undoubtedly an outstanding partner for agencies looking to deliver additional value to clients through digital innovation."*

**Alejandro Montero**
B2B Marketing Manager,
**Okisam**

## Next Steps

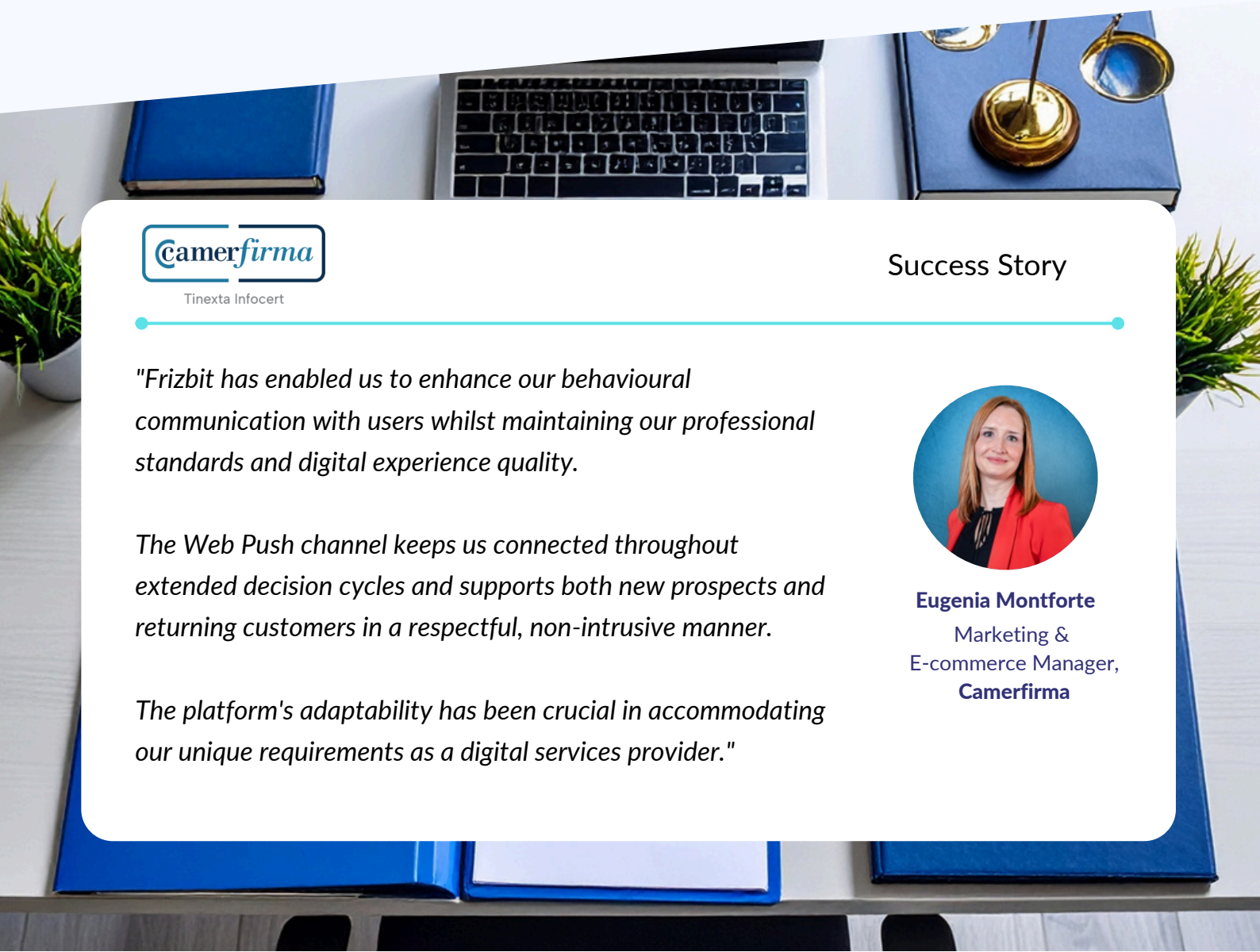
### Extending Behavioural Targeting to B2B Services

Specifically targeting services that require expert consultation and aren't suitable for immediate online purchase.

Having validated the effectiveness of web push notifications within their digital certificates eShop, Camerfirma's next phase involves expanding behavioural targeting across additional B2B sections of their digital ecosystem, beyond their online store.

This expansion encompasses supporting users through more complex evaluation processes, such as exploring consultative B2B services, and maximising post-sale value, with content adapted to various client profiles and journey phases.

These developments will strengthen digital experience continuity, providing B2B users with educational and opportune messaging across expanded touchpoints.



Camerfirma
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Success Story

*"Frizbit has enabled us to enhance our behavioural communication with users whilst maintaining our professional standards and digital experience quality.*

*The Web Push channel keeps us connected throughout extended decision cycles and supports both new prospects and returning customers in a respectful, non-intrusive manner.*

*The platform's adaptability has been crucial in accommodating our unique requirements as a digital services provider."*



**Eugenia Montforte**
Marketing &
E-commerce Manager,
**Camerfirma**

## ABOUT FRIZBIT

Frizbit is a cross-channel customer engagement platform that helps eCommerce businesses and airlines win back potential customers, recover lost sales through marketing automation, and maximise strategic touchpoints by creating upselling and cross-selling strategies powered by AI-driven product recommendations.

The Frizbit platform is designed so that both marketing automation capabilities (push notifications, email, SMS and WhatsApp) and intelligent product recommendation features (onsite and offsite) can capture attention and drive impact through highly personalised communication with both registered and unregistered users throughout every stage of the funnel.

**Over 50 clients across more than 10 countries already trust our solution**

PRIMOR · Unilever · Toys"R"Us · VANS · Forum sport · MiiN KOREAN COSMETICS · coolbox · ESCAPA WWW.BICIESCAPA.COM · HEAD · FREDDY

BOOK A DEMO

Get in touch and request a demo to boost your website conversions and revenue.

info@frizbit.com
frizbit.com
+34 936 339 625

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