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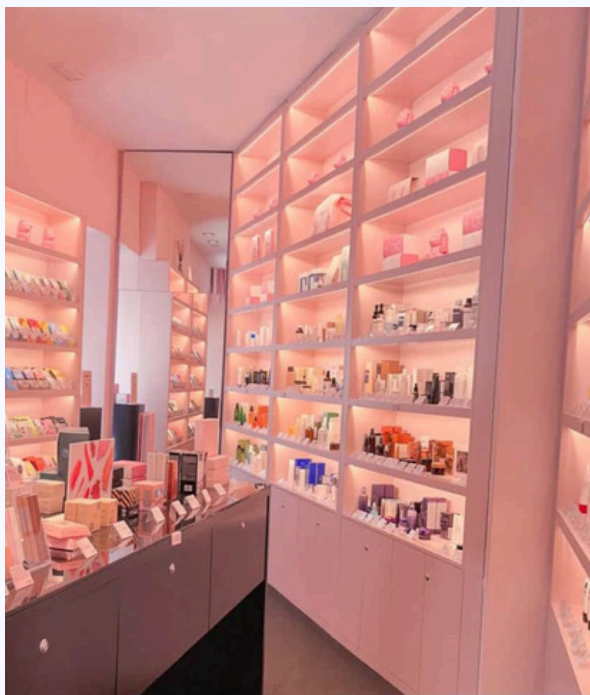
MiiN Cosmetics' Web Push Notifications Strategy: 7X ROI Across 4 Countries

Industry:
[eCommerce](#)

Product:
[Web Push Notifications](#)

Region:
[Europe](#)

This case study is based on last-click attribution metrics from April 2025 across four countries.



Summary

With a solid presence in multiple European markets, **MiiN Cosmetics** implemented a **multilingual, multi-domain Web Push Notification** strategy to enhance its digital performance and deliver a tailored user experience across every stage of the customer journey.

Thanks to this integration, the channel achieved a **7X ROI**, with an average **CTR of 4.39%** and a **cost per session of just 0.18 €**.

After more than four years of collaboration, we have **aligned their messaging and flow** with their **international expansion**.

Key Metrics

7x

ROI

4,27%

CTR on triggered
web push notifications

0,18 €

Cost per Session

MiiN
KOREAN COSMETICS

About MiiN Cosmetics

MiiN Cosmetics is a leading brand in Korean beauty across Europe. **Founded in Barcelona by Lilin Yang**, the company now boasts **over 40 physical stores throughout Europe**, along with an active eCommerce presence across **five local domains (Spain, Italy, Germany, France, and Portugal)** and in six different languages.

MiiN has successfully established itself as a **key player in the international beauty sector** by focusing on **customer experience, personalisation, and innovation** in the value it offers through its product range.

The Challenge

With operations in **Spain, Italy, Germany, France, and Portugal**, MiiN Cosmetics needed a solution that could manage both **multiple languages and multiple domains** without sacrificing **personalisation**.

The main challenge was to maintain **relevant and triggered communication** across all markets, while adhering to **European privacy regulations**, and without placing additional manual workload on the internal team.

To meet these needs, the solution had to enable the activation of **behaviour-based and language-specific messages**, all from a **single platform**, without relying on **paid media or third-party cookies**.

The Solution

MiiN Cosmetics implemented a strategy combining **triggered and bulk web push notifications**.

The team chose to rely primarily on triggered notifications, which recover sales and drive repeat purchases with no operational effort, **allowing the marketing team to focus on more strategic actions and commercial campaigns**.

In addition, the multi-language and multi-domain setup made it possible to **offer a localised experience tailored to each eCommerce site**, while respecting the tone and pace of each market.



Campaign personalisation and configuration



Native opt-in to grow a subscriber base without collecting personal data



Triggered web push notifications for behavioural retargeting

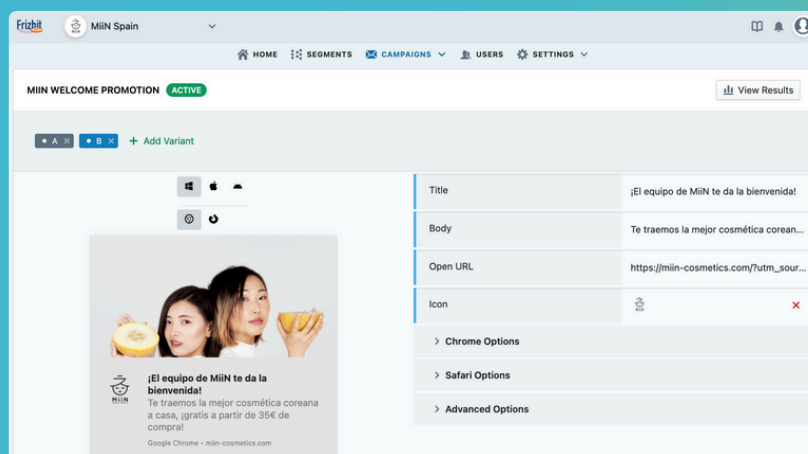


Multilingual and multi-domain support

Personalised Campaign Setup

Frizbit set up campaign flows aligned with the key stages of the sales funnel: from subscription and product views to cart abandonment and post-purchase follow-up.

Each domain was configured with its own triggers and triggered messages, adapting content to the user's language, market, and stage in the journey. This structure made it possible to scale the push strategy without fragmenting operations or losing message relevance.

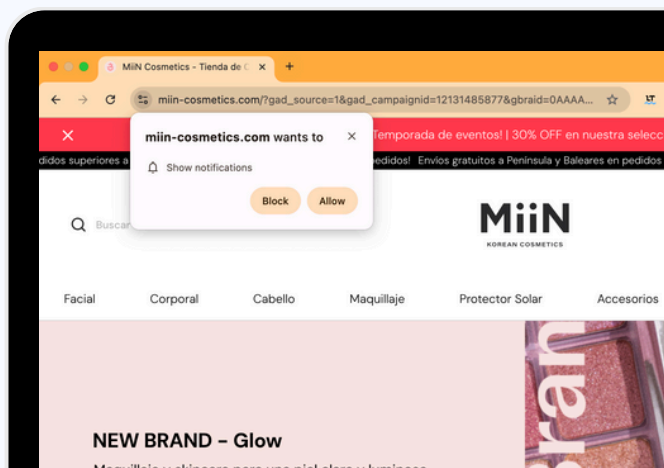


Native Opt-in

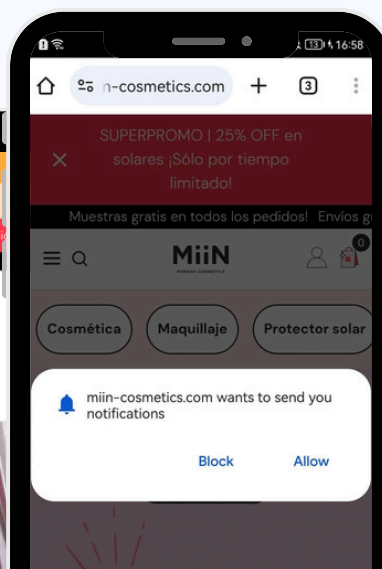
MiiN Cosmetics enabled **native opt-in on both desktop and mobile**, allowing them to capture subscribers **organically and transparently**, with **no need for third-party cookies or personal data**. This approach has enabled the creation of a subscriber base made up of users genuinely interested in receiving brand communications, while respecting user privacy and **adapting the message to the language of each domain**.

Native Opt-In

DESKTOP



MOBILE



+5k

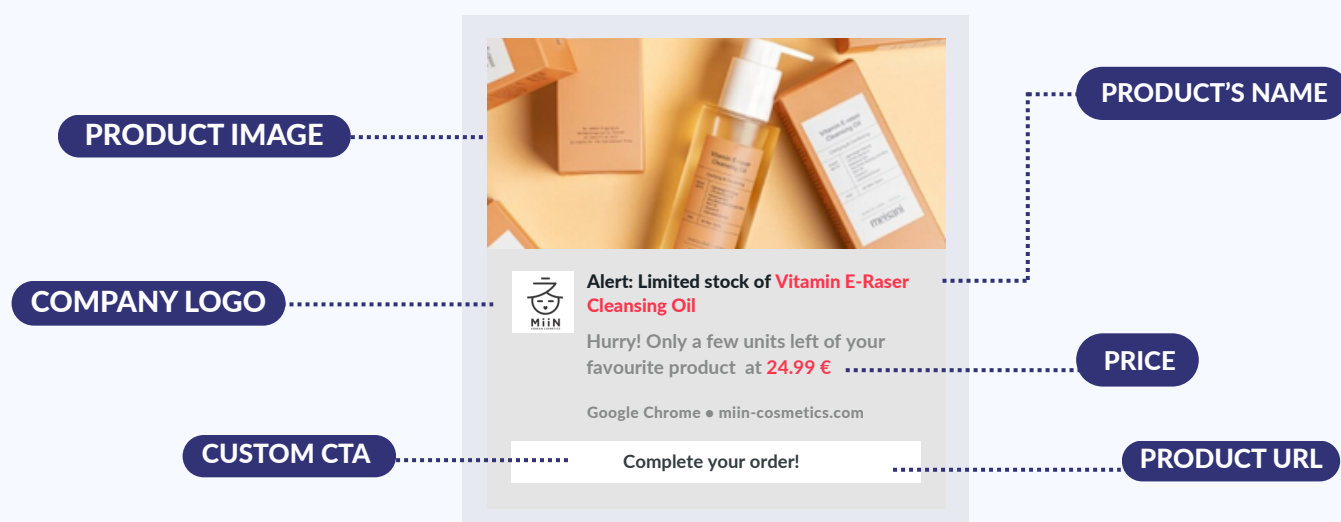
Subscribers collected in just one month

In just one month, MiiN Cosmetics successfully captured over 5,000 new subscribers genuinely interested in their communications organically expanding their database.

Web Push Notifications

MiiN Cosmetics' web push notifications **used dynamic fields that adapt to the user's behaviour, the product viewed, and the language of the corresponding domain**.

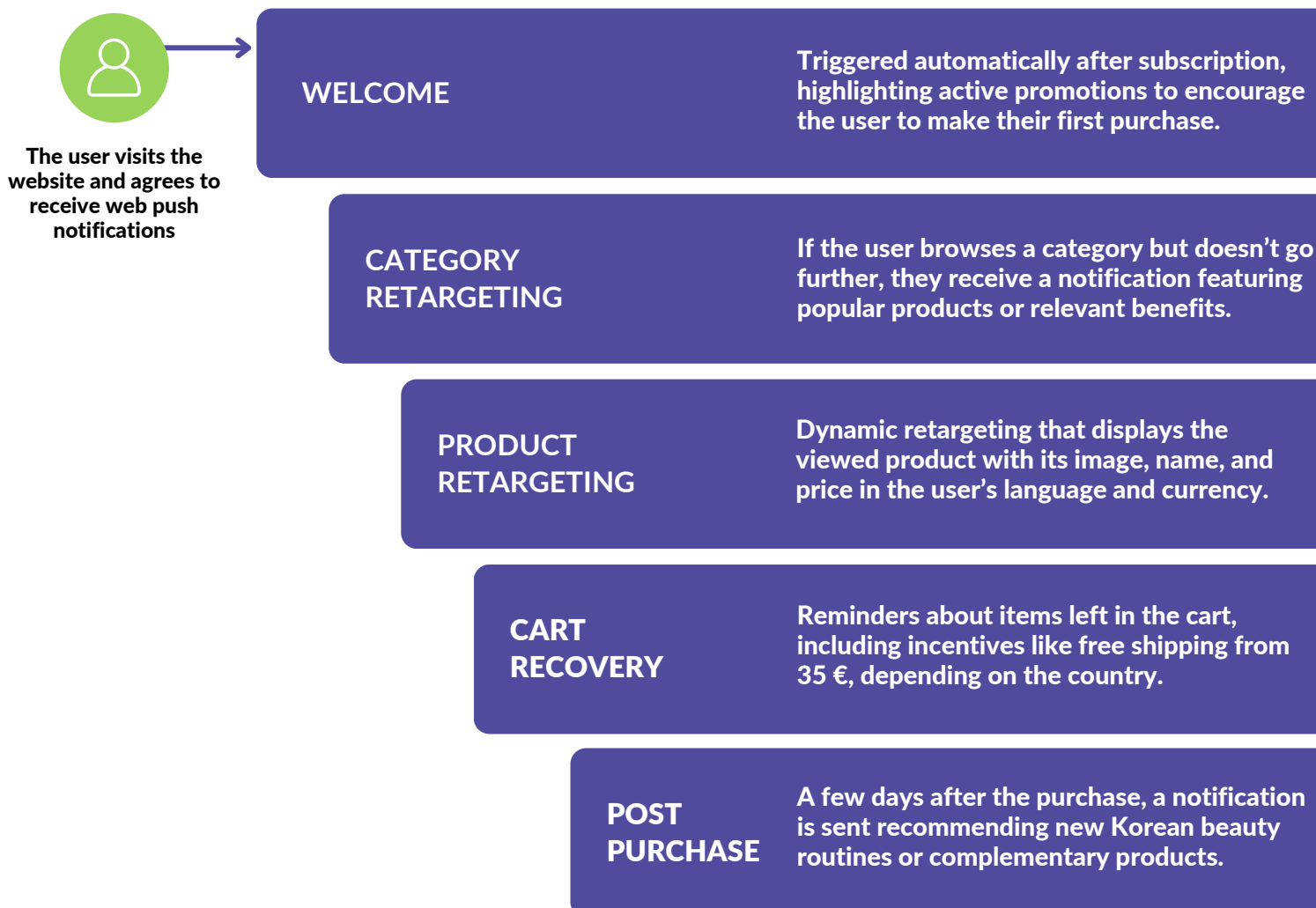
This ensures a consistent and relevant experience that **aligns with the individual user journey**.



Behavioural Retargeting with Web Push Notifications

MiiN Cosmetics has implemented a **triggered web push notification strategy** that covers the entire sales funnel, from product discovery to post-purchase loyalty.

With a **multi-language and multi-domain configuration**, each message is adapted to the **user's location, behaviour, and language** to boost conversions with a **hyper-personalised approach**.



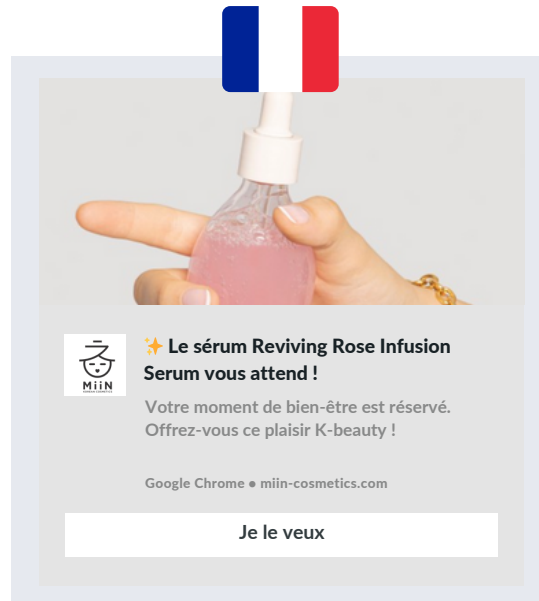
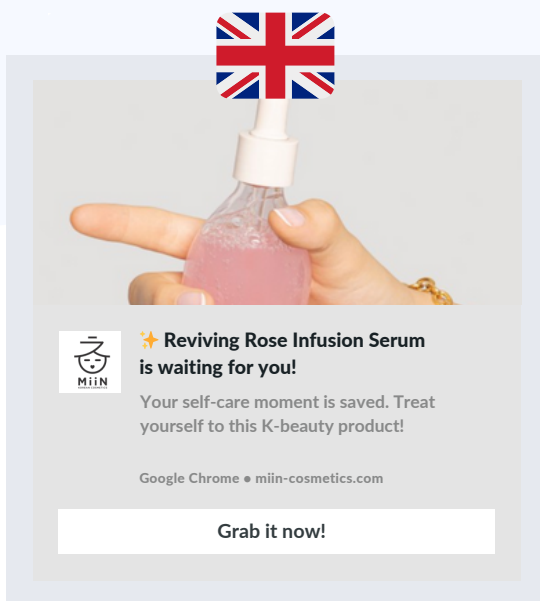
4.27%

CTR of Triggered Web Push Notifications

25,000+

Triggered Web Push Notifications Sent

CAMPAIGNS AND EXAMPLES OF WEB PUSH PRODUCT RETARGETING NOTIFICATIONS IN DIFFERENT LANGUAGES



MiiN Cosmetics' web push campaigns have been configured to send automatically in the user's browser language and from the local domain associated with their country, allowing the brand to offer a localised experience in each market.

From a single platform, MiiN has centrally managed its triggered campaigns across the domains of Spain, France, Italy, and Germany, as well as using English as a universal language—adapting messages, currencies, and benefits to fit each specific context.

“



Success Story

“For the past 5 years, we’ve been able to automate our entire retargeting flow without losing control over our tone of voice or messaging.



David Alarcon
eCommerce Manager

Having a solution like web push notifications that effortlessly adapts to our four domains and manages multiple languages has allowed us to scale without complications.

It’s a channel that works quietly in the background, and without a doubt, it’s been delivering results month after month.”

”

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



VANS

Forum sport

coolbox

SINGULARU

ESCAPA
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HEAD

FREDDY

BOOK A DEMO



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

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