Frizbit x **b bite**

Connecting Differently: Multinational **Telecom** Operator's **52X ROI** Success **Pioneering** Behavioural Web Push Notifications

Industry:
Telecom

Product:
Web Push Notifications

Region:
Europe

This case study was prepared based on attribution metrics using last-clicks from June 2025 from Bite Latvia.

Summary

Bite Latvia and Bite Lithuania – two of the leading telecom operators – are part of BITĖ Group. They have pioneered the use of behavioural web push notifications in their sector, demonstrating that this channel can deliver measurable results as an alternative customer engagement method, all without relying on third-party cookies or personal data.

Starting with bulk messages only, the team tested behaviour-based triggered notifications, **now responsible for nearly 90% of results**. All campaigns run in their native languages (Latvian and Lithuanian) and adapt dynamically to whether there's a discount or not, and **generating conversions of both device sales and plans subscriptions.**

With an average **CTR of 8% across all push campaigns** and an **opt-in rate of 4.54%**, Bite Latvia has added around **60,000 new subscribers over the last six months.**

Key Metrics

52X

ROI*

It corresponds only to the revenue of direct device sales, excluding the value of the subscription plans

8%

CTR from Web Push Notifications

0.13 €

Cost per Session

About BITĖ Group

BITĖ Group is a leading telecommunications and media group operating in Lithuania, Latvia, and Estonia. The Group provide a full range of services including mobile, media and content, fixed broadband and Pay TV in Lithuania and Latvia, as well as media and content and Pay TV services in Estonia. BITĖ Group is being managed by a global private equity company Providence Equity Partners.

About Bite Latvia

Bite Latvija is the only triple-play operator in Latvia that owns and provides mobile, internet, and TV services — complemented by a full suite of ICT solutions that help businesses stay connected, secure, and ready to meet their evolving needs.

Bite Latvija specializes in providing telecommunications and ICT services. We offer mobile communication, high-speed internet – mobile and fixed –, and interactive TV, as well as a wide range of ICT solutions for businesses — including cloud services, cybersecurity, data center solutions, and managed IT services.

The challenge

Bite Group needed a Web Push solution flexible enough to work for each country's team independently while staying aligned under a single cross-market strategy.

In both countries, the initial goal was to test push notifications for their eShop, starting with bulk campaigns only. The challenge was to prove that push could deliver results in the telecom industry with relevant messaging.

Previously, Bite Latvia had tested bulk notifications with another provider but saw limited results. The teams wanted a **provider that could deliver both bulk and dynamic, behaviour-based capabilities under one platform.**

The solution

Frizbit has implemented a multi-country setup, enabling the teams in Latvia and Lithuania to run language-specific push campaigns independently while following a shared strategy.

For Bite Latvia, triggered push flows have been activated — from product views to cart reminders — with **messaging that automatically adapts** when there's a discount or special offer.

What began as a small test alongside bulk campaigns has quickly proven its value: today, **triggered flows generate nearly 90% of all results.**

Personalisation and configuration of campaigns.

Native Opt-in for migrating previously captured subscribers as well as capturing new ones

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

Bulk **Web Push Notifications.**

Multi-language support and optimisation.

Personalised campaign set up

The Frizbit team has designed and launched push flows to cover key moments in the user journeys for Bite Latvia and Bite Lithuania.

Messages are written in Latvian and Lithuanian, automatically adapting to whether products have special offers or not.

With this setup, each subscriber receives relevant, well-timed messages without relying on cookies or intrusive ads, all managed easily by the local team of Bite Latvia and Bite Lithuania.
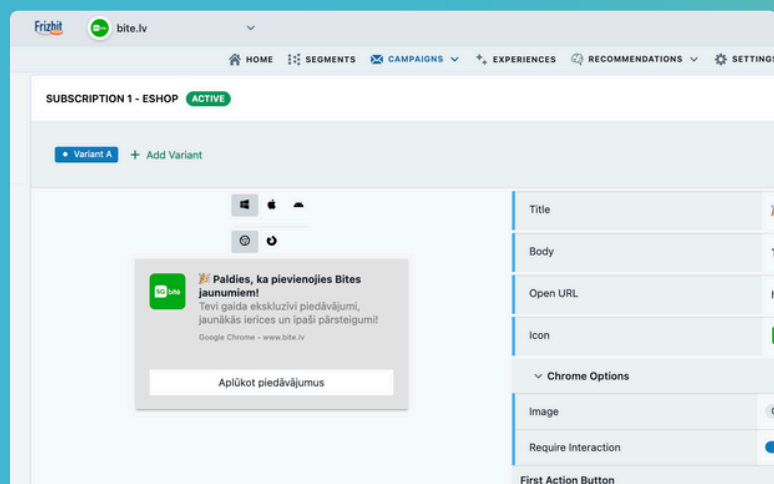
Native Opt-in

Bite Latvia implemented the native browser opt-in to **smoothly migrate existing subscribers from a previous provider**, while also capturing new contacts directly on their site.
This ensures the database stays clean, fully consent-based, and ready for both bulk and behavioural campaigns, all without relying on third-party cookies.

Native Opt-In

DESKTOP

MOBILE
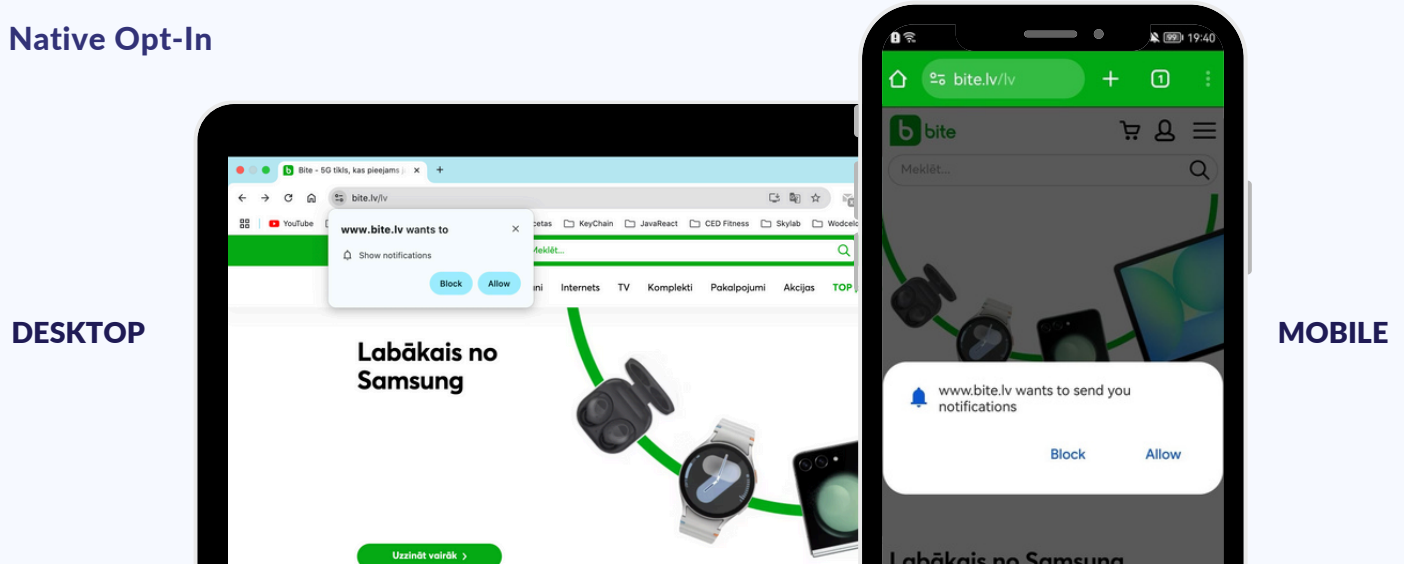
60k

Subscribers collected
in 6 months

4.5%

Net Opt-in Rate of
Web Push Notifications

The consent-based system consistently brings an average of 10,000 new subscribers each month (Latvia only), with a healthy opt-in rate for the region's device split and user habits.

Web Push Notifications

Bite Latvia initially planned to use only bulk notifications for broad promotions, but after testing triggered flows, they found they deliver almost 90% of the performance.

These triggered messages react in real-time to user actions, like browsing specific offers or when a discount is available, turning visits into conversions and building long-term trust.

These actions resulted in **conversions from both devices and corresponding plans.**
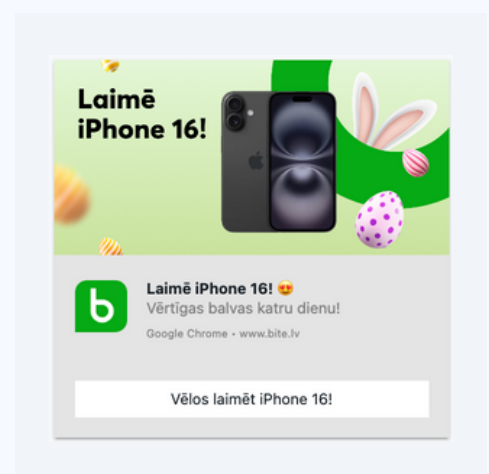
A SEASONAL CAMPAIGN
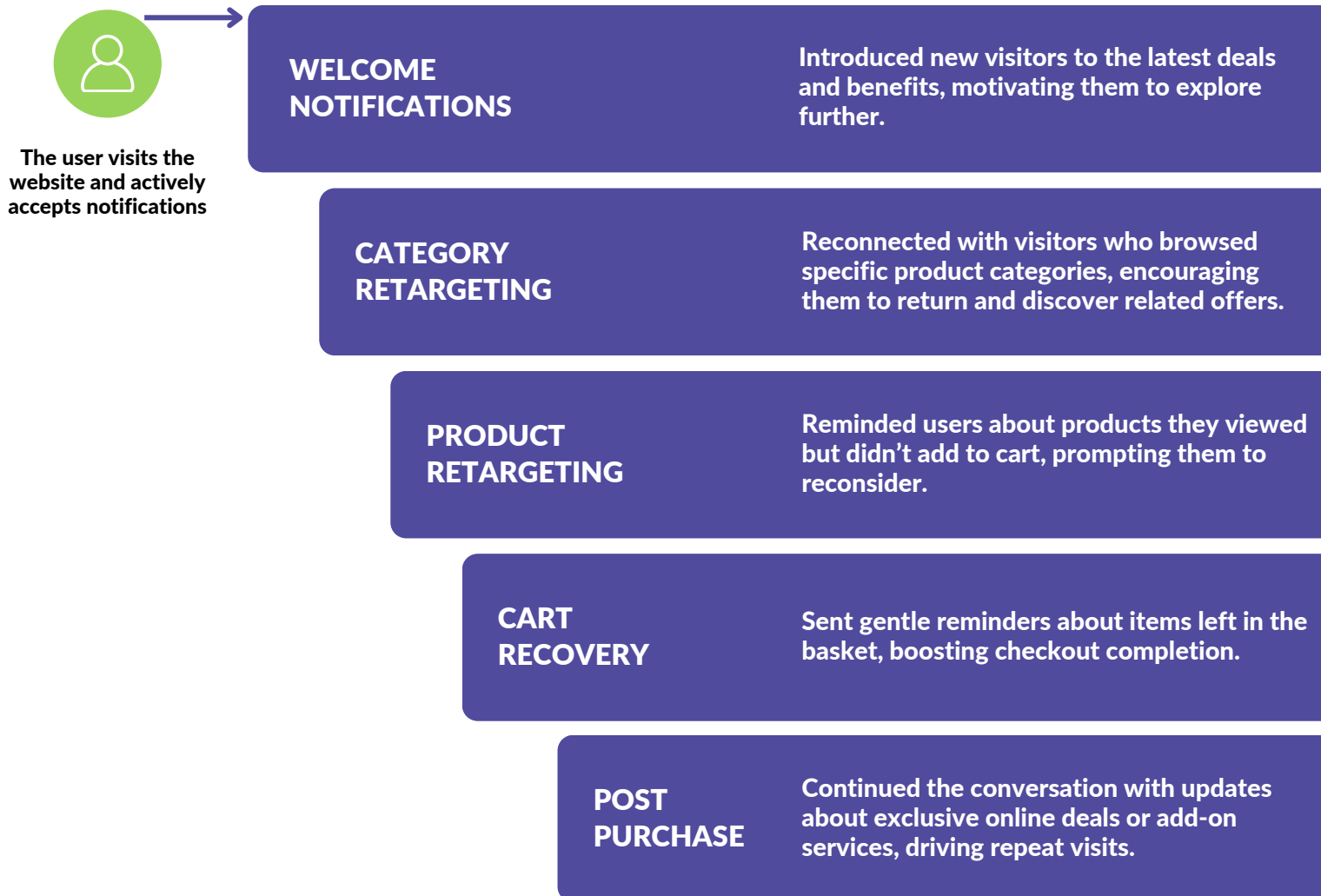
8%

Click-through rate

40k+

Delivered push notifications

Hyper-Personalised Retargeting with Behavioural Web Push Notifications

Frizbit has set up automated behavioural Web Push Notification flows aligned with Bite Latvia's local customer journey, ensuring each message supports the subscriber's decision-making process across devices and plans.

From the first visit to post-purchase, each notification is triggered by real user actions, delivering relevant offers in the local language at the right moment.

This not only recovered the lost sales of the devices, but also generated new subscribers to existing plans and services.

The user visits the website and actively accepts notifications

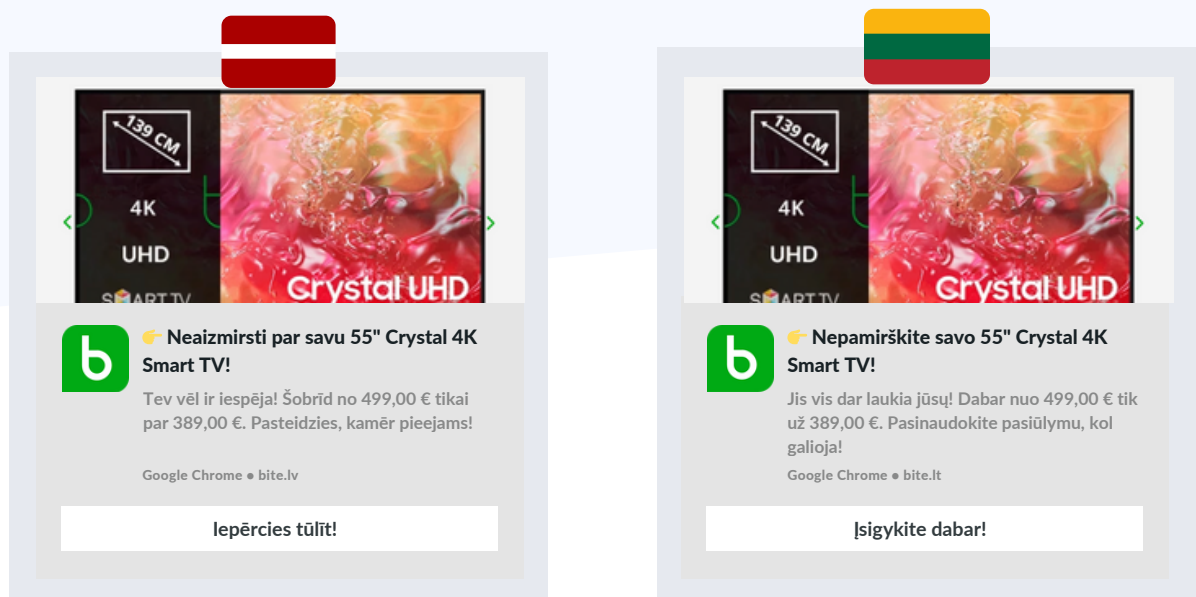|	
WELCOME NOTIFICATIONS	Introduced new visitors to the latest deals and benefits, motivating them to explore further.
CATEGORY RETARGETING	Reconnected with visitors who browsed specific product categories, encouraging them to return and discover related offers.
PRODUCT RETARGETING	Reminded users about products they viewed but didn't add to cart, prompting them to reconsider.
CART RECOVERY	Sent gentle reminders about items left in the basket, boosting checkout completion.
POST PURCHASE	Continued the conversation with updates about exclusive online deals or add-on services, driving repeat visits.

10.3%
CTR of
Triggered
Web Push Notifications

2.7%
Conversion Rate
of Triggered
Web Push Notifications

EXAMPLE OF TRIGGERED WEB PUSH NOTIFICATIONS - PRODUCT RETARGETING

👉 Neaizmirsti par savu 55" Crystal 4K Smart TV!

Tev vēl ir iespēja! Šobrīd no 499,00 € tikai par 389,00 €. Pasteidzies, kamēr pieejams!

Google Chrome ● bite.lv

Iepērcies tūlīt!

👉 Nepamirškite savo 55" Crystal 4K Smart TV!

Jis vis dar laukia jūsų! Dabar nuo 499,00 € tik už 389,00 €. Pasinaudokite pasiūlymu, kol galioja!

Google Chrome ● bite.lt

Įsigykite dabar!

All messages and campaigns were sent **automatically in the user's native languages** *(Latvian and Lithuanian),* offering a fully local experience for visitors from both markets.

This helped the brand connect with its customers in a more personal and relevant way, especially when sending time-sensitive offers and discounts.

WEB PUSH NOTIFICATION CAMPAIGN ANATOMY USING DYNAMIC FIELDS

PRODUCT IMAGE

COMPANY'S LOGO

CUSTOM URL

PRODUCT NAME

ORIGINAL PRICE

OFFER PRICE

PRODUCT URL

👉 Don't miss your 55" Crystal 4K Smart TV!

It's still waiting for you! Now from €499.00 down to €389.00. Grab the deal while it lasts!

Google Chrome ● Bite.lv

Shop now!
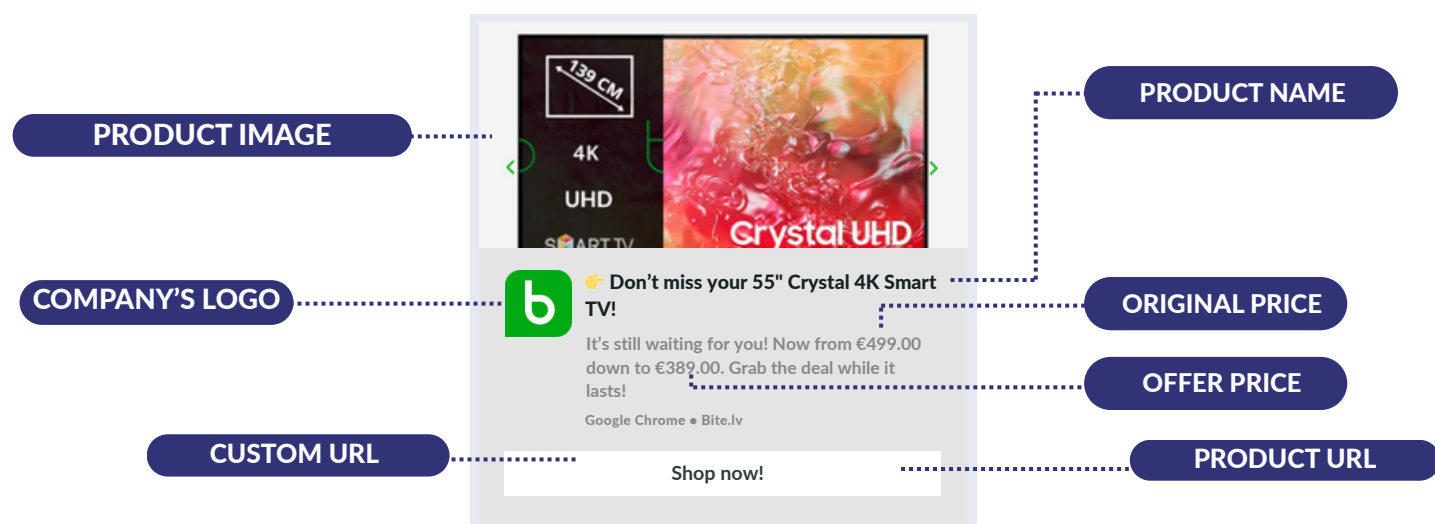
Next Steps

After seeing positive results with the web push notifications for their online shop, the next step for Bite Latvia and Bite Lithuania is to expand their triggered campaigns to their service lines, applying the same level of automation and personalisation.

This will help maximise their cross-channel impact and keep building loyalty in every stage of the customer journey.

1 Expand triggered notifications from devices to core services, such as mobile, internet, television plans, etc.

2 Apply advanced segmentation to adapt messaging by user type and interaction to increase results.

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b bite

Success Story

"Frizbit's behavioural web push notifications have exceeded our expectations.

What started as a pilot for our e-shop has now become an essential channel that delivers results continuously, while saving our team's time.

We're excited to see how this partnership can keep evolving."

Līva Roma

Direct Marketing Manager
Bite Latvia

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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 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.

+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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