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How Tiendas Ekono brought back **anonymous users** with Web Push across the entire **sales funnel**.

Industry:
Department Store
[eCommerce](#)

Product:
[Web Push Notifications](#)

Region:
Costa Rica



Summary

Tiendas Ekono, Costa Rica's leading department store, has strengthened its digital strategy with Web Push notifications, reaching users at different stages of the conversion funnel.

Throughout April, it brought back **anonymous visitors** who had browsed the site without sharing data and converted them into customers with **personalised messages**, even when they weren't actively browsing.

As a result, Ekono achieved **546% ROI**, **+1.56% revenue uplift**, and a **91% higher conversion rate** vs the site average from automated push campaigns.

Key Metrics

546%

ROI

1,56%

Revenue uplift

91%↑

91% higher conversion rate
vs site average
(from automated push)



About Tiendas Ekono

Tiendas Ekono is Costa Rica's leading department store chain with **25+ years in the market**. Its range spans multiple categories, including fashion for all ages, footwear, home and more.

With a strong offline and online presence, the brand has leaned on automation **to scale retention and remarketing**, **integrating web push** to stay present at every customer touchpoint.

The Challenge

Although Tiendas Ekono has a strong in-store presence and already runs an eCommerce site, it needed to strengthen its digital strategy to **connect online and offline**, make better use of existing traffic, and **recover lost sales**.

The goal wasn't just to sell more online, but to make the website an **effective lead-generation channel** that would also lift eCommerce sales.

They also needed a solution that worked in a **third-party cookie-free environment**, allowing them to **capture subscribers directly and automate relevant messages** tailored to each moment of the purchase journey.

The solution

Frizbit implemented a Web Push strategy tailored to Ekono's omnichannel model, combining automated and bulk campaigns to impact online sales and in-store lead capture.

Beyond the technical integration, we set up smart segmentation to adapt messaging based on:

- User behaviour, and
- Position in the conversion funnel.



Personalisation and campaign setup



Native opt-in to build a first-party database without personal data



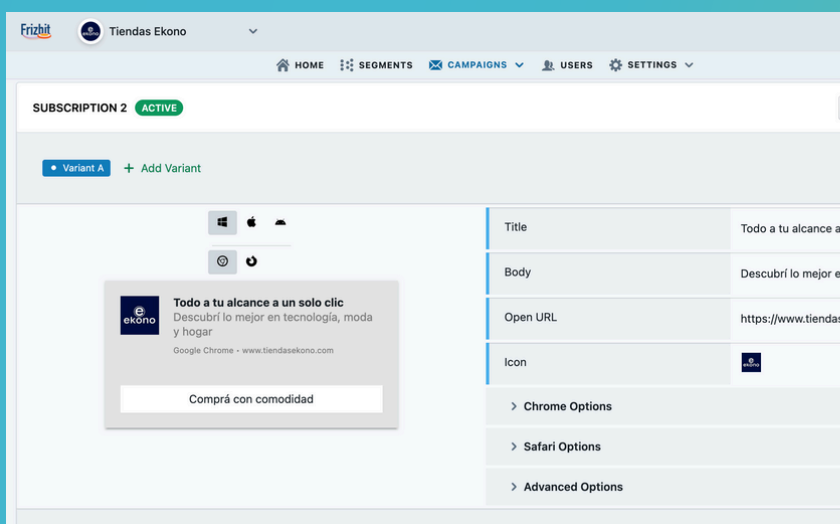
Automated Web Push notifications (behavioural/triggered)



Bulk Web Push notifications

Personalised campaign setup

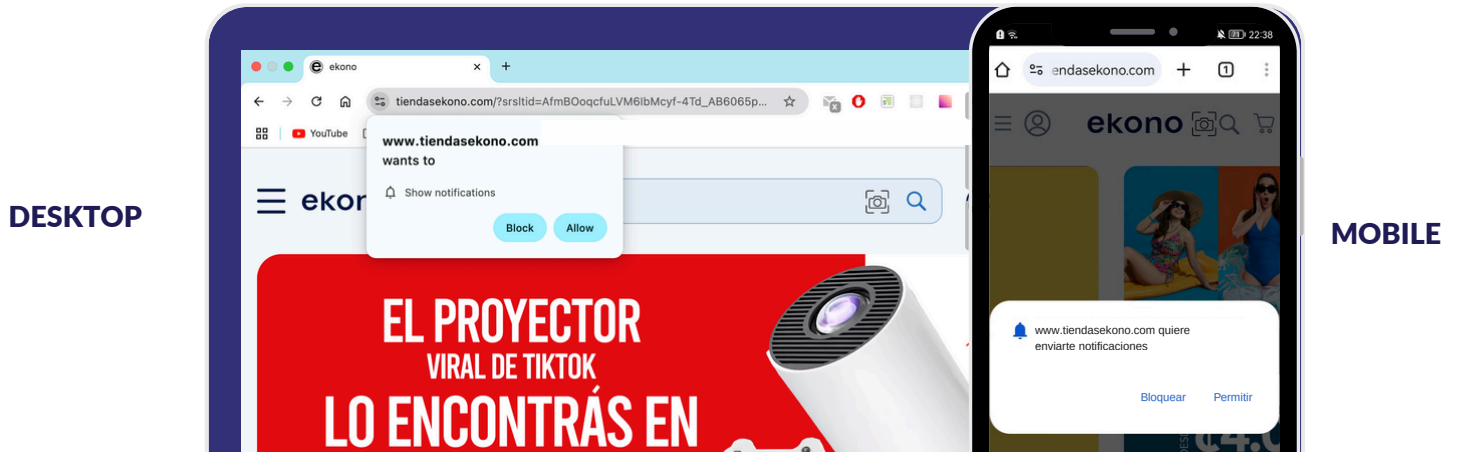
Frizbit worked with Tiendas Ekono to configure Web Push campaigns with automated scenarios that cover different funnel stages and product categories, adjusting messages to user behaviour and purchase type.



Web Push Notifications

To turn visitors into customers, Tiendas Ekono **activated native opt-in** on both **desktop and mobile**, allowing them to capture subscribers **organically, without third-party cookies or personal data**. This approach created a **solid first-party base** for personalised communications.

Native Opt-in



4,000+

Subscribers collected
in one month

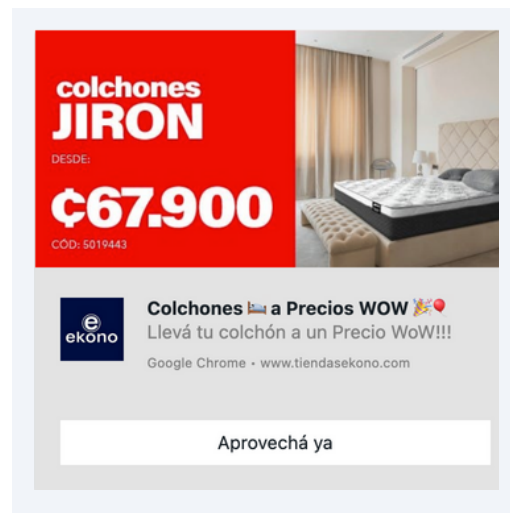
Thanks to this first-party database, Ekono has used Web Push as a retargeting channel without paid media.

Native opt-in has proved effective and respectful of user privacy.

Bulk Web Push Notifications

Bulk campaigns are used to **activate the subscriber base** at key moments such as **special promotions** or **high-traffic days**.

This has helped **reinforce online sales** and **drive in-store traffic**, keeping the connection with users **even when they weren't actively browsing**.



BULK WEB PUSH CAMPAIGN EXAMPLE

100,000+

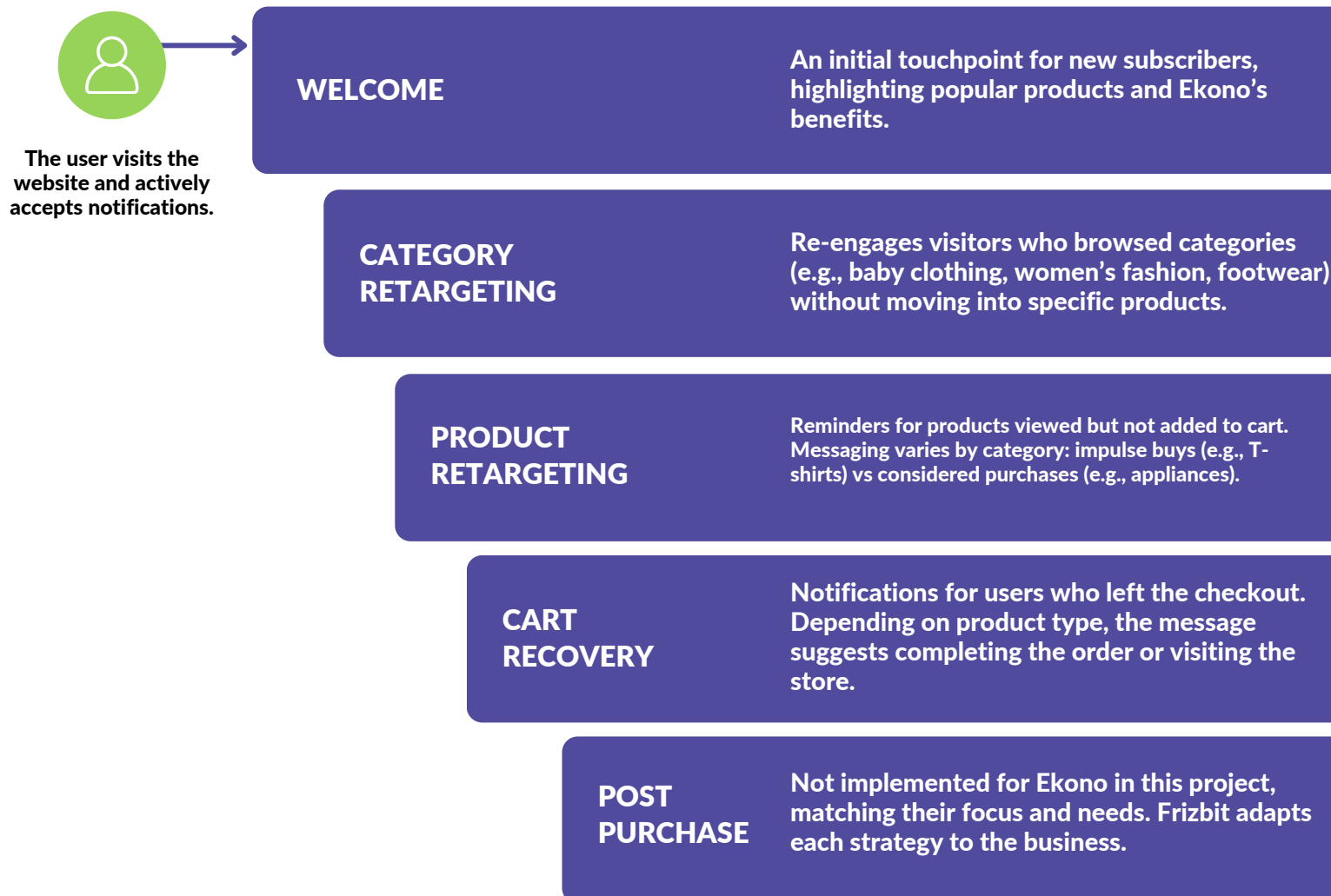
Notifications delivered in April 2025 via
automated and bulk campaigns.

Automated Web Push notifications along the user journey

Frizbit configured **Web Push flows** on Tiendas Ekono's site that cover the main stages of the customer journey from **welcome to abandoned cart recovery**.

Campaigns were **automatically triggered** by events such as **category browsing, product views or cart abandonment**, adapting the message to the user's moment in the journey.

In this case, the **post-purchase** stage was **not activated**, in line with the brand's commercial preferences, showing the system's flexibility to fit each client's goals.



5.91%

CTR on automated Web Push notifications

20,000+

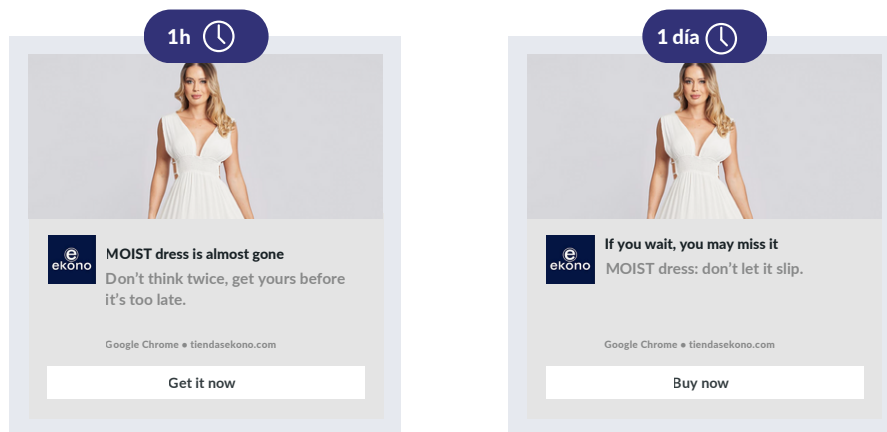
Notifications delivered via user-event triggers

RETARGETING AT EVERY STAGE OF THE FUNNEL

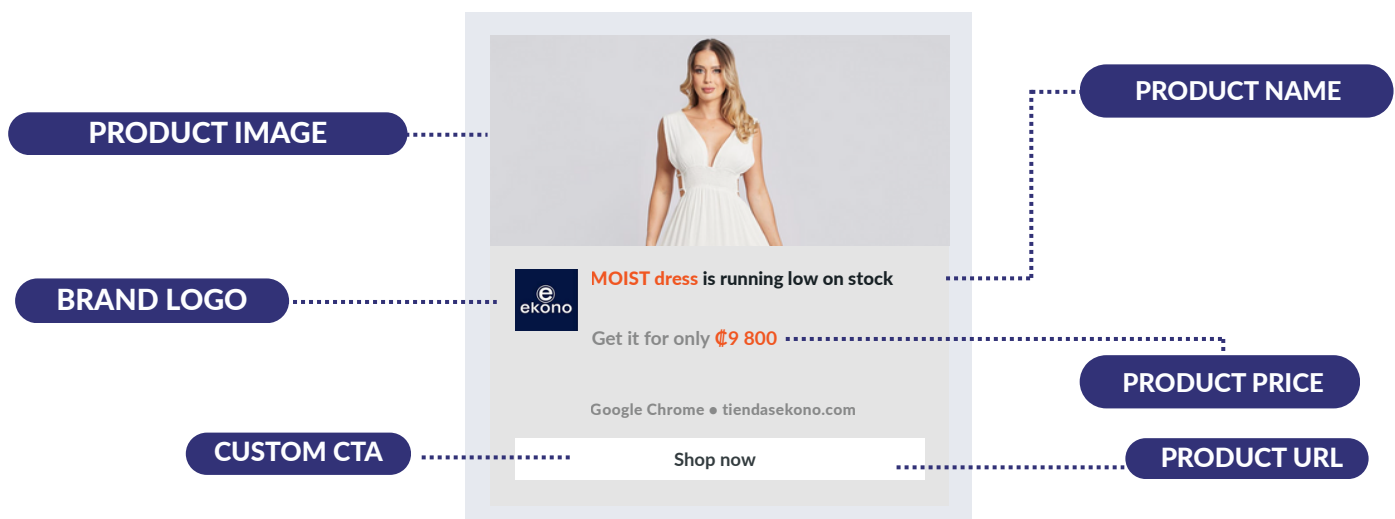
The automated Web Push strategy implemented with Tiendas Ekono focuses on reaching users at different moments of the conversion funnel, from **welcome through to cart recovery**.

With **behaviour-based, personalised messages**, notifications remind users about **products they viewed** or **added to the basket**, encouraging conversion **even when they're not actively browsing the site**.

PRODUCT RETARGETING EXAMPLE



DYNAMIC-FIELDS EXAMPLE - HIPERPERSONALISATION



Next Steps

After confirming the impact of Web Push on **online sales** and **in-store lead generation**, the next step for Tiendas Ekono is to go deeper into **segmentation of bulk campaigns**, further **personalising messages** based on user behaviour and product type.

They are also considering enabling **AI-powered product recommendations** to increase message relevance.

Both actions will strengthen **automation across the entire purchase cycle**, making the **omnichannel strategy** more effective.

- 1 **Apply advanced segmentation** to bulk campaigns to further personalise impact.
- 2 **Launch multichannel campaigns** with **AI product recommendations**.



Success Story

"Thanks to Frizbit we've been able to strengthen our digital channel with a solution that adapts to our business model and buying cycle."

The best part is that everything was implemented simply, with no need for complex technical development."



Gustavo Miranda

Head of Innovation &
Digital Transformation

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.

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Interflora

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AIRLINES

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