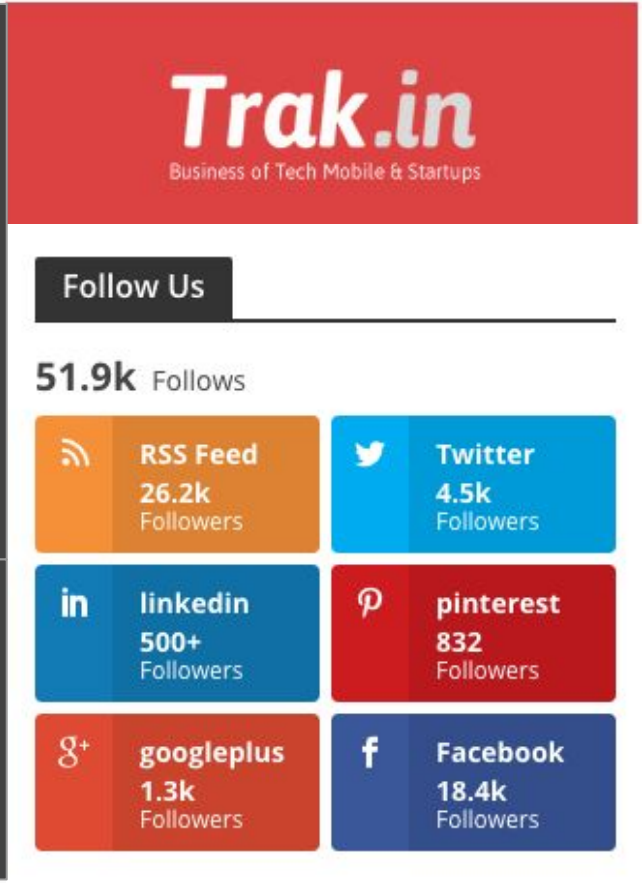
How Trak.in boosted their Notification Subscriptions by 10X

iZooto

About Trak.in

Trak.in is a leading business news blog covering the Indian startup and technology space, with over 50K+ followers.

Trak.in was amongst early adopter of web notifications



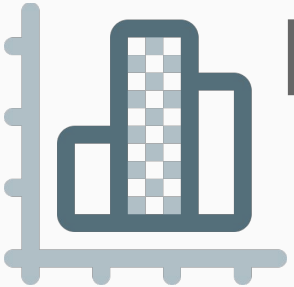
“Web Notifications are a great way to engage users - it is probably the best one-on-one communication tool between a publisher and a reader ”

Arun
FounderTrak.in

Early Hiccups

Lock-In

User consents were taken on solution provider’s subdomain, limiting the user experience and creating a permanent lock-in and dependency

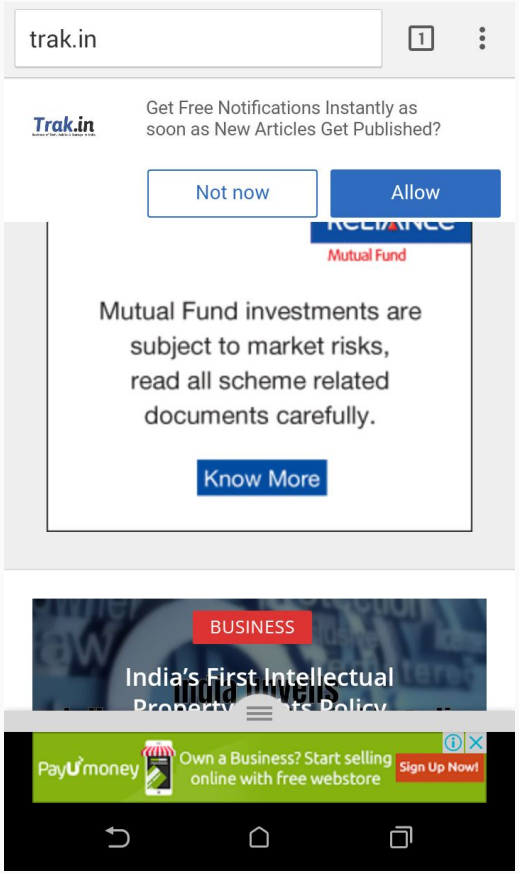


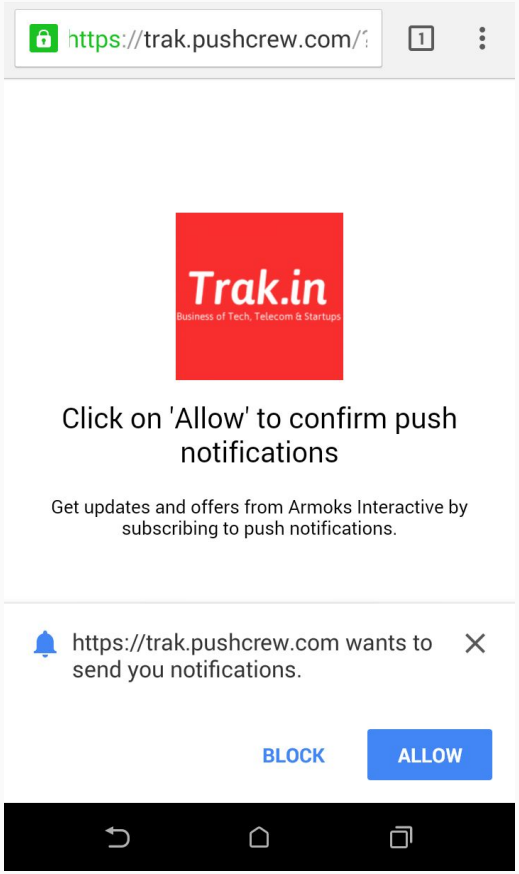
Limiting Scale

Subscription was a 2 Step process for users - thus, increasing the drop off rates and limiting subscription.

Status Quo

- Existing process was a 2 Step process
- Users subscribed to a 3rd party domain and not the brand domain





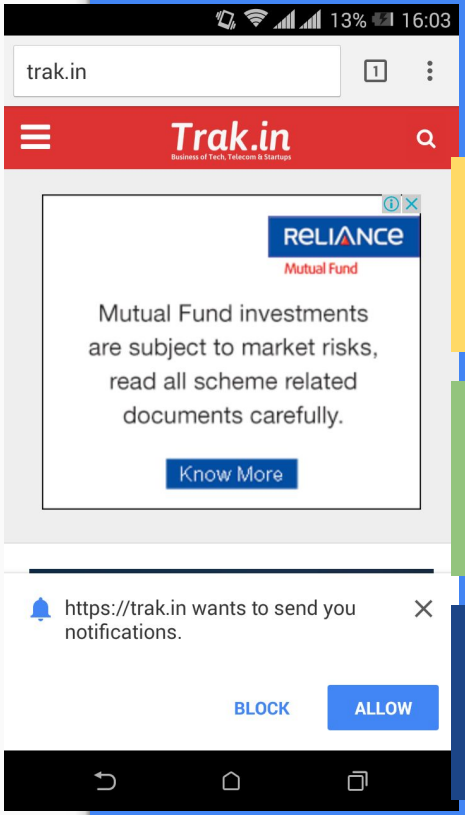
Two step process involving redirection

iZooto Approach

User First - Cookie Less Solution

Client First - Users subscribe to your domain

Better Conversions - Scale faster and better



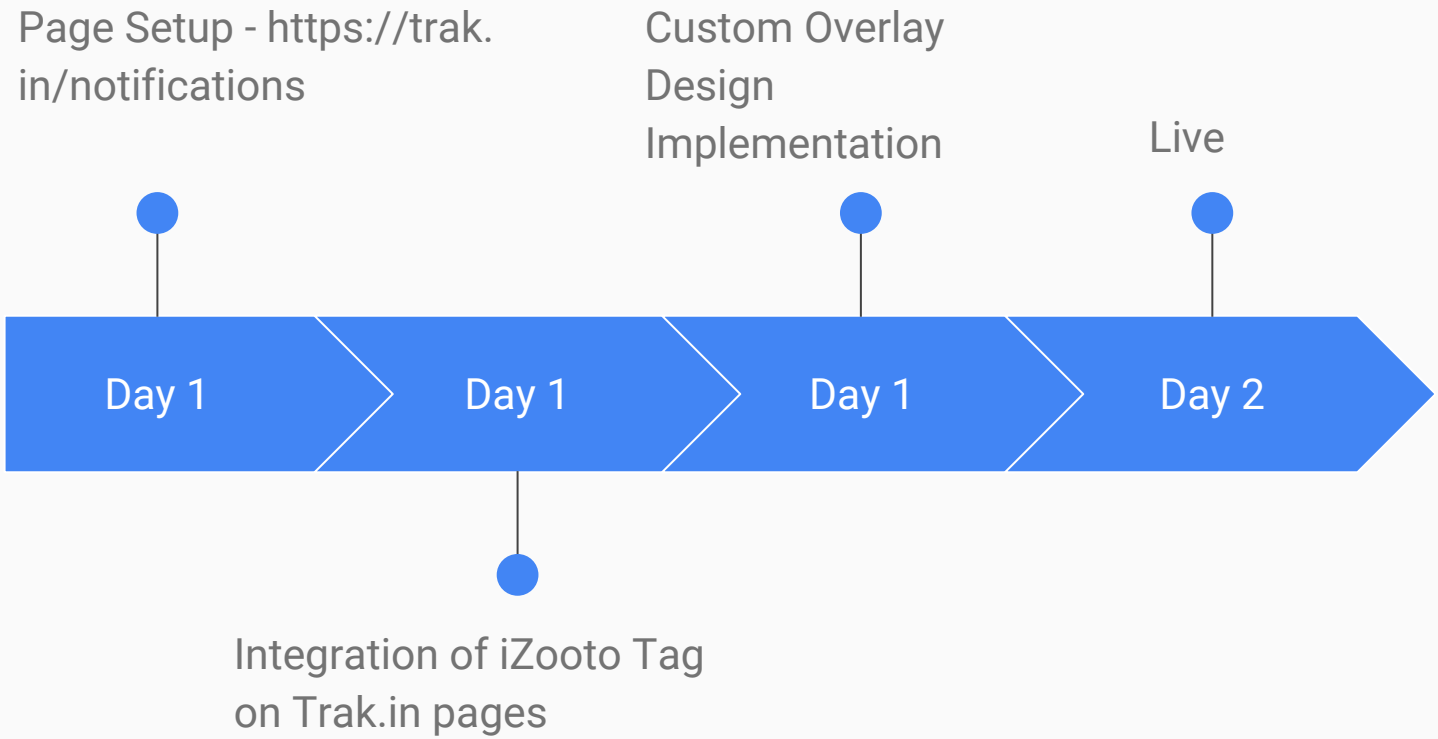
User Subscribe to Trak.in directly

No Redirects and No Dropoffs

1 Click Subscription

Simple and Easy

Implementation ?



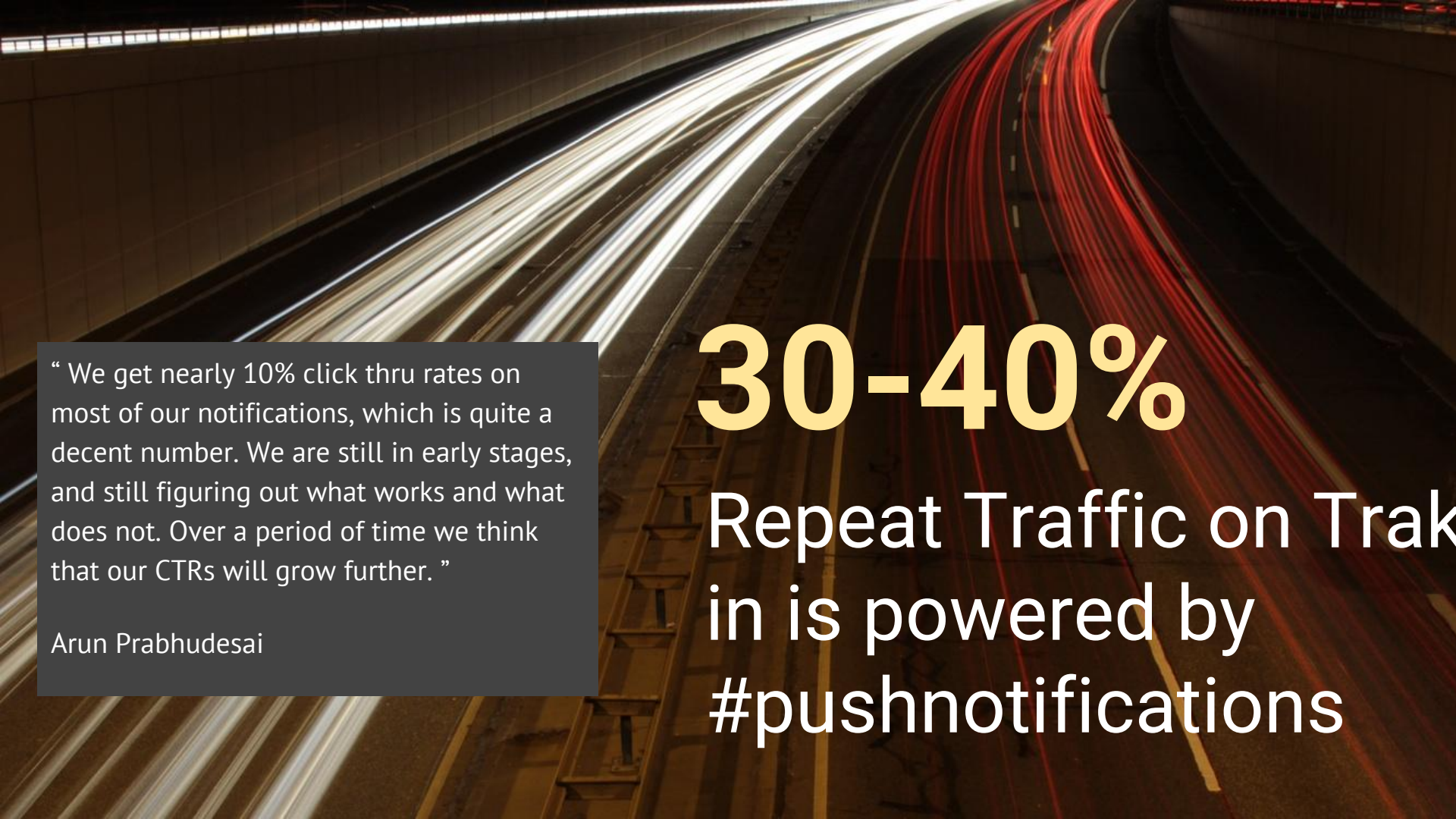
10X Impact

“The current process increased the subscriber conversion by about 8x to 10X - Earlier we collected around 40-50 subscribers in a day and now with the new method we do around 300 to 400 subscribers”

Arun Prabhudesai,

Trak.in Founder

Subscriber Acquisition
Subscribers
400
320
240
160
80
0
# of Subscribers
39
27
401
384
389
Week 1
Week 2
Week 3
Week 4
Week 5
Time


“ We get nearly 10% click thru rates on most of our notifications, which is quite a decent number. We are still in early stages, and still figuring out what works and what does not. Over a period of time we think that our CTRs will grow further. ”
Arun Prabhudesai
30-40%
Repeat Traffic on Trak
in is powered by
#pushnotifications

Curious to know how 1 Click Subscription would work for your subscribers ?

Click here to get started

Even better, connect with us

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