



How Koovs is building user loyalty and engaging users with its progressive web app

Company

KOOVS.COM is an online store for western fashion, catering to menswear, womenswear, footwear, accessories, jewellery and beauty products. Headquartered in Gurgaon, Koovs serves to the Indian market. Koovs provides credible Indian and international brands along with its own range of clothing and accessories.

Challenges

As per Similar Web, Koovs attracts over 3.5Mn users per month. User engagement was a key priority for the marketing team. Desktop continues to contribute significant traffic and the only means of communication with desktop users is either Email or SMS. This not only limited the ability to engage with users but these channels triggered limited response. In the context of Mobile web, user engagement was even daunting.

Solution

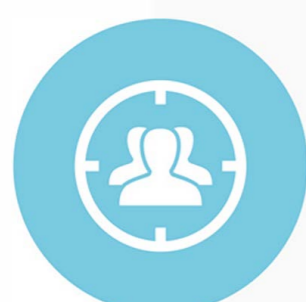
Koovs team had drilled down and identified web push notification as the preferred channel for user communication and decide to use iZooto's user engagement platform for this.

Koovs chose a planned 3 Tiered approach:



Build Loyal Subscribers

Users visiting Koovs.com on Mobile and Desktop were prompted to subscribe



Clear and Targeted Communication

Notifications with clear call to actions were sent to users



Measure and Optimize

Measuring response of every campaign and optimizing audience and tweaking communication

With iZooto's 1 Click Solution, Koovs started converting their web traffic into subscribers. Within a span of 6 weeks, Koovs had gone from 0 to 100K subscribers.

Results

**100K
Subscribers**

in less than 6 weeks

12% decrease

in Bounce Rate of repeat users

28% increase

in Time Spent on site

25% increase

in Average Cart Value



Saurabh Kapoor, Head Digital, Koovs.com, said "

With new features and API coming in, we will be able to create Custom Audiences and utilize segmentation to drive efficiencies from the platform."

Rajat Khullar, Marketing Manager at Koovs

added, "iZooto's feature of sending notifications on desktop and mobile have helped us in reaching the audience and led to an overall increase in sales."



Learn More.

Find out how to get web push notification on your website here.

