

Here Is How SuperCoder Used Web Push Notification And Increased Lead Generation By 113%



Company



How SuperCoder built user engagement and boosted sales

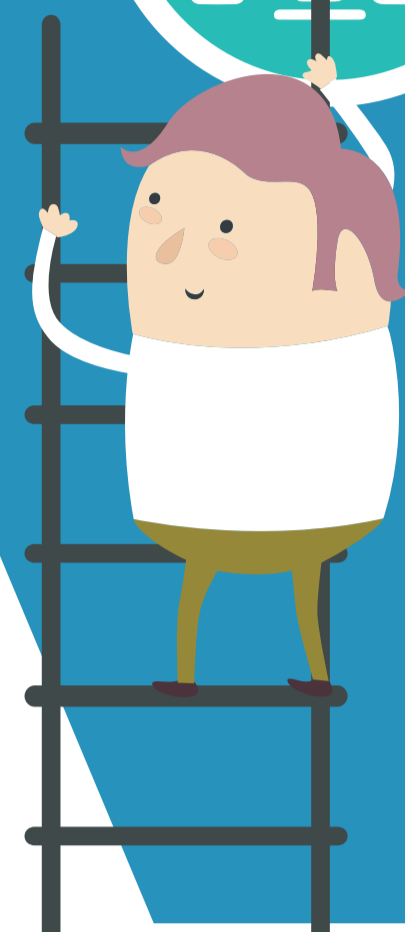
Fast-growing SuperCoder, is on a mission to make life of practising physicians simpler. Over 60,000 coders, physicians, and consultants rely on the SuperCoder's medical coding and billing tools for practical coding information in more than 30 medical specialties.

As a company in the technology space, it knew that embracing inbound marketing made sense, but it hadn't yet found the right tool to help it achieve its goals. It discovered its perfect solution in iZooto's User Engagement Platform. After partnering with iZooto for just six months, it increased lead generation by 113%, and conversion rates by 25%.

A Fast-Growing Business in Need of a Powerful Engagement Solution

SuperCoder's web traffic was above the 650K Monthly visits mark when they started their hunt for the idea user engagement solution. User communication using CRM is strictly limited to email only. Even with highly targeted and personalised emails, there were two key problem that the marketing team faced -

- Email Subscribers were limited and growing at a very slow pace
- Clicks and Conversions from the usual channels including Social and Email were stagnant



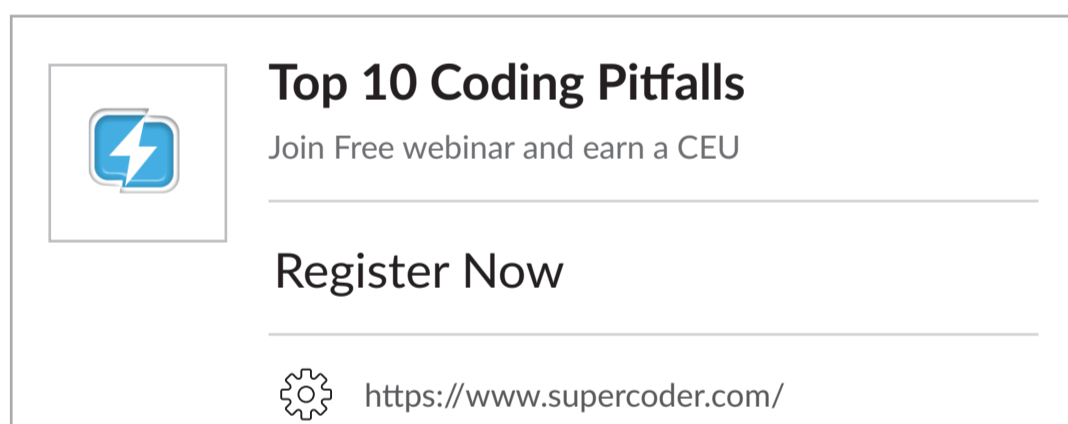
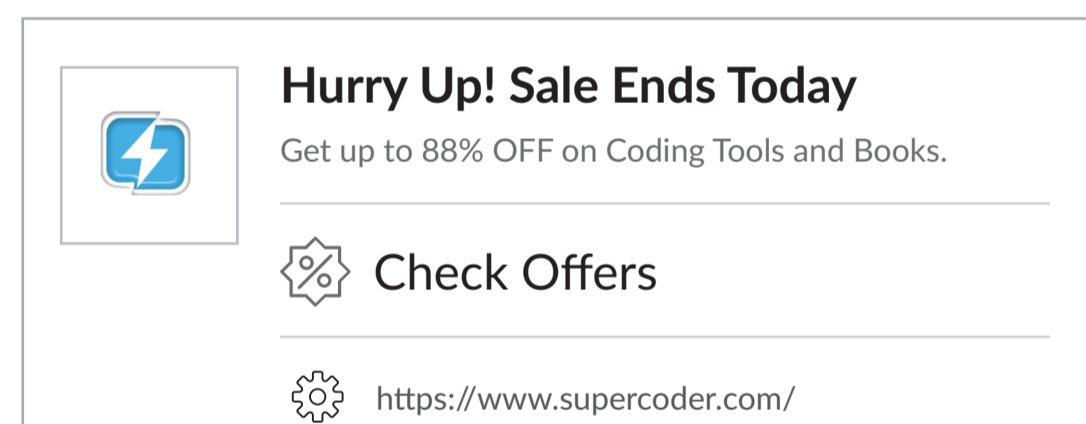
I had interacted with the iZooto team during AdTech and was excited about leveraging push notifications as a communication channel. As an early adopter of iZooto, I was excited by the possibilities that it offered. Once we got our hands on it, I wasn't disappointed.

Aditya Jaitly,
Marketing Lead, SuperCoder

Transforming User Communication and Engagement with iZooto

With a over 650K visitors, SuperCoder's first and foremost focus was to convert their web traffic on both mobile and desktop into Subscribers. Over 70% of web traffic for SuperCoder.com was still on the Desktop web, because of the niche nature of the offering.

- **Activating Web Push Notifications:**
Activating on SuperCoder.com was not a time consuming process and within a day of Signup they were on their way to convert traffic into active subscribers. Given the nature of the audience and the strength of the brand, the Subscription rate to start with was as high as 20%. Over the past 5 months, SuperCoder has swiftly scaled and acquired over 65K Subscribers.
- **User Engagement:**
SuperCoder started with its user engagement activity and started pushing contextual notifications. Notification content focused on driving user awareness and knowledge building.



WHAT

WHEN

WHERE

Content Marketing and Webinars

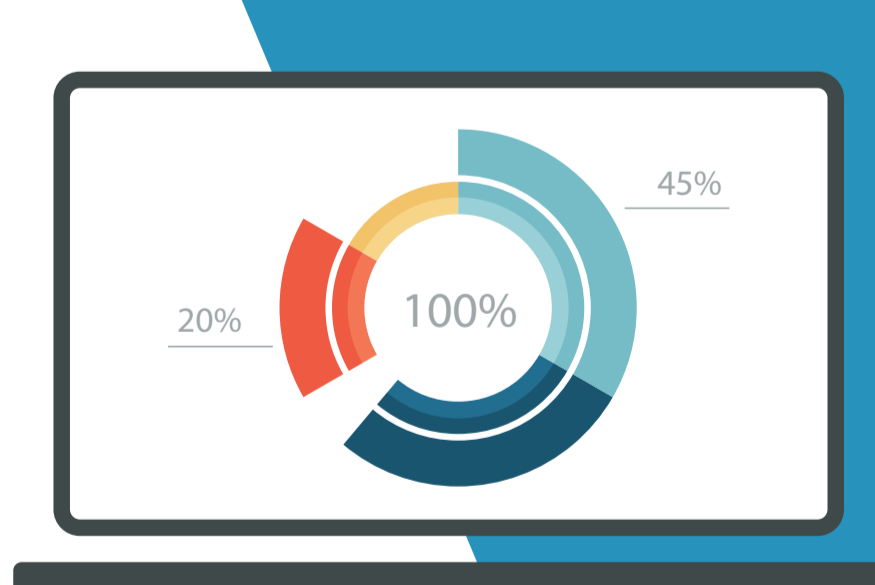
One Per Week

US Only

The frequency of communication was maintained at once per week. This ensured that the end subscribers did not feel spammed.

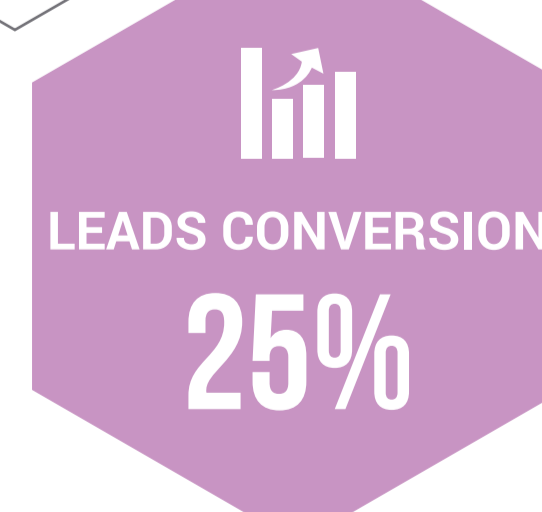
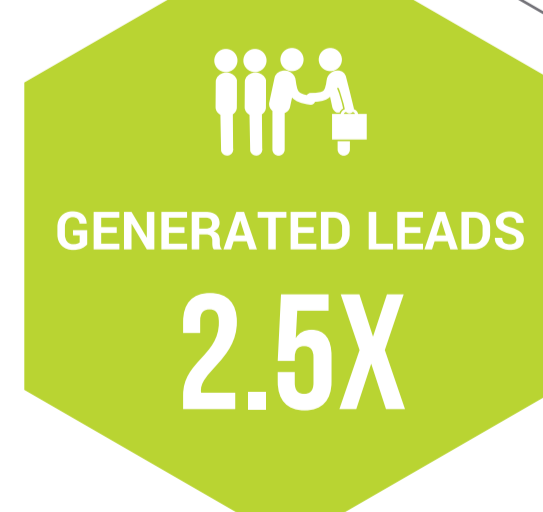
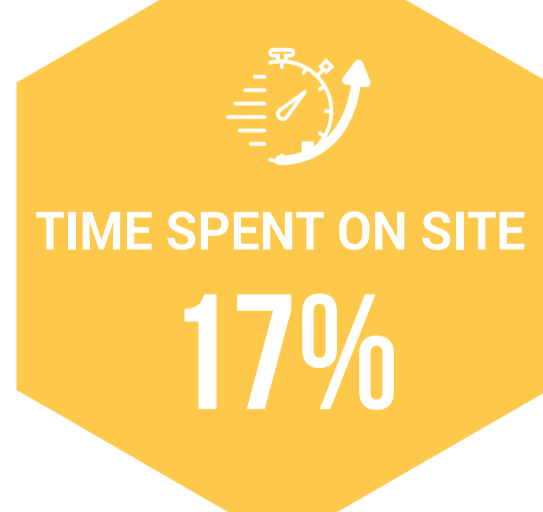
Consistent Remarkable Result

The results with web push notifications were almost instantaneous. Over a period of 6 months, SuperCoder has generated over 20K repeat sessions. Performance of Web Push as Communication Channel



WEB PUSH NOTIFICATION DRIVES REPEAT TRAFFIC

AS COMPARED TO EMAIL ON SuperCoder.com



iZooto has solved a unique problem for us and we have seen fantastic results- I would advise anyone who is thinking seriously about user engagement to consider iZooto platform.

Aditya Jaitly,
Marketing Team Lead, SuperCoder



iZooto is a user engagement and retention platform that uses web push notification as a communication channel.

To learn more, visit <https://www.izooto.com>

