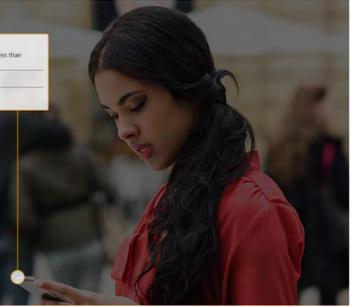


This is how iZooto helped Couponhaat.in boost its conversion by 18%



Company

Couponhaat.in is one of the India's top Coupon Destinations attracting over 200K users across the globe. With a never ending list of coupons and deals, they provide the best discounts from the leading stores such as Amazon, Flipkart, Paytm, SnapDeal, eBay, across popular categories like Food, Travel, Electronics, Smartphones, Travel, Fashion and more.

Challenges

Coupon based affiliates work in a highly competitive environment where on an average, a customer visits 4-6 coupon sites before completing a transaction. Since, there are over 25,000+ coupon sites in India alone, offering coupons for a wide range of products and services, it becomes all the more important for Coupon Based Affiliates to have a strong relationship with their users.

In this context, Couponhaat.in, a leading coupon based affiliate was laser focused on building user loyalty. While the website attracts substantial organic and social traffic, the key challenge remained losing users to potential customers. Another critical factor in the affiliate business remains - distribution of coupons and promotion codes. Some of the high traction categories, including fashion, electronics and recharge, rely heavily on being the first source of discovery. The key here being, being the first point of discovery.

With the sole objective of attracting users and driving transactions, the problem statement was two fold:

- Engaging efficiently with website visitors
- Timely Announcement/Broadcast of coupons

Solution

Initiating user engagement right from day 0 of user interaction

Web push as a channel has been extremely effective for business centered around E-Commerce. With the objective clearly defined, web push notifications was identified as the preferred channel of communication.



Easy Implementation

Their website being on HTTPS, ensured the implementation time was reduced to less than 30 mins.



Conversion Rate

Conversion Rate of web traffic to subscription remained consistent at 20%.



Clear Communication

Campaign content specifically talked about category specific promotions and brand specific offers.

Keeping in mind the audience behaviour and objective, campaigns were crafted with clear call to actions targeting users basis their location and device. Each campaign's response was measured in detail and the content was accordingly tweaked for next communication.

Within a span of 12 weeks, more than 35K users subscribed for web push notifications.

“ iZooto is a very rich features as well as API. Audience builder is the amazing feature where we can target users according to their interest, location, gender etc. It helps to increase CTR drastically ”



Result

35K

Subscribers

in less than 12 Weeks

90%

Repeat Traffic

being driven by Web Push

18%

Performance

Better than Social and Email Traffic

As compared to Social

40%

Increase

in Conversion Rate (Click to Sale)

31%

Increase

in Average Session Duration

24%

Increase

in Average number of Pageviews

As compared to Email

17%

Increase

in Average Session Duration

12%

Increase

in Average number of Pageviews



Learn More About How To Leverage Web Push Notifications. Visit <https://www.izooto.com>