

Here Is How FreshMenu Used Web Push Notification And Acquired Over 125K Loyal Subscribers



Company



How FreshMenu Leverage Web Push Notifications to Boost ALL Of Their Metrics

FreshMenu started with a very simple objective - To rescue the busy and always-on-the-run modern day youth with freshly prepared world cuisine. Founded in 2015, FreshMenu is an online platform that enables the users to order food and receive delivery service.

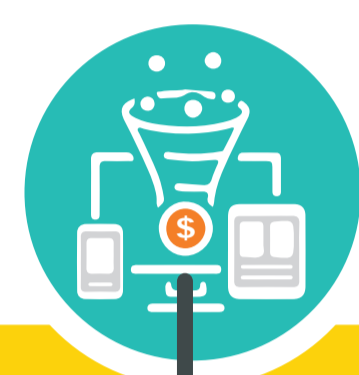
With 26 Kitchens, FreshMenu has been growing consistently at 20%. To stay ahead of the curve, FreshMenu has invested heavily in technology amongst other things.

The key to growth lies in not just acquiring new customers but also in building a loyal engaged customer base and drive repeat transactions. This is the precise solution that iZooto offered to the FreshMenu team - helping them consistently drive repeat visits and sales. With in 4 months of adoption, FreshMenu acquired over 125K Loyal Subscribers, driving 12% of Monthly Sales using web push notifications.

A Fast-Growing Business With Unique Marketing Objectives

Food Delivery is an extremely competitive space, especially in India. FreshMenu revises its menu every day bringing fresh items for customers. FreshMenu is built with an intent that users would use it once or twice a week. Given this scenario both mobile and desktop web form critical part of their user acquisition and engagement strategy. With kitchen's operated in select geographies, Freshmenu team had 2 key objectives -

- Creating a user engagement strategy that encompasses both mobile as well as Desktop users
- Leverage hyper local targeting to ensure that only users in relevant locations got the communication
- Communicate in a timely fashion to ensure user's are able to respond and order swiftly



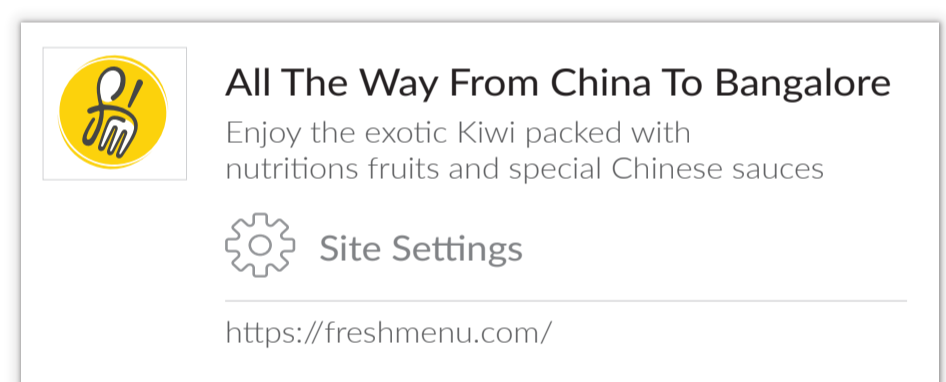
Transforming User Communication and Engagement with iZooto

With a over a Million visitors per month, FreshMenu's first and foremost priority was to convert their web traffic on both mobile and desktop into subscribers. FreshMenu scaled and acquired over 130K Subscribers in less than 4 months.



We send geo-specific notifications to our users in Bangalore, Delhi, Gurgaon & Mumbai. This has helped us a lot in tailoring our communication based on our geo-specific offers, menu and more

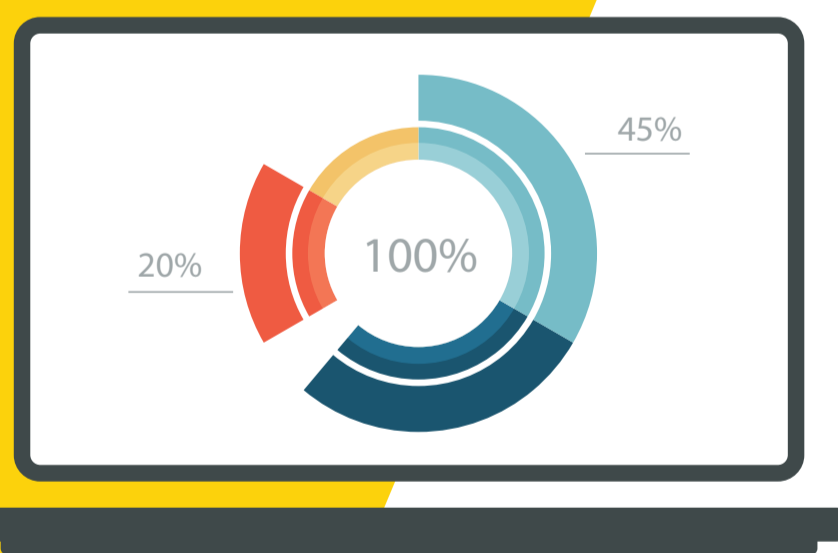
Manvee Sharma,
Manager - Digital Marketing, FreshMenu



All The Way From China To Bangalore
Enjoy the exotic Kiwi packed with nutritious fruits and special Chinese sauces

Site Settings
<https://freshmenu.com/>

1 Notification Per Day Per Location with Customised Menu Updates

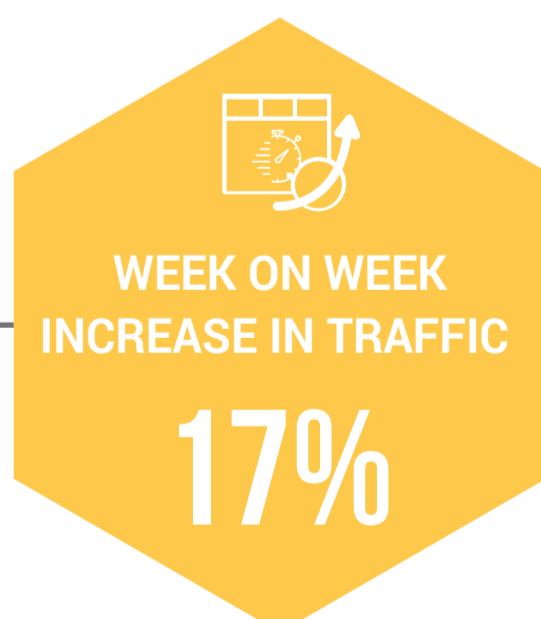


12% of Total Sales from Web Push Notifications

- Lead to Sale Conversion Ratio - Visit to conversion is about **7.4%**
- Bounce Rate - Under **20%**
- Web Notifications perform **65% better** than **Emails & SMSes** put together.
- Web notification average time **spent** is **2:15 Mins**, which is **4.3% higher** than Google **CPC** and **83% higher** than Facebook



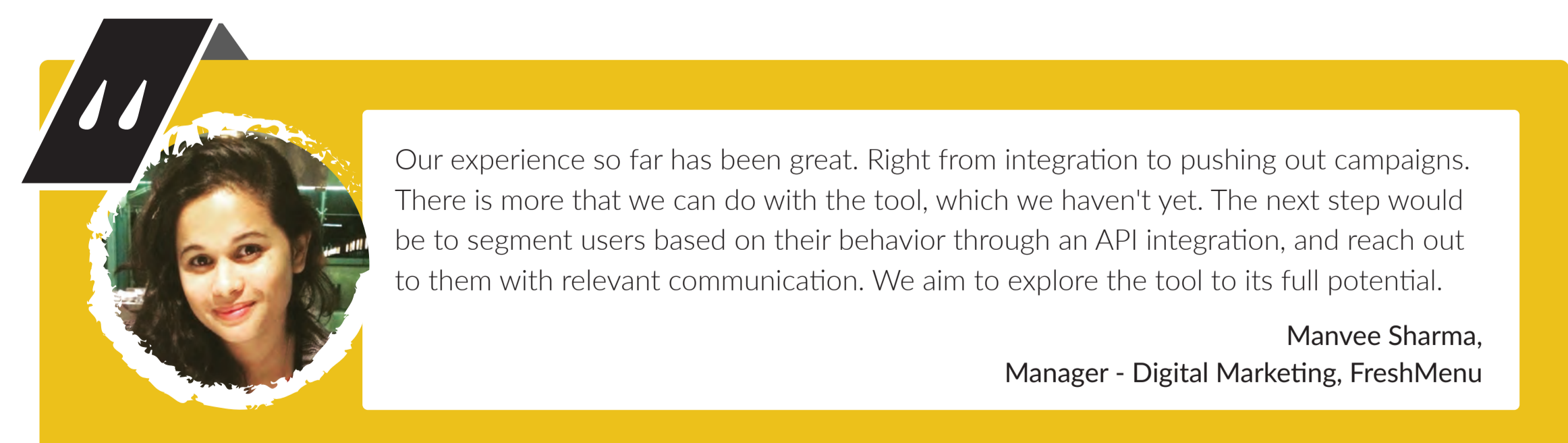
GROWTH IMPACT - VISITS AND SALES ON FRESHMENU.COM



WEEK ON WEEK INCREASE IN TRAFFIC
17%



MONTH ON MONTH INCREASE IN SALES
18%



Our experience so far has been great. Right from integration to pushing out campaigns. There is more that we can do with the tool, which we haven't yet. The next step would be to segment users based on their behavior through an API integration, and reach out to them with relevant communication. We aim to explore the tool to its full potential.

Manvee Sharma,
Manager - Digital Marketing, FreshMenu

From June to July, we saw a 43% increase in visits. Since then we have seen an average of 17% growth in visits week on week. Our order from Chrome Notifications grew by an average of 18% Month by Month.



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>

