

SOMETHING GREEK INCREASES SALES WITH PERSONALIZED PUSH CAMPAIGNS & CART RECOVERY



8%↑ INCREASE IN OVERALL
SALES FROM WEB
PUSH NOTIFICATIONS

Something Greek, America's largest supplier of screen printed and embroidered Greek apparel; custom sorority and fraternity Greek gear and merchandise. The buyers love the variety they have to offer.

<https://www.somethinggreek.com/>

\$5000

In the first month of
launch vs in one month

3.4%

Increase in Overall
Conversion Rate

7000

Subscribers in 3 months

The Challenge

- 1) Converting their website visitors into subscribers.
- 2) Engaging with their customers to improve retention.
- 3) Personalized content promotion to subscribers.

The Solution

Despite their popularity, the customer retention was becoming a task for SomethingGreek.com and thus, Wigzo helped them retain their customers via Web Push Browser Notifications.

1) One click optin :-

With Wigzo Opt-in notifications, Something Greek was able to convert the online visitors into subscribers to send updates and notifications without sharing any contact information.

This increased their optins by a whopping 20X.



John Mason
Director of eCommerce
SomethingGreek

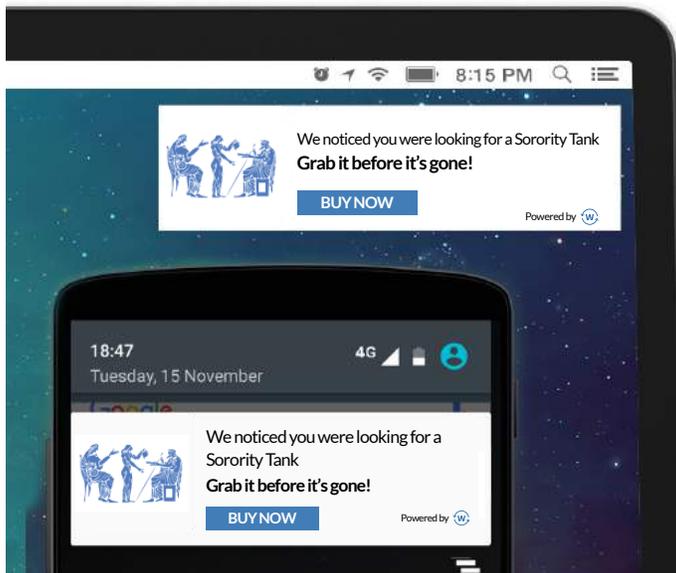
“ We were impressed of how quickly it was to launch Wigzo's marketing suite and the support from Wigzo on-boarding team was great!

- 1) Easy one-click push optins for store visitors
- 2) 1:1 personalized push campaigns
- 3) Timely push notifications
- 4) Non-intrusive and personalized on-site retargeting campaigns

2) Cart Recovery:-

SomethingGreek.com sends 1:1 personalized cart recovery web push notifications to their consumers who left without completing a purchase.

The push campaigns have **recovered 15% of abandoned carts, increasing the online sales.**



3) Personalized content promotion :-

Based on the products a visitor showed interest in or interacted with, Wigzo helped SomethingGreek.com create smart segments of their audience for 1:1 personalized web push notification campaigns.

This resulted in an average CTR of 18%.

Results

With 1:1 personalized content and timely promotions, Wigzo web push notifications bring SomethingGreek.com 19% more engagement on their website, and have boosted their overall sales.

Increased sign-ups

↑ 15%

CTR from push notifications

↑ 13%

Better engagement with Personalized notifications

↑ 11%