



Wigzo™

# GOLDEN SCENT INCREASES SALES WITH PERSONALIZED WEB PUSH NOTIFICATIONS & EXIT INTENT

GOLDEN SCENT

9% ↑

INCREASE IN SALES FROM WIGZO WEB PUSH & EXIT INTENT

Golden Scent is a popular eCommerce website in Dubai and Saudi. Consumers love them for the variety of scents they offer at great deals. From the most popular brands in the industry to newcomers that are loved, the online store has a plethora of perfumes and scents for one to choose from.

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

## The Challenge

Although Golden Scent is a popular online store in Dubai and Saudi, they faced two challenges primarily:

- 1) Converting their online store visitors into customers
- 2) Engaging their customers to improve retention

On an average, an eCommerce website experiences 69% of cart abandonment. While some of these sales get recovered using retargeting campaigns, most of them are lost due to lack of personalization and timely customer engagement. That is exactly what Wigzo solved.

## The Solution

### 1) Golden Scent and Wigzo Web Push Notifications :-

Since a lot of their store visitors didn't want to share their email addresses for an off, Wigzo also helped Golden Scent implement one-click web push notifications.

The visitor could still avail the discount and remain up-to-date with what's new at the store, without sharing his email address or any kind of contact information.

With a higher optin rate than emails, Wigzo web push notifications have recovered more than 15% of their abandoned carts.

It has also created a channel for Golden Scent to promote their popular deals and products to customers based on their demographics and previous purchase / interest data captured.

### 2) Golden Scent and Wigzo Exit Intent :-

A typical internet consumer has an attention span that merely makes it to a minute. This often results in them browsing through some of the products at an online store and then leaving them behind to make a purchase decision later.

But a lost visitor, is as bad as a lost customer.

This is why Golden Scent implemented Wigzo Exit Intent campaigns on their web pages.

Wigzo tracks a website visitor's movements right from the time they land on the store. It then predicts the exit intent of this visitor and enables Golden Scent to retarget them on-site with a personalized campaign, before they leave.

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



The campaign instantly grabs the exiting visitor's attention by offering them 100 SAR off on their order, in lieu of their email address.



**20.3k** Conversions with Wigzo Exit Intent campaigns

While the customers became happy with the additional off they were getting on the store, Golden Scent got 20.3k conversions from this campaign - increasing their overall sales and reducing bounce rates as well.

### Why Wigzo works for Golden Scent?

Golden Scent shoppers come from different demographics and have different purchase intents as well as interests. Then why treat them all the same?

## Results

With 1:1 personalization of their campaigns and timely interaction, Wigzo exit intent and web push notifications bring Golden Scent 9% (and increasing) of the overall sales.

Improved Conversions of Cart Abandoning Customers

↑ 14%

CTR from Push Notifications

↑ 20%

Better Engagement with Intelligent & Personalised Notifications

↑ 11%

Whether targeting them on-site with an exit intent campaign or following them up with web push notifications, Wigzo uses a customer first approach by enabling 1:1 personalization of the campaigns powered by machine learning.

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