Ofertia Increases Repeat Users by 39% using PushEngage Web Push Notifications

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(after 6 weeks)
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Increase In Recurring Users
(In 6 months)
Increased By **39%**

((•)) **PushEngage**

About Ofertia

[Ofertia](#) is one of the leading online platforms that help customers shop without missing any offers. It bridges the gap between offline and online. Ofertia collects brochures and catalogues from offline and publishes them online both on the desktop as well as on mobile. This ensures the customer doesn't lose out on any offer while shopping.

Many times the deals and offers are live for a certain duration. It became imperative for Ofertia to update the user on a real-time basis. To solve this they started using Web Push Notifications service from [PushEngage](#). Web Push Notifications are delivered in real-time to the user's browser both on desktop and mobile. It enabled Ofertia to send a current update about the best deals in real-time to the customer.

Key metrics achieved by Ofertia using Web Push Notifications

Increased Customer Base

Once web push notification was live, Ofertia started seeing an increased subscriber base within months. The subscription rate for PushEngage web push notification is 12 times higher as compared to that of e-mail.

Higher Open Rate

With Web Push Notifications, Ofertia was able to engage with customers in real-time. Ofertia started sending customized push notifications with images, emojis and scheduled at the right time to ensure the customer received those notifications when the deal is live. This leads to a higher open rate for notifications and increased engagement with the customer.

> *The open rate of PushEngage push notifications for Ofertia is 2 times higher than that of e-mail.*

Better Customer Retention

Customer retention is one of the crucial aspects of any online business. It leads to higher profitability at less expense. With Push Notifications, customers of Ofertia are receiving updates on the latest deals right on their browser.

> *Since customers are getting benefits from notifications, the customer retention for the PushEngage web push is 10 times better than e-mails even after 6 weeks.*
>
> *Montse Yélamos, CRM manager, Ofertia*

Improved CTR

Ofertia started sending push notifications to targeted customers. PushEngage offers a number of features to target the right customers. For Push Notifications, you don't need a mobile app. It's delivered with success on a mobile browser with the need for APP.

> *Ofertia achieved 2.7 times higher CTR for push notifications on mobile as compared to desktop.*

Recurring Traffic

One of the ways to measure customer satisfaction is recurring traffic. Customers come back to your website if they find value in it. Ofertia is able to give value to the customer by sending timely notifications. Ofertia's customer saw the value in the notifications.

> *In the last 6 months, Ofertia saw a 39% increase in traffic of recurring users.*

What Ofertia says about PushEngage

Here is what Montse Yélamos, CRM manager, of Ofertia, has to say about PushEngage:

> *With very simple and fast integration, we've been able to re-engage the users and increase amazingly traffic and conversions of our site.*

Ofertia Push Notification Status

S.No	Web Push Metrics	Result
1.	Subscription Rate For Push Notifications	12X higher than E-Mail
2.	Open Rate For Push Notifications	2x higher than E-Mail
3.	CTR For Web Push in Mobile	2.7 times higher than Desktop
4.	Increase Retention (after 6 weeks)	10 times better than E-Mail
5.	Increase in Recurring Users (in 6 months)	Increased by 39%

Start using Browser Push Notification and see the result for your business.