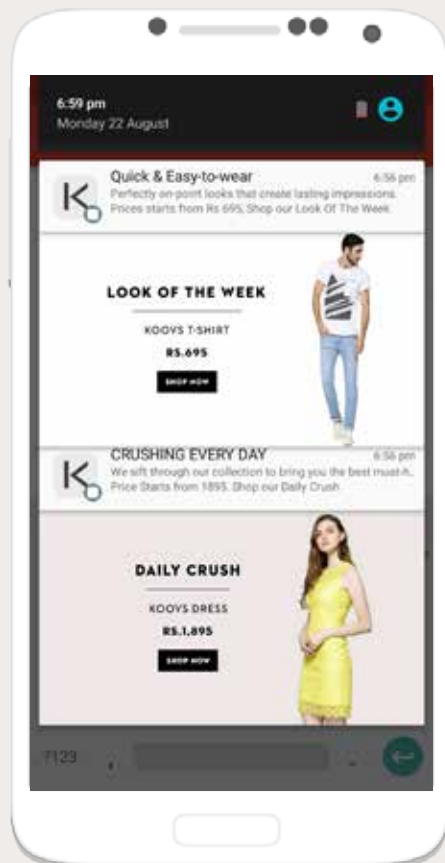


Koovs uses Rich Media Push Notifications to enhance app user engagement and conversions during EOSS



KOOVS.COM is the one-stop **online fashion destination** for all wardrobe needs in India. Inspired by international runways, celebrity looks and on-trend street style, KOOVS.COM offers exceptional fashion at pocket-friendly prices, delivered to its customer's doorstep.

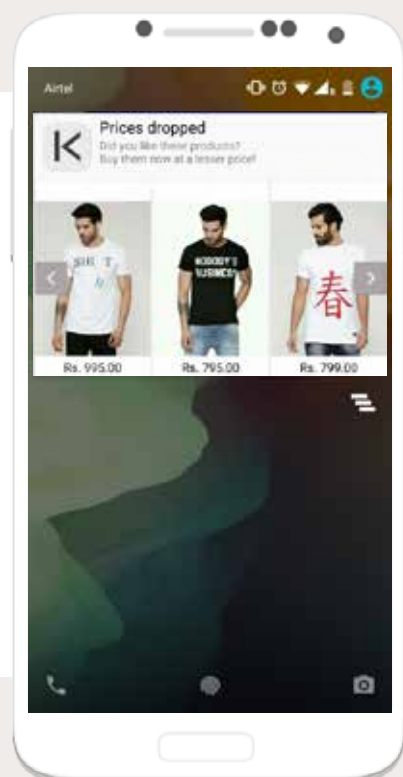
THE OBJECTIVE

KOOVS.COM has close to **1M App users** (across IOS and Android) in India. Ecommerce users in India have been increasingly turning to their mobile devices for online transactions.

- KOOVS wanted to engage its app users at different stages of the purchase cycle and thereby grow In-app conversions.
- Optimizing marketing spends and focus on ROI was also part of the brand's strategy.

THE SOLUTION

KOOVS.COM ran static push notifications to promote their End Of Season Sale and drive users back to their app. Micro-segments of these app users were created based on the drop-off stage and these users were shown Rich Media Push Notifications. A combination of dynamic single product push and multi-product push messages were sent based on the individual user's in-app activity, past behavior and drop-off stage.



THE RESULT

Contributed 11% to overall In-app sales with an exceptional ROI



ABOUT RICH MEDIA PUSH NOTIFICATIONS WITH ENGAGE COMMERCE

E-Commerce brands can send personalized Push messages and recommend relevant products along with the product image, price. Rich Media Push Notifications with Engage Commerce are

- Clickable
- Scrollable
- Deep-liked with in-app product views



“

Vizury's Marketing Platform's performance has been impressive – they've met our goals with a significant contribution to our In-app conversions. It was encouraging to see Push Notifications drive effective conversions.

”

Saurabh Kapoor
 Head – Digital Marketing
 KOOVS.COM

