



CASE STUDY

## Arcaplanet Increased Traffic By 300%

300% ▲

WEBSITE TRAFFIC



**INDUSTRY**  
eCommerce

**LOCATION**  
Italy

## VWO Engage and Arcaplanet

Fondly known as the paradise for animals, Arcaplanet is Italy's largest chain of pet stores, specializing in pet food & care. The chain sells all kinds of food and accessories for every type of pet—dogs, cats, birds, rodents, fish, ferrets, turtles etc. Over the last 20 years, Arcaplanet has grown at an exponential rate. Today, they have a strong offline and online presence with over one million online users and an astounding network of 211 direct sales points distributed across 15 regions, coupled with 1,300 employees worldwide.

Arcaplanet signed up with VWO Engage in early 2017 and has been using our services ever since. Let's understand how the company has benefitted in the long run.

### Objective

The main objective of the company was to increase customer engagement and brand loyalty on its ecommerce store.

### Challenge

Leonardo, Chief Digital Manager at Arcaplanet primarily takes care of marketing for Arcaplanet. When the company first launched its online store, Leonardo intuitively knew that replicating their offline marketing tactics in the online marketplace would not work effectively for the brand.

They wanted to differentiate between their brick and mortar stores and eCommerce customers and were looking for a new communication channel that could help split the target.

### Solution

While browsing for marketing channels, Leonardo stumbled upon '[The State of Web Push Notifications 2017-18](#)' report by VWO Engage. Intrigued with the concept of web push notifications and the ease of setting it up, Leonardo decided to give VWO Engage a spin.

The company's first push notification saw an astounding 300% growth in their website traffic, which also helped Arcaplanet capture their first set of 150+ subscribers. Arcaplanet touched **500,000+** website subscriber base using push notifications.

Recollecting the moment, Leonardo shared that the team was amazed to see how push notifications worked wonders from the very first day. They saw an unbelievable growth in their subscribers and constant increase in CTR day after day. Web push notifications helped the company direct the correct message to their potential customers.

### Conclusion

Leonardo is happy with the traction his eCommerce store is gaining among its customers and plans on using big hero images to make his push notifications even more enticing.

#### Push Notification Tips by Leonardo

We asked Leonardo to share some push notification best practices for fellow eCommerce entrepreneurs and marketers and here's what he had to share.

- Push notifications about deals and discounts work the best.
- Be less intrusive and add value to your customers, restrict push notification frequency to 2 per week.
- Display your opt-in on the homepage as it helps capture potential customers at the very beginning of their buyers journey.

Would you like to learn more about Conversion Optimization?

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