

## CASE STUDY

## Interactivity Digital Increased CTR By 36%

36% ▲

CLICK-THROUGH RATE



## INDUSTRY

Digital marketing agency

## LOCATION

South Carolina, USA

## VWO Engage and Interactivity Digital

Interactivity Digital is an interactive marketing agency that provides customized marketing solutions to both small and large businesses in the digital realm. They have extensive experience in engaging their clients in some of the most creative ways and creating memorable online experiences.

Interactivity Digital's clients have been using VWO Engage's push notification services to increase their webinar attendance and to guide registrants to perform other webinar-related actions.

## Objective

Interactivity Digital's primary objective was to increase webinar attendance, share actionables with webinar registrants, and create a database of prospects to follow-up with.

## Challenge

Melanie McMurray is the VP of Client Strategy at Interactivity Digital. She and her team keep a constant eye on digital trends. They knew that email open rates have been lowering over the past few years. Hence, they keep looking out for new and innovative technologies to help their partner brands connect with their subscribers in a better manner and increase brand visibility.

## Solution

Melanie was impressed to see that push notifications could be generated at a specific time or over a period of time, and that they had the ability to reach more prospects, without having to rely on email communications. She was excited at the opportunity to send personalized messages based on a users' behavioral actions.

Using VWO Engage, they saw their **webinar attendance increase between 4% to 12%**. Their push notification subscriber count also shot up and is currently at **1165 subscribers**. Apart from that, they continue receiving an **average click rate of 10%**, with their **best click rate at an astounding 36%**!

"Sending webinar-specific marketing push notifications worked particularly well for us since the subscribers knew what to expect. There were lesser instances of complaints or even unsubscribes," said Melanie

Once the webinar is over, they also use VWO Engage to follow-up with their prospects by sharing links to replay webinars and share the scarcity of their offers. The lists that they are able to create with VWO Engage's help is also serving an additional purpose – creating a database of hot prospects to follow-up with and invite for future training events.

## Conclusion

Currently, the team at Interactivity Digital has set the opt-in requests to appear on webinar Thank You pages so that it enables people to request for webinar specific reminders as a push notification on their desktop or mobile device.

VWO Engage's Segment Creator has been the marketing agency's favourite feature so far, with its ability to create custom audience segments for better personalization.

They also found value in leveraging push notifications 2 hours before a webinar is scheduled to happen and then, again at 15 minutes before the event. As of now, the team uses push notifications as a standalone medium, but they'd love to try collaborating it with other mediums, such as email and social media.

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