



CASE STUDY

K2NBlog Increased CTR To 26.72%

26.72% ▲

CLICK-THROUGH RATE



INDUSTRY

Internet Software Services

LOCATION

Seoul, South Korea

CAPABILITIES USED

Push notifications

VWO and K2N Blog

K-Pop burst into international limelight in 2012 with Psy breaking not just the internet but also the YouTube view counter. However, even before that, the Asian Pop Music scene was raging wild for decades with its own share of cult following. For these long-time fans and also the newbies, [K2NBlog](#) is the online space to be, to listen to, and download different music genres like K-pop, J-pop, C-pop, and many more.

Objective

Jesse, the founder of K2NBlog, was exploring the possibility of building a mobile app for the website. **The problem he wanted to solve through this was — real-time communication.**

According to him, building a mobile app would solve it all for K2NBlog. With a mobile app, he'd be able to deliver instant push notifications right on his subscribers' devices. Just that, building it needed a lot of time, investment, and effort.

Solution

While browsing News24 one day, Jesse was asked for permission to allow push notifications from the website. He was amazed! He didn't know websites could send out push notifications too. He found out that they were using VWO Engage and decided to contact us.

In a day's time, he received the code snippet and set it up on his website. Within a few hours, he had gained 100 new subscribers from his first notification alone. Thrilled with this new development, he tweeted to his followers to check it out and subscribe for push notifications from K2NBlog.

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