

CASE STUDY

Mindenegyben Increased CTR By 38%

38.3% ▲

CLICK-THROUGH RATE

MINDENEGYBEN BLOG

INDUSTRY

Media

LOCATION

Hungary

VWO Engage and Mindenegyben Blog

Started by László H., Mindenegyben Blog is a Hungarian publishing website that aims to entertain its readers with interesting content, ranging from cooking recipes to relationship advice, funny gifs, life quotes, social experiments, zodiac signs, graphics, and much more. Mindenegyben Blog's reader base typically comprise of folks belonging to all age groups who enjoy leisure reading.

Mindenegyben Blog is one of VWO Engage's esteemed customers. It has been using VWO Engage's services to build smart marketing strategies for customer acquisition and retention, and increase overall website engagement. We got in touch with Scott McBayer, one of Mindenegyben Blog's Marketing Managers to understand all about the campaigns the company has run and how effective they've been in terms of customer engagement uplift.

Objective

Mindenegyben Blog primary objective was to convert its existing traffic into loyal readers. It also aimed to decode the formula behind push notifications frequency to increase their repeat traffic.

Challenge

Initially, Mindenegyben Blog used to collect subscriber data through a two-step verification process on their website. In this process, the readers would have to click 'Allow' twice to successfully subscribe and start receiving push notifications from the brand.

However, while scrolling through the blog's Google Analytics reports, the brand realized that although they were driving hundreds of new visitors every day to their website, the repeat traffic on the site was very low.

Solution

In an attempt to help Mindenegyben Blog achieve its objectives, VWO Engage's Customer Success Team noticed the brand that their current process was causing a significant leak of potential subscribers, since most of them did not complete the two-step opt-in process. The team immediately recommended Scott to change its two-step opt-in verification process to a single-step opt-in process.

Scott and his team made necessary amendments and saw that the mere change enhanced their subscription rate exponentially. Mindenegyben Blog increased its daily average subscribers from 300 to 2000!

With VWO Engage's dashboard, they could also track delivery rates and click-rates for all the push campaigns, making it easier for the brand to identify which content pieces were working the best with their audience base.

In addition to this, the brand typically promotes news-related content to its subscribers as it's one section which generally gets them the highest click-throughs. To identify how frequently they should be sending push notifications, the company ran multiple A/B tests and experimented with various time slots to send out push messages.

Conclusion

Scott and his team realized that sending three push messages a day gave them the best results and helped them increase their repeat traffic by 38.3%.

Scott plans to experiment with our Audience Segmentation feature to further personalize their push notifications to drive better results. He says, "We publish a lot of content on a variety of topics regularly. I want to ensure that I give our readers a personalized reading experience based on their website behavior. We've already started working toward creating behavior-based campaigns to send highly targeted push messages."

Push Notification Tips by Scott McBayer:

1. Don't bombard your subscribers with push notifications. Rather, go slow! Gather subscribers at first; identify the type of posts that work well with them; keep an eye on the data; and then send out targeted notifications for the best results.
2. Use web push notifications in tandem with other marketing channels, such as Facebook, LinkedIn, etc. as a unified marketing campaign works well in the long run.

"VWO Engage immensely helped us with retention marketing. We've successfully increased our repeat traffic and have been driving engagement using VWO Engage," said Scott McBayer, Marketing Manager at Mindenegyben Blog, when asked about his experience using VWO Engage services.

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