



CASE STUDY

Tiendeo Increased Engagement By 30%

30%
▲
ENGAGEMENT

INDUSTRY

Retailing

LOCATION

Barcelona, Spain

CAPABILITIES USED

Push notifications

VWO and Tiendeo

In founder Maria Martin's words, **Tiendeo** was started in 2010 with nothing less than the lofty ambition of reinventing the ubiquitous print catalog. Print catalog, a staple of Western consumerism for decades now, was a relic of the mail age. It was headed for obsolescence, and it certainly would have, if Tiendeo hadn't resurrected it in an avatar that the modern digital consumer understands.

Tiendeo took catalogs online and gave users access to the same coupons and offers that once made mail-order catalogues such a fun shopping experience. Adding geolocalization, online offers, and allowing marketers greater targeting, Tiendeo is well on its way to reinventing the print catalog. Today, Tiendeo is present in more than 31 countries, with more than 17 million users per month.

Objective

Tiendeo wanted to get more of their newsletters read; they also wanted to use pushes for their now super-successful mobile app. And being an innovative company, they were always looking for the new, trending marketing channel, and hence made their way to push notifications.

Solution

When they started trialling VWO Engage, the thing that got them most excited was the idea that they could **give new users a relatively easy way to come back to the website for new offers**. There would be less friction than email and adding a new list of subscribers was an exciting prospect for them.

With VWO Engage, Tiendeo started to try a bunch of stuff. At first, they started to send links of client catalogues to users. This evolved after some time as they started to lead users to land on pages with exclusive offers and coupons and so on. The response excited them so much that they are experimenting with several different combinations to reach customers, and really enjoying what they are doing. Now, they can even quote focussed insights like the best time of the day to send out a notification.

Conclusion

Tiendeo has been using VWO Engage for more than a year now, and their numbers are remarkable. **Their average click rate is at 23% while their all-time high is a phenomenal 33%.**

One of the important things the team shared with us was that their **pushes have 30% more engagement than their newsletters**, which go to subscribers through email. Notifications on supermarket discounts, that most subscribers routinely look forward to, have turned out to be a hit. **The percentage of returning visitors is now at 49%.**

We asked what they loved about VWO Engage, and the Tiendeo answer was prompt. Claudia Correia from the Tiendeo team told us that VWO Engage was tremendously easy for them, as a non-tech team, to use, and that it made sure their messages and CTAs were delivered clearly, which is exactly what they required from a communication tool.

As for partnering with the team, she added that VWO's professionalism and insight into their domain are adding value to the Tiendeo business.

"As a non-tech team, using VWO Engage has been tremendously easy for us. Our messages and CTAs are delivered clearly."

-Claudia Correia, Content Manager at Tiendeo

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