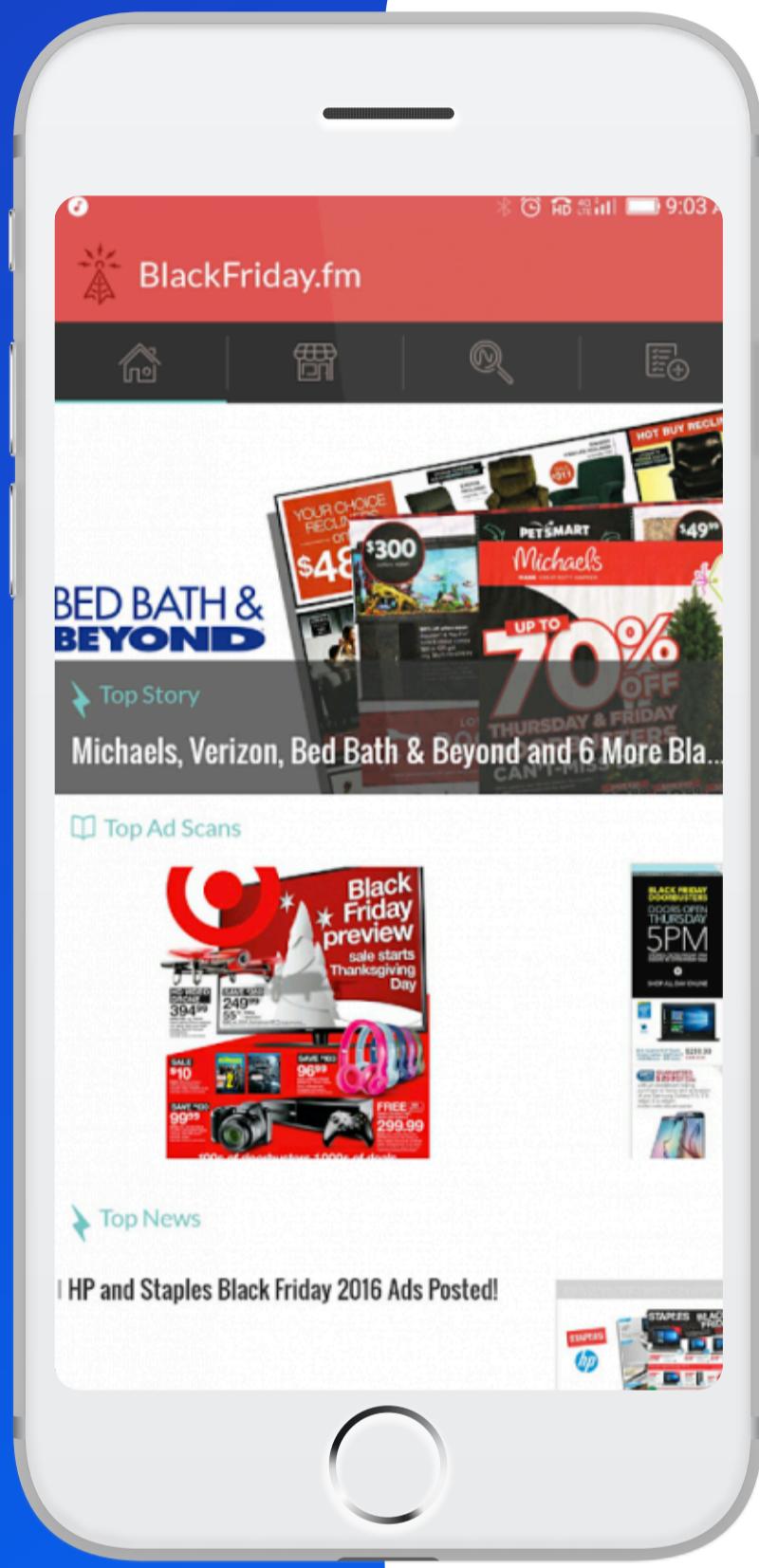




Holiday Deals App Black Friday Achieves 10% Jump in Engagement with Advanced User Segmentation



The Black Friday Story

Black Friday FM collects all the details on holiday discounts and ads from more than 200 major merchants. From electronics and toys to clothing and jewelry, they help over 11 million users find the hottest Black Friday deals.

The app makes it easy for customers to shop by product category and by store. Users can also create shopping lists to keep track of everything they're looking to buy - including where it's sold, pricing, and whether it's available online or in-store only.

Key results

↑ 10% App Engagement

Black Friday sends automated push notification campaigns triggered by real-time user activity to drive user engagement.



Challenges

The Thanksgiving season is obviously a critical time of user acquisition and engagement for the Black Friday app, and one of the team's primary goals was to increase the number of coupons users saved through their app. The longer people stayed on the app, the more likely they were to add coupons to their list of favorites.

To accomplish their goal, they needed a personalized engagement strategy that used in-app behavior to send custom notifications based on a user's browsing history. They also needed these notifications to be timed perfectly. For example, a user who is primarily browsing electronics needed to be notified of the latest tech offers.

But with over 11 million users, this level of personalization was a significant challenge. They needed to be able to create and send messaging campaigns that were automatically triggered by in-app actions, and they needed to be able to create precise user segments based on browsing history, shopping list products, stores viewed, etc.

Advanced User Segmentation •
Personalized Messaging •
Increasing Time Spent in App •

Solution

Black Friday uses CleverTap's analytics to segment users based on browsing history and the time of day they're most active in the app. They're now able to easily send push notifications with personalized offers right when users are most likely to open the app, significantly improving user engagement.

Automated Segmentation

RFM allows the team to quickly and easily segment and engage each of their 11 million+ users with perfectly personalized messages.

Rich User Profiles

With deeper user insights, Black Friday can now send the right messages at the right time - which is essential when shopping decisions are made in such a short time span.

Pivots

Black Friday now understands exactly when users are most active on the app, and targets users with personalized offers when they're most likely to engage.