



CASE STUDY | **AWOK.COM**

# WIGZO PUSH NOTIFICATIONS



**10%**

Sales on Mobile & Web

**43%**

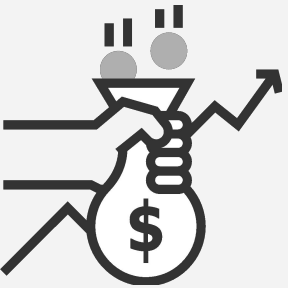
Higher opt-ins

**22%**

Increase CTR

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# How Awok used Wigzo Push to get



**3X More  
Sales**  
than the existing  
provider



**Avg 16%**  
**CTR**

# Summary

Awok.com is a leading eCommerce online store in UAE. Aiming to capture wider audience coming through Desktop and Mobile web, Awok decided to **personalize user experience** and opted for Wigzo's push notifications.

Wigzo push helped them enable **one click opt-in for visitors** and **personalize their campaigns** on a 1:1 basis as a result driving **higher CTR**.

# About Awok

Awok.com is a leading online shopping store in the UAE, Dubai. Offering great deals on the best of products ranging from mobiles, laptops, tablets, home appliances and more. Their aim is to bring their customers the best of things at low prices.

Website: <https://www.awok.com/>

A hand holding a smartphone, with a red and white striped background. The text "How Wigzo helped" is overlaid in white.

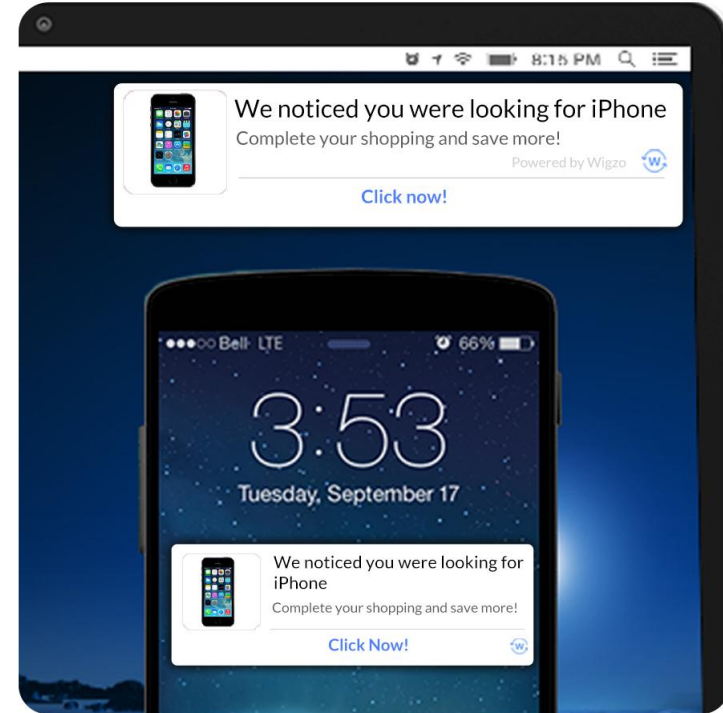
**How Wigzo helped**

# Browser Abandonment

Browser abandonment campaign targets the users who browsed a product and didn't add it to cart.

Wigzo Identified users and which product they were browsing and sent them truly personalised product populated in the notification.

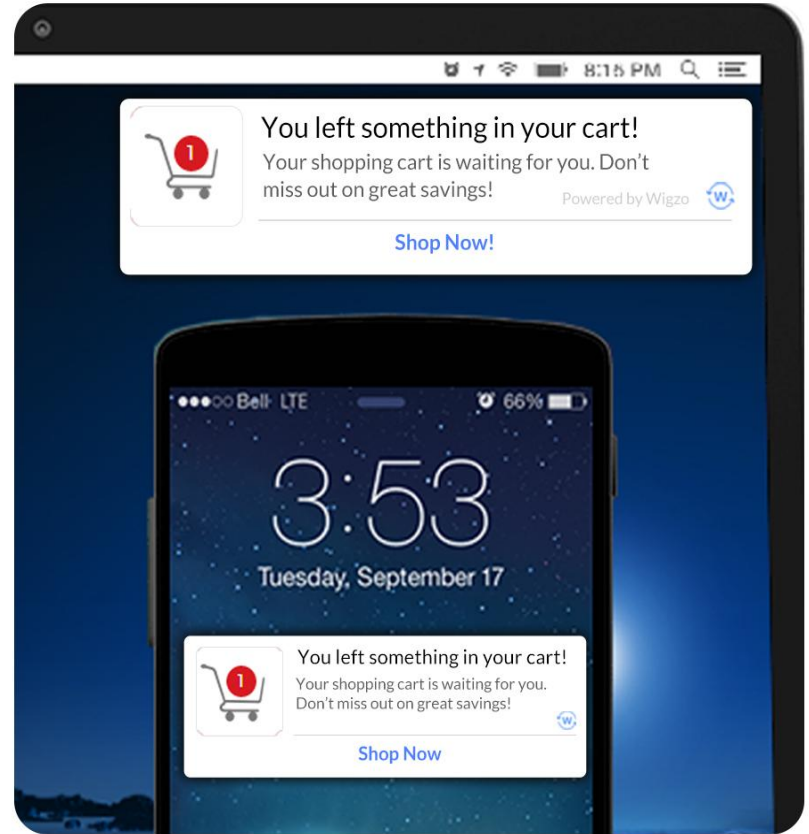
The campaigns delivered an **Average Click Through Rate of 13%** in a span of one month



# Cart Abandonment

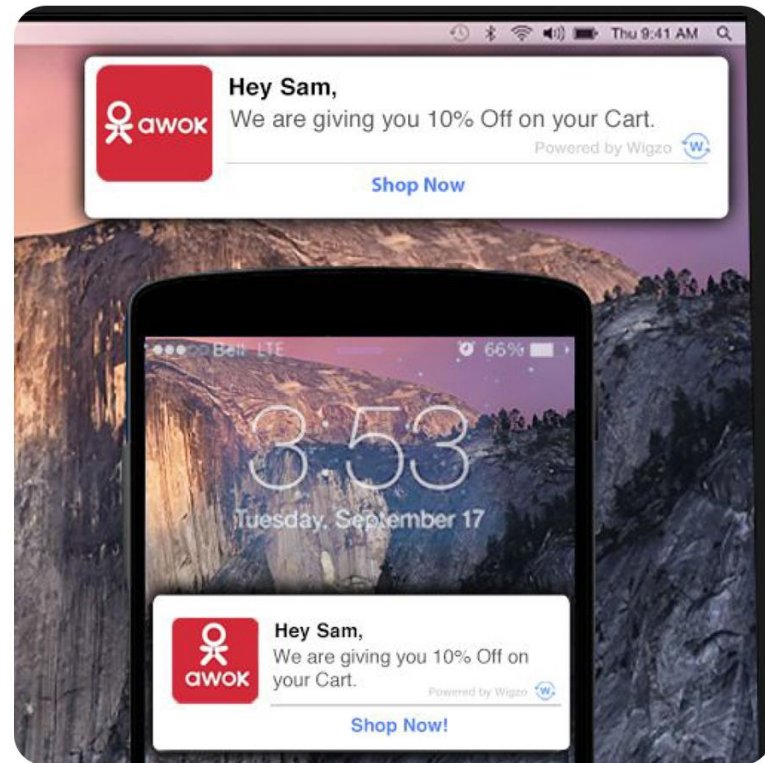
Cart recovery campaign targeted the users who added a product to cart but didn't buy it. With Wigzo, Awok triggered personalized notification to their customers. It has **recovered up to 19% of their abandoned carts** so far.

The store continues to use Wigzo push notifications to keep their desktop and mobile visitors engaged.



# Personalized Push Campaigns

This enabled Awok.com to create highly **personalized 1:1 push campaigns** for each of their customers and subscribers, by populating deals of the category they had shown interest in. The average CTR from daily campaign was 8.08%





# Results

Awok.com improved their customer engagement rates and on-site conversions using push notifications by Wigzo. It delivered exceptionally scalable results in a span of three weeks.



**43% Increase**

In Opt-ins



**10% of overall**

Revenue from web and  
mobile web sales via push



**20% Conversion**

Rate on cart abandonment  
campaigns



**16% Avg CTR**

on triggered campaigns



**340K Click Throughs**

In one month

# Client Speak

**“Wigzo has demonstrated the ability to handle enterprise volume. Their push personalization features are great, and support is brilliant. They are always available to sort out any small chinks that we face. Performance wise they have been exceptional. All the best to the team”**

Thulasi B - General Manager, AWOK

**“ Wigzo has become an integral part of our marketing. They have helped is in user retention, and increasing sales from existing users. They have delivered exceptional performance and their support is brilliant”**

Akash Saxena -Digital Marketing Manager, AWOK

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Wigzo creates personalized experiences across all customer touch points from a single, integrated intelligent marketing platform.

[www.wigzo.com](http://www.wigzo.com)

A Case Study by Wigzo Technologies

