



# Boost e-Shop with Push Ads

**Case study**



## Basic Campaign Setup

**Period:** Dec 2020 - Jan 2021 (1 month)

**Goal:** E-mail and phone submits

**GEO:** India

**Landing Page:** Product promo and an e-mail & phone submit form

**Traffic Format:** Push Notification

**Creatives:** Five

**Retargeting:** Via E-mail

**Devices:** Mobile and desktop (separate campaigns)

**Browser Language:** English

**Cap Limit:** 1 Impression Per User, 1 Click Per User over 2 days

## Challenge

I am the owner of an online store of cosmetics, clothing, and household items, with an average website conversion of 5%.

I already drive organic and Facebook ads traffic successfully but need to scale my ads further. I decided to test another channel and collect subscribers via push ads and then follow up the leads with e-mails from the sales team.

## Solution

I contacted my account manager for assistance with the campaign setup, optimization, and creatives. We ran a two days test with a \$100 budget and then scaled after a few conversions.

So first, before the launch of the campaign, I prepared a landing page for a promotional product and a form to collect the user information. The user clicks the push notification, gets to the landing page, and leaves a contact email and phone number.

Then we process this information in the sales department and send emails to the leads on behalf of the store. In this ad campaign, I targeted mobile and desktop, so they recommended me to create 2 separate campaigns for them. During the test period (2 days from launch), we set impressions and clicks limits.

## Creatives

We showed the promotional products in use on the main images and a 'new message' or 'sales' alert on the icon. For the title and main text, I used 3 major popular approaches:

- 1) Brand New collections
- 2) End-of-year sales
- 3) Special promo countdowns

## Campaign Optimization

There is a recommendation from the tech team to blacklist non-converting and expensive sources, so my account manager helped me to create 2 rules:

We blocked all sources that did not bring conversions. If the spend was more than \$0.5 and there were no conversions, we blacklisted such sources.

I also blocked every source with a high CPA (=2x target CPA). The rule was as follows: if the CPA is more than \$1 and there are more than 0 conversions then Blacklist the source.

## Results

The results were better than I expected as we hit the \$0.33 target CPA which is lower than my target. I think the main reasons push traffic worked well for me were converting landing pages, various approaches to creatives, and automated rules my manager helped me to set up. So, we could cut off the low-quality traffic after and drive more performing traffic for a relatively low CPC (compared to Facebook ads and other traffic sources I tested before).

**Total budget:** \$5 200

**Conversions:** 15 660

**Thank you for reading!**

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