

PHONE ARENA

CHALLENGE:

Phone Arena needed targeted, hyper-relevant push notifications based on personal interests to maximize conversion

SOLUTION:

Pushly's out of the box audience segments coupled with client's audience segments drove more targeted notifications and boosted CTR

1.4%
Opt-in rate

1%
Blended Click
Thru Rate

~54k
Page Views

7.6%
Click Rate
with Smart
Segmenting

~42.5k
Clicks