mySupermarket catapults activations by 88%
by keeping users informed of special offers

mySupermarket

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Customer Overview

mySupermarket is a leading online shopping and comparison website for groceries, household items and health and beauty products in the UK, US and Israel. It enables users to compare prices across a number of online stores. The mySupermarket mobile app is used by more than 500,000 shoppers worldwide.

mySupermarket uses Teradata to maximize engagement and revenues by keepings users informed of promotions and special offers.

Customer Goals

• Drive increased app usage with promotions and special offers

• Re-activate dormant users who haven't used the app in some time

• Optimize push notification open rates by sending messages at local time

88% Increase In Activations

Recently, mySupermarket conducted a retention campaign experiment to see if they could win back users who had been inactive. By using our **out of the box segmentation features**, they targeted their users by Last Activation date, grouping together a segment of users who hadn't visited the app for a while. mySupermarket then crafted a push message with a special discount coupon for 30% off select items and embedded it with our Deep Linking functionality, so that when opened, the push directed them straight to the specific offer. Using these tactics, mySupermarket saw an 88% increase from their typical daily activation rate!

mySupermarket also sends their messages in the user's local time across different time zones, ensuring that their offers land at just the right times and not in the middle of the night.

> "Teradata Mobile Push has allowed us to efficiently step up our push notification strategy. They made it easy for us to create smart, behavioral, targeted messages and they have become core to our mobile marketing efforts."
>
> – Lior Gerson, VP Product Management

Fig. 1 – Examples of targeted push messages sent by mySupermarket to their app users, based on actual user status.
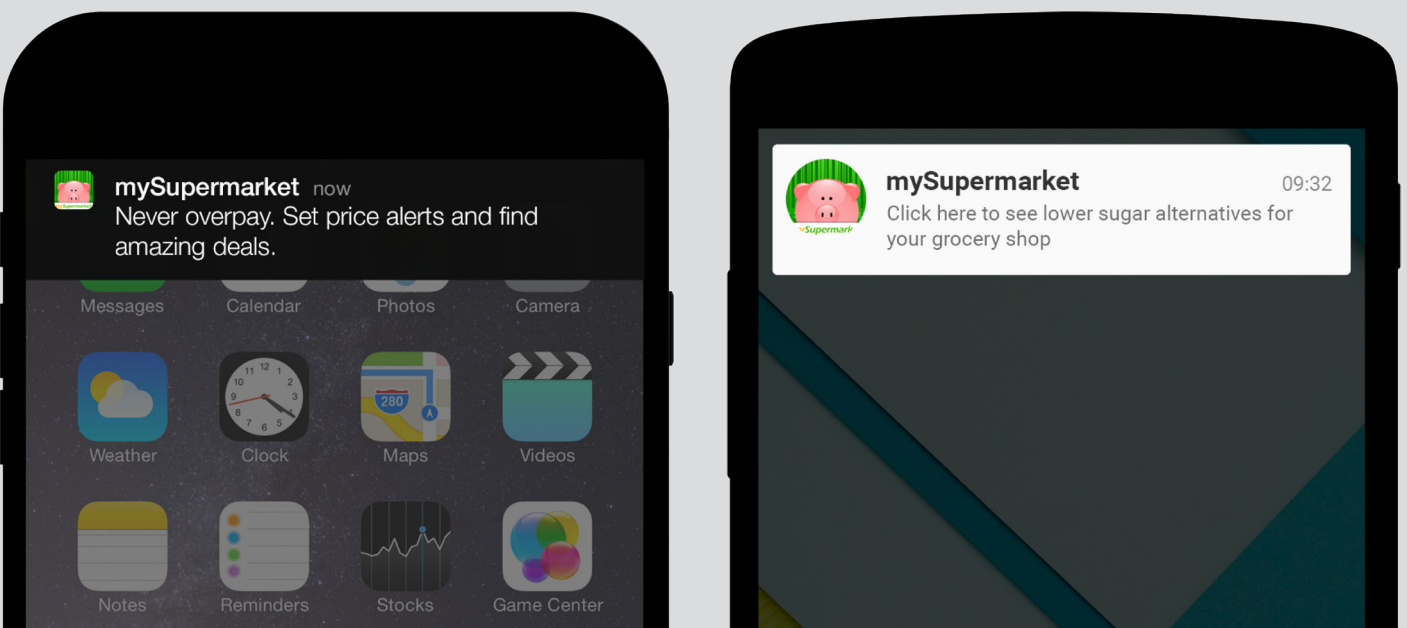
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What would you do if you knew how to increase engagement, retention and revenues?

Teradata Mobile Push is a mobile marketing automation platform that has been designed by marketers for marketers. We provide personalized, targeted and automated push and in- app messaging services for your apps. The service is used by leading brands, agencies and publishers, serving more than 400 million users worldwide with more than one billion messages per month.

Extend Your Reach Beyond the Mobile Channel with the Teradata Digital Marketing Center

Mobile Push is a core component of the Teradata Digital Marketing Center which delivers the agility you need as a marketer. This all-in-one digital marketing solution gives you the benefit of individualized insights into customers so you can deliver tailored digital messages to them at the right time and in the most effective way. Now you can segment your customers with ease and run highly- targeted campaigns using any digital channel—email, mobile, social, and web.

Teradata Digital Marketing Center belongs to the Teradata Integrated Marketing Cloud, which enables you to inspire your customers individually, and on any channel, online and offline. You have the data you need to know more about your marketing, the agility and tools to ignite action, and free up resources to improve brand management.

The Teradata Integrated Marketing Cloud is key in gaining a centralized view of data from marketing initiatives throughout the organization. Simplify marketing through holistic, deep and actionable individual insights. Empower efficient processes through our integrated and flexible platform. Deliver customer engagement through dynamic, real-time experiences.

For more information on Mobile Push and the Teradata Digital Marketing Center please visit **marketing.teradata.com**

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