



# OTTO



Insider

## Understanding the true impact of web push opt-in screen

### On customer experience & site performance

“We had our initial concerns that the implementation of an opt-in screen on our website would deter visitors and increase our drop-off rate. We decided to A/B test this feature and saw that there was no variation in user behavior among those users who were shown an opt-in screen. We further made use of automated web push notifications from Insider to help us improve our conversion rates. We’re satisfied to know that the use of opt-in screen does not cause user drop-offs and we are continuing to use both custom opt-in screens and automated web push notifications from Insider. This way we can provide our visitors with important information and it helps us in creating an optimal shopping experience.”

**Renate Pijls**

Senior CRM Coordinator

## About OTTO

OTTO.nl is a leading European eCommerce store with product offerings ranging from clothing & apparel, home & furniture to electronics.

## Can 'opt-in screen' enhance UX without users dropping off?

OTTO.nl was concerned that the presence of an opt-in screen would lead to an increase in user drop-offs. But at the same time, the brand was also excited about communicating with their users offsite via a new channel.

Based on the advice provided by Insider's growth team, OTTO.nl decided to A/B test this feature and understand the impact. Two test groups were created where 50% of the users would see the opt-in screen and the remaining 50% would not.

Achteraf betalen mogelijk • Gratis ruilen • 30 dagen bedenktijd

**OTTO**

Zoeken

DAMES HEREN KINDEREN SPORT BADMODE LINGERIE WO

**OTTO**

We would like to keep you informed of the latest discount promotions and offers. Click on "allow to receive notifications. Notifications can always be turned off in the browser setting.

Close

Allow



## Ontdek de leukste damesmode

Damesmode >

✓ Achteraf betalen mogelijk   ✓ Gratis ruilen   ✓ 30 dagen bedenktijd

### Sneakertoppers



### Ontdek onze assortimenten



### Thuis je eigen sportschool

Accessoires >

Sportkleding >



NIEUW

### Nieuwe bad- & strandmode

Badmode >

Strandmode >



NIEUW

### Nieuwe lentemode

Dames >

Heren >

Kinderen >

### Shirts must haves



## Reducing Cart Abandonment & Improving Conversions with Web Push Notifications

OTTO.nl ran this test for a month and realized that the presence of the opt-in screen did not affect user behavior on the site. On the contrary, OTTO.nl witnessed a conversion rate uplift of 0.5% to 1% in the variation group.

During this time, OTTO.nl launched their automated cart-abandonment, promotion and web push notifications. These automated web push notifications were successful in bringing back visitors to the website and improving conversions by 5%. The automated web push notifications also aided in reducing the cart abandonment rate for OTTO.nl.

< Terug naar Blazers



lange blazer met reverskraag 

★★★★★ Lees 5 reviews

€ 99,99

Kleur: grijs

Maat: [Wat is mijn maat?](#)

Normale maten

- 36
  - 38
  - 40
  - 42
  - 44
  - 46
  - 48
  - 50
- 52

Levertijd: ca. 3 weken

 In winkelwagen

- ✓ Betaal zoals je wilt: vooraf
- ✓ Gratis ruilen
- ✓ 30 dagen bedenktijd
- ✓ Thuisbezorgd of bij PostNL

Diverse betaalmethoden

- IDEAL
  - Achteraf betalen met acco
  - Betalen in termijnen
- Bereken [hier](#) alvast je ma

Let op! Geld le  Shop Now

15% discount on all fashion    
Valid until Sunday April 19th  
otto.nl



**15% off**  
on all fashion

 Shop Now

 Shop Later

## 2X Higher Subscription Rate with Custom Opt-in Screens

Reassured by the results from the A/B testing, OTTO.nl is using custom opt-in screens and the subscription rate achieved by the brand is 2x greater compared to the industry benchmarks. Custom opt-in screens along with automated web push notifications have helped OTTO.nl make the most of their online engagement.

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

[info@useinsider.com](mailto:info@useinsider.com)

London | Singapore | Tokyo | Hong Kong | Seoul | Paris | Sydney | Helsinki  
Barcelona | Dubai Moscow | Warsaw | Taipei | Jakarta | Istanbul | Kiev  
Ho Chi Minh City | Ankara | Bangkok | Manila | Kuala Lumpur  
Amsterdam | Brussels | Luxemburg