

CASE STUDY REPORT

CLICKLOGIQ



xtremepush

About ClickLogiq

Founded in 2014, ClickLogiq is a global leader in online performance-marketing solutions. It provides their clients in the financial trading industry with a comprehensive service, tailored to drive measurable growth and customer retention.

Why did ClickLogiq choose Xtremepush and what was it looking for in a provider?

ClickLogiq has been working with Xtremepush since 2019. Having previously worked with a number of point-solution vendors in the push notifications space and found them to be acceptable rather than remarkable, the team at ClickLogiq had a clear idea of what they were looking for in a new provider.

Their four main requirements were 1) a seamless integration with ClickLogiq's existing tech stack 2) a proven ability to deliver ROI and results 3) a flexible pricing structure that would allow them to scale in line with their own customers' growth and 4) a broad offering of channels and features to allow them to expand and enhance campaigns over time.

"Xtremepush's integration with Solitics was a key factor in our decision, giving us the ability to activate the customer data we had in support of personalised communications. We also knew about Xtremepush's excellent reputation for delivering solutions, particularly in the sports betting and gaming industry. And with so much overlap between that industry and trading, in terms of regulatory obligations, customer demographics and engagement strategies, we were confident that Xtremepush was the right partner for ClickLogiq".

-Madalina Pirvanescu, Marketing Automation Manager, ClickLogiq

As ClickLogiq works on behalf of multiple brands, it was important that the selected vendor operated on a fair pricing model that only charged them for what they used. This has meant that ClickLogiq can gradually move up through the tiers as their audiences grow. From the point of signing the contract, ClickLogiq was live with its first campaign within one month.

Delivering a customer-centric approach

ClickLogiq is a customer-centric marketing agency that focuses on delivering exceptional multichannel experiences for audiences of traders around the world. Madalina Pirvanescu, Marketing Automation Manager at ClickLogiq, and her team are committed to ensuring that customers have the real-time information needed to make informed choices. And likewise, ClickLogiq makes data-driven decisions based on their understanding of each customer.

"In the trading industry, things move very quickly. Our goal is to make sure that customers always have the most up-to-date, relevant information and are alerted to unexpected changes in the market.

Xtremepush allows us to connect with customers in real time, within seconds of an event happening".

-Madalina Pirvanescu, Marketing Automation Manager, ClickLogiq

It's also vital that the campaigns ClickLogiq sends are appropriate for where each customer is in the lifecycle. This is why ClickLogiq's marketing team has adopted a model of hyper-personalisation and micro-segmentation. The types of campaigns sent to a new trader should be very different to those sent to someone who has more experience. And of course, traders only want information about stocks and events that they are interested in.



“Whenever we choose a new provider, adjust our strategy or add a new engagement channel, we think first and foremost about our customers’ needs. We recognise that each customer has a preferred channel to be engaged through, for example, so taking a 360° multichannel approach to communications is essential. Xtremepush makes it easier for us to reach traders at the right time, and on the right channel”

CLICKLOGIQ

Madalina Pirvanescu

Marketing Automation Manager, ClickLogiq

Using web push to execute real-time, relevant campaigns

Web push plays a vital role in ClickLogiq's customer engagement strategy, helping them secure a significant "share of attention" amongst its audiences. Although it only takes up a small amount of real-estate on a user's device it is highly visible and encourages the customer back on-site where they can continue their journey.



"As a channel, we believe web push is a fantastic service. It allows us to engage with customers at the ideal moment, while they are using their device and are in a position to act. We're also able to personalise the notifications based on each customer's trading history, which is crucially important. Not only does it improve the bottom line, it provides an excellent customer experience too. We have worked with a number of push providers over the years and Xtremepush is the very best".

- Madalina Pirvanescu, Marketing Automation Manager, ClickLogiq

ClickLogiq executes a range of impactful and individually relevant campaigns. Typically, there are four types of campaigns, each serving a specific purpose.

Promotion of live online events

Web push is a highly effective channel for promoting webinar events in the hour or so before they begin, boosting the attendance rate among the audience most likely to join.

Financial market alerts

Unexpected changes in the market are time-sensitive so an alternative channel like email simply would not be appropriate to keep traders informed in real time.

Onboarding new traders

Web push suits the onboarding strategy very well, directing new traders to educational content early in their lifecycle.

Fallback campaigns

And finally, web push is a great tool to increase the overall marketing content exposure, especially for messages that may have been originally sent through other channels.

Working with Xtremepush

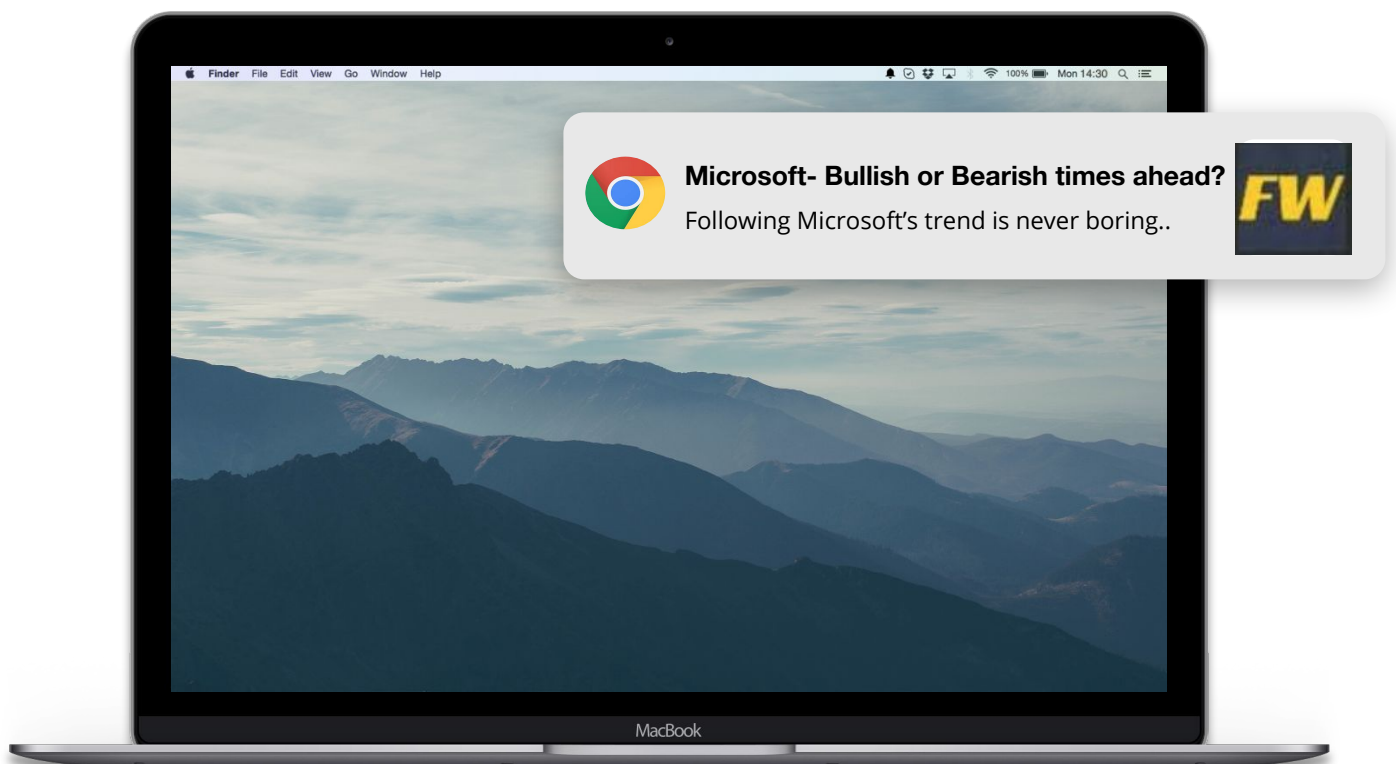
Overall, ClickLogiq is exceptionally happy with the standard of service and support it receives from Xtremepush. In addition to a dedicated Account Manager and responsive technical support team, ClickLogiq sees Xtremepush's vast documentation library as an important differentiator. The fact that the platform allows for multiple projects also makes it an ideal choice for businesses with a number of brands, and agencies.



"Out of the 37 or so different providers ClickLogiq works with, across all aspects of our technology stack, Xtremepush is at the very top. They provide us with an amazing service and its customer support team is incredibly well-organised and prompt with their replies. The SLA is very good and the technical support team typically takes less than 1 working day to respond. We have never had such a proactive and dedicated account manager as we do with Xtremepush. Overall, its team really understands what we are trying to achieve. They are always transparent in their communications and we always have confidence that they will deliver on their promises to us".

- Madalina Pirvanescu, Marketing Automation Manager, ClickLogiq

Looking to the future, ClickLogiq intends to bring more of their clients in the trading industry onto the Xtremepush platform. The team is also exploring new channels via the platform, like the on-site inbox.



Results



Web push notifications have generated 529% higher trading activity compared to other short messaging campaigns such as SMS

10% of all web push campaigns were followed up by transactions in less than an hour after campaign interaction, while another 20% were followed up by a customer response within another hour



While the average click through rate for the channel for the period sits around 5%, 88% of web push campaigns are above this average, with 49% campaigns registering a CTR between 10-19%

The top-performing automated web push campaign so far has a 38% click through rate



About the Xtremepush platform

Xtremepush is the complete customer engagement, personalisation and data platform, purpose-built for multichannel marketing. We empower brands to drive revenue and create better customer experiences across email, mobile app, web browser, SMS and social messengers.

We offer a full suite of features, from enterprise-grade analytics and cutting-edge automation to real-time delivery and personalisation. Create detailed customer segments to ensure that every message you send is relevant and adds value to the individual user's experience.

We are also strategic partners, working with you to enhance your digital strategy across each of your channels. We are committed to helping you and your team achieve your business goals.

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CASINO

OREGON
LOTTERY™

NEKTAN
GLOBAL GAMING PLATFORM

Arizona
Lottery



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[Schedule a demo of the Xtremepush platform](#)

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