



#### COMPANY

hagebau connect is one of Germany's leading digital commerce companies in the DIY sector – aiming to offer customers the best cross-channel shopping experience in the market. In addition to its web shop on hagebau.de, hagebau connect has smartphone apps on Android and iOS, supporting the digitalization of around 400 DIY stores in Germany.

#### INDUSTRY

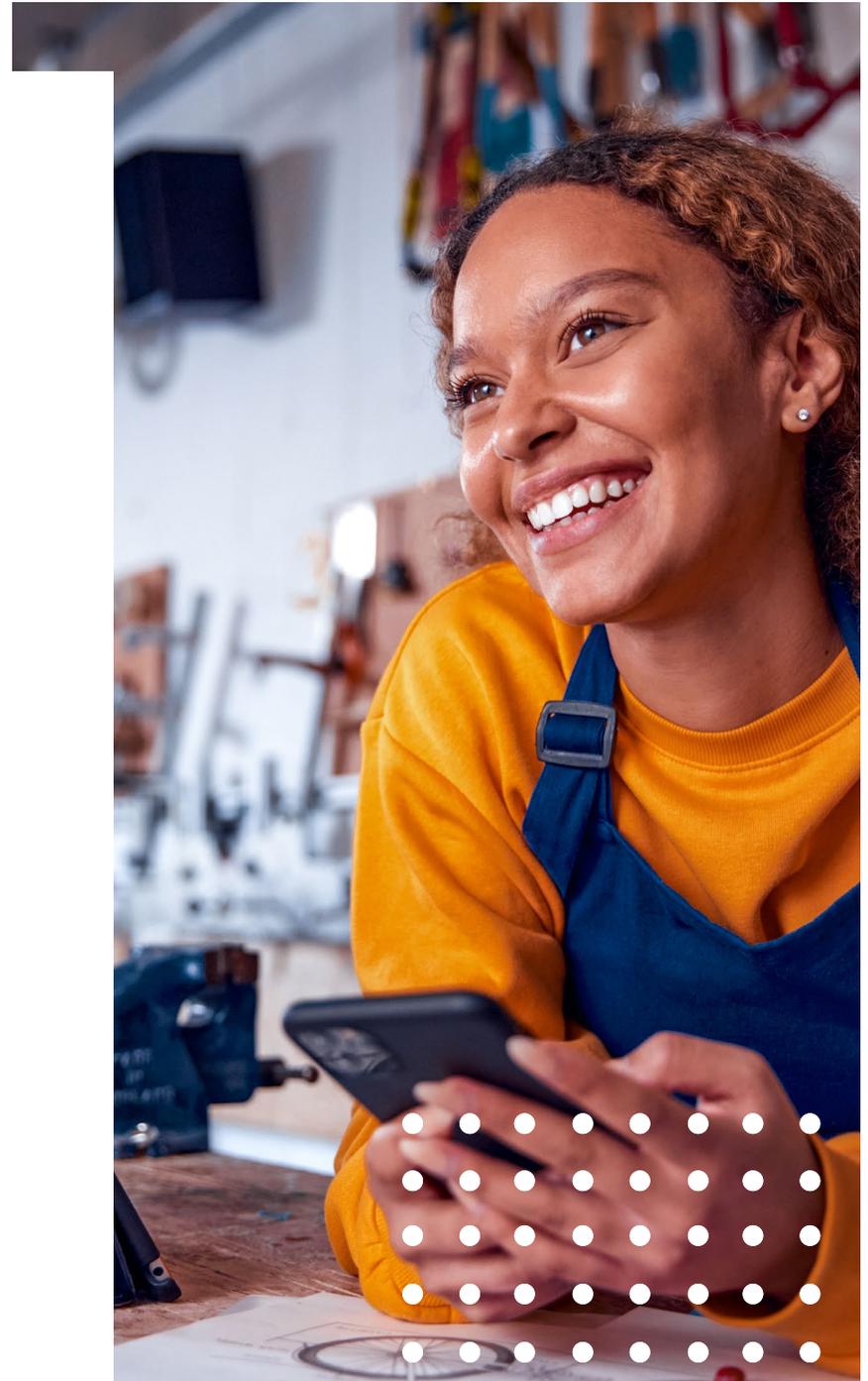
Retail

#### PRODUCTS

Push Notifications, In-App Messaging, Automation, Personalization, Optimization, Performance Analytics

## hagebau connect Sees **10x Higher Engagement Rates** with Airship

DIY home improvement is one of the largest consumer markets in Germany, second only to the food and beverage industry. “DIY customers are very loyal, and they typically go to that one DIY store they always visit,” said Atilla Wohllebe, Senior App Marketing Manager. “This is why it is so important for us to win customers and to keep them from the first moment.” hagebau connect launched a mobile app to give customers a convenient way to browse and buy products, build their shopping lists and get tips from industry experts 24/7. The DIY company uses Airship to retain and grow its loyal user base through strategically targeted messages powered by sophisticated segmentation and advanced performance analytics.

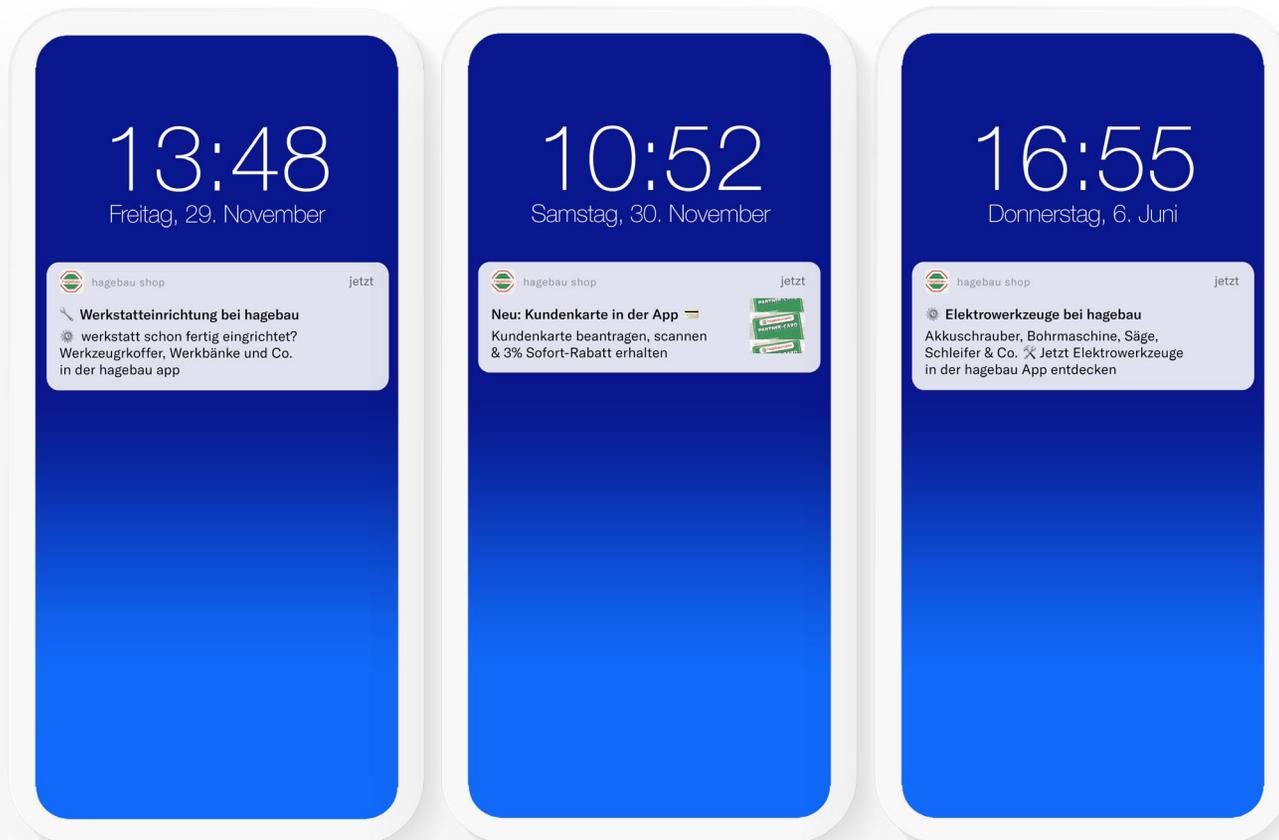


## CHALLENGE

hagebau connect wanted to increase cross-channel activities by growing its loyalty base and keeping users engaged with the brand through its mobile app.

## SOLUTION

- Retained and grew loyal users by successfully guiding them through key lifecycle milestones using Airship Automation
- Increased open rates through targeted messaging based on in-app activity
- Retargeted users with the most relevant content using insight from Performance Analytics



## RESULTS

**10x**  
greater engagement with  
personalized, retargeted messages  
vs. broadcast notifications

**9x**  
more loyalty sign-ups  
for users receiving  
push reminders

## HAGEBAU CONNECT SUCCESS STORY

### BUILD LOYALTY RIGHT FROM THE START

hagebau connect's app users are the company's most loyal base. "They're engaging with our brand a lot, adding products to their shopping lists and scanning their loyalty cards through mobile wallet in our stores," said Wohllebe. The DIY company uses Airship Automation to seamlessly onboard new users through a series of scheduled messages that describe the benefits of using the app and guide them through the loyalty sign-up process. "We want users to store their loyalty cards digitally in the hagebau app because it's a really important data point for us." Digital card scans are recorded as tags in Airship, giving hagebau connect insight into its most loyal users' interests and shopping behavior.

### REACH MORE USERS THROUGH INTEREST-BASED TARGETING

The brand uses Airship's advanced segmentation capabilities to send targeted messages to users based on their in-app activity. So, for example, if someone looks at products in the "Garden" section of the app, a tag is assigned to that user for 60 days — enabling hagebau connect to send automated offers related to that category. "We're able to do this with very little development effort," Wohllebe added. "What we're seeing is that engagement rates are sometimes 10 times higher than for broadcast Push Notifications." And using Airship's Automation Limits feature, hagebau connect ensures it isn't over-messaging users by setting a cap on the number of automated notifications devices can receive.

### GET VALUABLE INSIGHTS FOR SUCCESSFUL RETARGETING

In addition to providing hagebau connect an overview of campaign performance, Airship's Performance Analytics gives the company a glimpse into the most popular tags added in the past seven days. "It helps us quickly identify the most important tags from hundreds of categories, so we can apply retargeting automations to the most relevant ones," said Wohllebe. "Performance Analytics is a really cool tool."

**"When you think about the possibilities, you can do basically anything you can imagine with just a minimal amount of development effort. That's what I really like about Airship. This flexibility is what we particularly appreciate in Airship as a technology service provider for our apps."**

Atilla Wohllebe  
Senior App Marketing Manager

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