

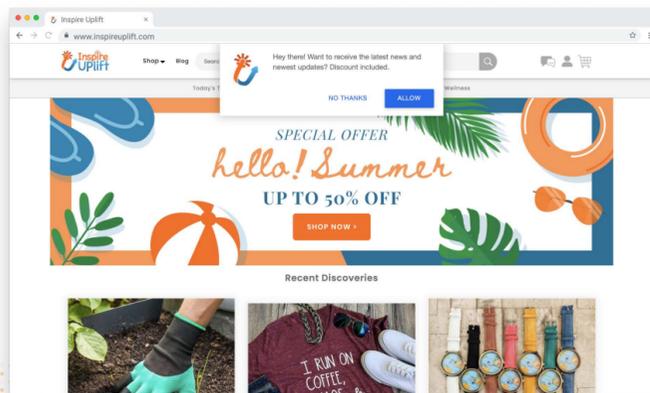
MuteSix Generates 182% Increase in Total Revenue within First Month of Switching to OneSignal

ABOUT

MuteSix + Inspire Uplift

MuteSix is a full-funnel digital and creative marketing agency that provides intelligent ad solutions and digital strategies to help online brands grow.

One of these brands includes Inspire Uplift, an e-commerce platform for independent sellers to sell unique items online. As the leading voice for Inspire Uplift, MuteSix uses data-driven analysis and targeted media buying to deliver scalable marketing solutions and revenue online.



The Problem

MuteSix understood early on that running a successful engagement campaign for Inspire Uplift would require sending consistent push notifications; however, their earlier experience with push lacked many critical components for a proper customer engagement solution, including a [Magento platform integration](#).

As MuteSix began looking for a new push solution, they found that OneSignal not only supported its Magento integration and technology with its latest [partner integration dictionary](#), but also offered a best-of-breed engagement service to address abandoned cart recovery and in-app notifications.

Upon switching from Pushowl to OneSignal, Inspire Uplift saw an immediate increase in CTR, with its average monthly CTRs increasing by 75% in the first month of using OneSignal.

2.68

ROI with Pushowl

31.91

ROI with OneSignal

THE FEATURES

Abandoned Cart Notifications

Understanding the power of segmentation and automation of push messages, MuteSix witnessed its cart abandonment notifications become a huge revenue driver for Inspire Uplift. 10% of Inspire Uplift's entire Web Push revenue now comes from the automation of Abandoned Cart notifications. On top of an **immediate 6% increase** in sales conversions within the first month of using OneSignal-powered notifications, Inspire Uplift's conversion rates **surged over 207%** from its previous successes with push.

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OneSignal's most recent [Shopify app](#) allows online stores to re-engage visitors and maximize sales with cart abandonment notifications.



THE FEATURES

Active Segmentation

After switching to OneSignal, MuteSix started sending messages to smaller, more targeted audiences using segmentation. They noticed that different segments would have similar clickthrough rates but the outcomes of these clicks would vary. Targeting these audiences more consistently grew general engagement and retention metrics across the board, with a 68% increase in session durations and 207% boost in conversion rates.

Using OneSignal's built-in "active" segment, MuteSix categorized Inspire Uplift's audience by users who have engaged with web notifications more than once. Arguably one of their most resilient segments, it has now covered nearly half of Inspire Uplift's entire user base and has also **converted over 60% of their subscribers to become active returning customers.**

THE FEATURES

A/B Testing & Intelligent Delivery

Having previously set up push notifications manually with under generic send times, MuteSix found that using OneSignal's intelligent delivery feature rendered higher CTR. By A/B testing separate CTA buttons, MuteSix was able to optimize CTR through testing different variations of content.

“OneSignal plays a crucial role in Inspire Uplift's overall retention strategy. We love that we are able to build highly tailored segments and automations based on user experience. This allows us to tackle our biggest challenges like Cart Abandonment tactically and efficiently.”



YJ Suk
Marketing Manager

MUTESIX X INSPIRE UPLIFT

MuteSix & OneSignal

182%

Increased Sales Revenue

207%

Increased Conversion Rate

68%

Increased Average User Session Duration

Having witnessed a **1091% combined increase in ROI**, MuteSix trusts OneSignal when it comes to delivering scalable marketing solutions. Within just the first month of using OneSignal-powered push notifications, MuteSix produced astounding yet tangible results for Inspire Uplift.