Oracle Responsys delivers winning formula for animation software PowToon

PowToon is the world’s leading, user-friendly and intuitive platform for creating short animated videos. PowToon’s main mission is to enable anyone - even if you don’t know a pixel from a proxy server - to quickly and easily create awesome, animated videos with a professional look and feel.

Founded in 2012, the company has over 13 million users to date. PowToon is used by tens of thousands of businesses and most Fortune 500 companies, for business messages, Internal communications and any time when they can’t afford to be ignored.

Analyzing the user journey of free users within the first few days of signup, PowToon identified a subset of users who started a purchase process without completing it. The team needed the means to establish a safe and effective cart abandonment recapture campaign to engage these users.

**CHALLENGES**

- New users in their first week accounted for 49% of abandonment events
- The team had to ensure they were not cannibalizing sales with cart abandonment offers
- Cart abandonment events had to be seen at the user level in real time

**SOLUTIONS**

- All real-time cart abandonment events were stored inside Oracle Responsys
- Unique links were generated to the actual purchase page that was abandoned
- Customers received auto-generated coupons that offered them an immediate discount
- A/B testing excluded 50% of all abandoned users from the program as a control group to ensure sales remained unaffected

**RESULTS**

- A/B testing took place over two months
- Conversion rate among users who received the messages improved by 68%
- Conversion rate among users who subsequently opened the messages increased by 387%
- Click-through rate for program messages surpassed the company benchmark by over 77%
- Serving the exact purchase page the user was considering drove in 58% higher revenues

Ofir Platner, Head of Online Marketing Operations & Analytics, explains: “Oracle Responsys A/B testing capabilities make our content optimization seamless. We increased efficiency by applying an automated messaging approach that was triggered by ongoing user behavior, instead of using recurring broadcast campaigns.”

Platner adds, “Our management team could be confident offering discounts would increase conversions and user satisfaction without cannibalizing sales because of our ability to execute a long term A/B test that validated our results. Oracle Responsys made its own case for implementing our cart abandonment program across our user base, and has sharpened the focus of the company on using testing and optimization as a practice across campaigns.”

Learn more at: oracle.com/marketingcloud