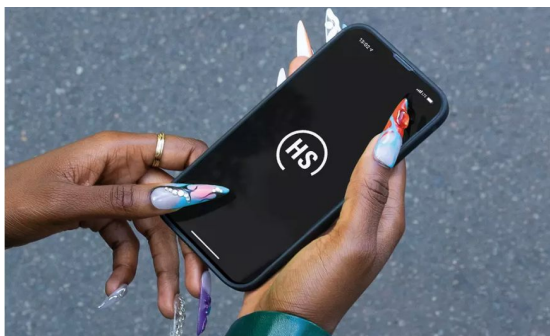


CASE STUDY

Highsnobiety develops data-driven strategies for user retention in app



„The project with Digitl has given us a better understanding of user journeys within app. This lays the foundation to reach our customers in a tailored way, bring them down the sales funnel and eventually generate retention.“

Philipp Triebel | VP Product & Engineering

www.highsnobiety.com | www.digitl.net

The Challenge

Highsnobiety is a global fashion and lifestyle media brand, which offers wide mixture of content and products to their users. As their App platform was only launched in September 2022, the client was curious to learn about the impact of content consumption within user journeys and its influence on retention.

The Approach

The Digitl team started with two parallel investigation streams. In order to address the above research question, the Data Science team used the GA4 integration with BigQuery to query input data for user flow and retention analysis. The Vertex AI Workbench was leveraged to build user journeys, explore and visualise the data. At the same time, the Digital Analytics team reviewed the GA4 Firebase implementation. This helped to identify improvements that buried potential optimization and set the foundation for more advanced & future-proof app tracking.

Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science and marketing intelligence. Professionalism and quality are in the foreground, so that customers get an optimal technical infrastructure for their digital business.

The Results

After comprehension of relationship between certain content categories and conversion goals within user journey, different tactics via push notification and in app personalisation were defined. It was discovered that 72% of users add products to their basket in their first visit and among the users who added products to their basket, 28% consume content before hand. The analysis insights together with identified implementation improvements built the foundation for Highsnobiety's 2023 strategy to significantly uplift user retention and e-commerce conversions KPIs.

40%

potential users to target for retention

50%

gap between 2nd and 3rd visit to be closed

30%

GA4 implementation quality uplift with custom improvement guide

Integrations used

