BUSINESS CHALLENGES

NETGEAR needed a smart, customer-first way to improve upsell rates, deliver product-specific updates, and boost overall engagement.

THE SOLUTION

The NETGEAR team chose Swrve for advanced reporting metrics to help optimize their campaign strategy and to help them stay ahead with real-time data and relevant experiences where it mattered most to them: mobile.

SWRVE & NETGEAR CAMPAIGNS

SMARTLY TARGETED, RELEVANT IN-APP MESSAGING

Premier and Elite Upsell: NETGEAR A/B tested in-app messaging promoting their premier and elite plans, and sent the winning creative to their customer base.

Premier and Elite Promotion Code Reminder: Segmented in-app messaging reminding customers that had previously indicated interest in premier or elite plans of their unique promotion code.

Arlo Smart Plan Upsell: In-app messaging promoting the Arlo Smart plan to users who had not ever experienced the Arlo plan before, and to users who had still not yet activated their free trial.

WELL-TIMED, DATA-DRIVEN PUSH MESSAGING

Premier and Elite Upsell: NETGEAR A/B tested push messaging promoting these plans, and sent the winners to their customers.
THE RESULTS

EXCITING INCREASES IN UPSELL REVENUE

$100k in new upsell revenue generated in 40 days through smartly targeted, A/B tested upsell campaigns.

STRONGER, BETTER ENGAGEMENT AND AWARENESS

170% increase in click through rates made by identifying the optimal in-app messaging for their audiences through A/B testing.

42% increase in click through rates during the A/B testing of their push messaging and 7,500 impressions in both variants tested.

VALUABLE OUTREACH LEARNINGS

Through their A/B testing with Swrve, NETGEAR tested and proved their teams hypotheses: shorter taglines perform better, FUD tactic creative outperforms the control, visuals that feature an animal are #2 best-performing creative, shorter push notification copy performs better than longer options, and more.

NETGEAR

NETGEAR (NASDAQ: NTGR) is a global networking company that delivers innovative products to consumers, businesses and service providers. The Company's products are built on a variety of proven technologies such as wireless (Wi-Fi and LTE), Ethernet and powerline, with a focus on reliability and ease-of-use. The product line consists of wired and wireless devices that enable networking, broadband access and network connectivity. These products are available in multiple configurations to address the needs of the end-users in each geographic region in which the Company’s products are sold. NETGEAR products are sold in approximately 26,000 retail locations around the globe, and through approximately 23,000 value-added resellers, as well as multiple major cable, mobile and wireline service providers around the world.

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