

Case Study:



The Stats



Over **£15,000** of in-app sales in the first week of the mobile app going live



111x return on investment



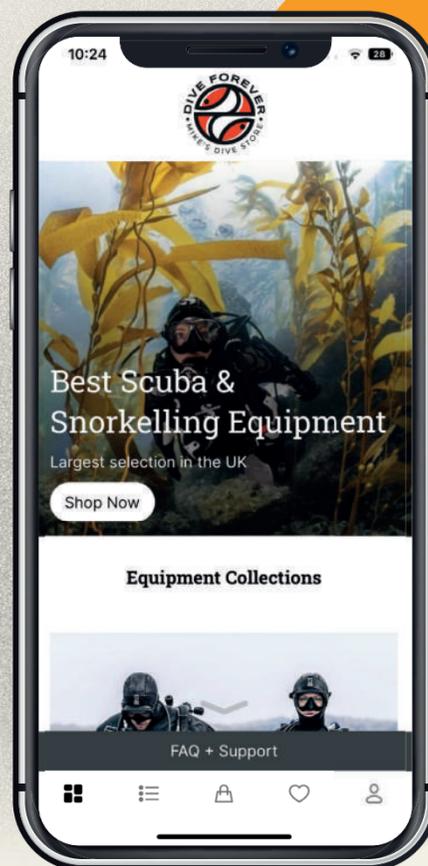
Average order value of **over 2x more** than their website

Review



“In the first week of our app being launched **we had enough sales to cover the cost of the managed package for a year.** The account management team is fantastic, we thoroughly recommend StoreLab to anyone.”

- Mike's Dive Store



About **Mike's Dive Store**

Mike's Dive Store was founded over 30 years ago by super-salesmen, Mike Caulder: a colossus of the U.K. diving industry.

As a diver himself, he believed in recommending the best products, not the most expensive, and if his customers were satisfied, then they'd return. Eventually, he was so successful that other dive shop owners started to protest that he was distorting the market.

Now, their customer service and historic honesty have established them as the largest supplier of dive equipment in the U.K, whilst their pride for creating the best products have made them the most sustainable.

The **Problem**

Despite their well-earned consumer loyalty and a wide-spread reputation, they were getting lost in the noise of texts and emails from every other business.

Their current digital marketing wasn't reaching its full potential, or most importantly, their customers, leaving them reduced retention, missed sales, and a leaky funnel.

They needed a way to stand out.

The **Solution**

Mike's Dive Store saw push notifications as the vehicle to drive consumer engagement whilst cutting through the mass-messages bombarding their customers. Push notifications convert 9x better than SMS marketing and 15x better than email marketing, so the idea was well-founded.

Working closely with their StoreLab Account Manager, they designed a brand-new mobile app and a bespoke series of push notifications that change in reaction to key sales dates, such as Black Friday. It meant they stayed connected, relevant, and up-to-date with their customers.

The **Results**

- An app conversion rate of **6.64%**
- A click through rate of **12%**
- An average order value of over £480 - over **2x** more than their website

These industry beating figures are a direct result of improving their mobile commerce and enabling strategic push notifications, sending their message and products straight to their customers' fingertips.

The results highlight one of StoreLab's foundational beliefs; push notifications, when used correctly, are the most effective marketing channel in the world.