

## CASE STUDY

# How We Drove More Completed Purchases for Oracle + Dyn with Timely Onsite Discounts

## OVERVIEW

Oracle Dyn is a cloud-based Internet Infrastructure and Security company focused on delivering faster and safer traffic for companies. As an innovative company in their field, Oracle Dyn is always looking for similar minded partners that can help them drive new customer acquisition. Even with all the site visitors, they were missing out on conversion opportunities onsite and offsite; if a visitor showed interest, but still abandoned without taking an action, there was an opportunity to remind the visitor of the product they were looking for and reinforce the Oracle Dyn brand.

## OUR APPROACH

Cybba and Oracle Dyn devised an initial strategy to focus on re-engagement through onsite real-time messaging, using our onsite engagement solution. Oracle Dyn had two different segments that they wanted to target; those who were interested in free trials versus those who were interested in signing up for the paid monthly subscriptions. Those who abandoned through the paid subscription user journey received an onsite discount of 10% if they completed their purchase before the countdown timer displayed on-screen expired. For the free trial, the message reminded them of the value proposition on Oracle Dyn's products, pushing them to learn more about their solutions.

Seeing the success of the Onsite Engagement campaigns, Oracle Dyn worked with Cybba to develop similar personalized Remarketing Email campaigns. Additionally, a cascading email campaign was implemented, sending a series of follow-up and reminder emails to specific customers, creating a sense of urgency and offering an increased incentive with each communication in an attempt to convert the visitor.

## RESULTS

**500K**

Recovered Sales

**20%**

Campaign Conversion Rate

*"Working with Cybba, the committed support of the team is evident. They prioritize our needs and show expertise in maximizing revenue for Oracle Dyn, with optimized and real-time onsite and email remarketing campaigns."*

John Wright | Manager, Digital Optimization, Oracle Dyn

