



# CASE STUDY REPORT



Pierce-AB choose Xtremepush to drive online sale conversions across multiple websites.



xtremepush



*Working with Xtremepush is a pleasure - they are eager to support us in doing more and the tool works great for our complex multi-market, multi-store approach.*

  
PIERCE



24MX



XLMOTO

sledstore

# Pierce-AB

Pierce-AB are the petrolheads of E-commerce who started off in their garage in 2009 and have since grown to a number of global offices with a presence in 17 markets. Pierce-AB have three brands across multiple websites in Europe; 24MX caters for the Motocross and Enduro fans offering accessories, spare parts and clothing, XLMoto who's market is for Motorcycle enthusiasts, and Sledstore which offers a similarly wide range of products for Sledmobile enthusiasts.

Going from not a channel at all to one of our main methods of pushing our strongest offers.



## Challenges

Having a large presence in Europe, engaging users across multiple domains in multiple languages was a big challenge for Pierce-AB. They were looking for a single solution provider to:

- Add additional digital engagement channels and increase revenue with a multi-channel approach
- Increase retention on their websites with current customers and re-engage new visitors
- Successfully deliver multi-language campaigns across multiple domains for all brands.

## How Xtremepush Helped

Xtremepush has enabled Pierce-AB to manage and send multi-language, multi-channel campaigns for all their brands from one dashboard at speed and scale.

## Why Xtremepush

Pierce-AB chose Xtremepush as they were satisfied and confident that Xtremepush had all the features they were looking for in a new multichannel marketing platform. With full account management and technical support from Xtremepush, Pierce-AB are able to seamlessly integrate new marketing channels and constantly receive quality advice about best practices in the eCommerce industry.

## Easy Integration and Google Partnership

Xtremepush is a certified Google Vendor Partner, this means the Xtremepush SDK can be launched into a website via Google Tag Manager within minutes with minimal developer input.

According to Petter Warnhammar, Campaign Coordinator, "the integration was quick and seamless. We were able to integrate through Google Tag Manager, which sped up the process as we didn't require additional tech resources to complete the integration".

The Xtremepush Platform can also be integrated with Google Analytics. This has enabled Pierce-AB to improve their user journeys and identify key segments to re-engage potential and existing customers.

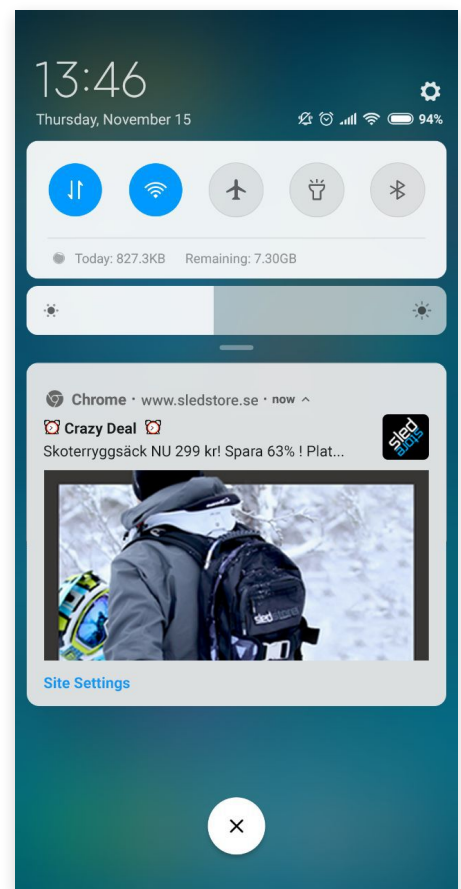
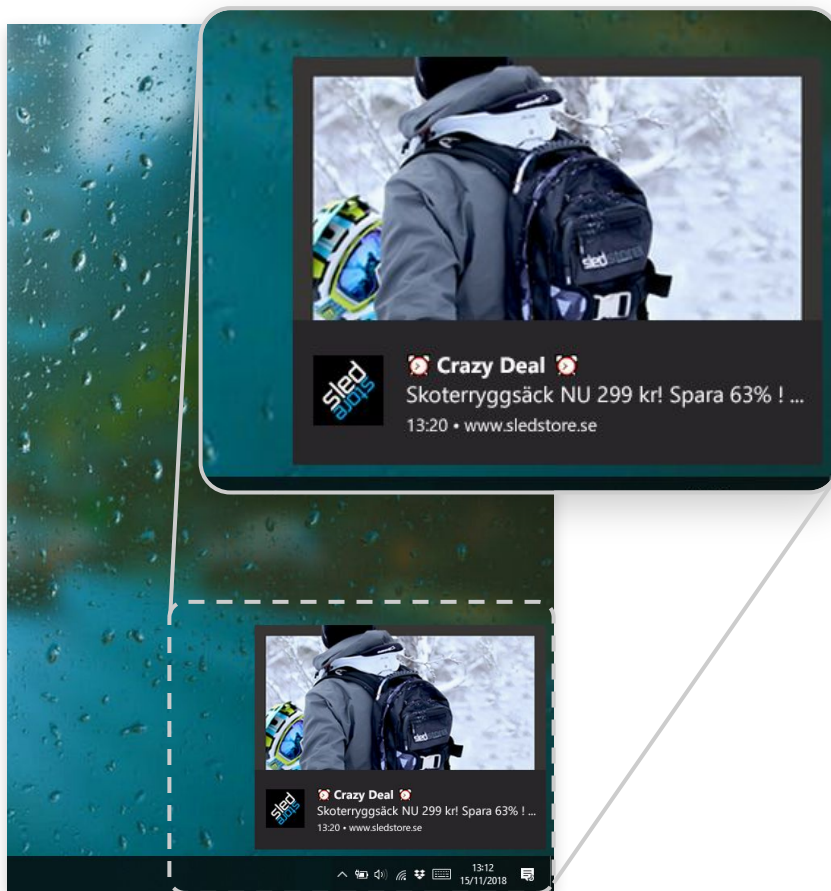
# Engagement Channels

Following an easy integration with Xtremepush, Web Push is the first additional channel Pierce-AB chose to pair with email marketing.

Web Push Notifications promoting the latest Super Deals can now be delivered across multiple domains in multiple languages at speed and scale.

The Web Push itself, accompanied with a picture of the product and multiple button choices will bring the user directly to the Super Deal in a seamless and frictionless transition.

The Xtremepush dashboard provides a detailed visual view of all campaigns in one place, which allows Pierce AB to easily review their multi-project campaign statistics, including conversions and revenue.



# Working with Xtremepush

“Working with Xtremepush is a pleasure - they are eager to support us in doing more with our campaigns and their multi-channel marketing automation platform is great for our complex multi-market, multi-store approach.

The account management and technical support is one of the main reasons why we continue to work with Xtremepush and why we are looking into utilising more functionalities and introducing new use cases in the future. One planned use case is to utilise web push functionalities to reduce shopping cart abandonment”, says campaign coordinator, Petter Warnhammar.

We have now sent over 4 million web pushes with Xtremepush and we are seeing great growth. Website pushes has quickly grown to almost 10% of email sales, which is a great ROI for us.

We like working with Xtremepush very much! And we know we can do much more with Xtremepush. We are currently working on business use cases to increase our use of the platform functionalities in the future.

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Petter Warnhammar - Campaign Coordinator

## Get a live demo

Want to see the full power of the Xtremepush platform live?  
Click the button below and schedule a demo

[CLICK TO REQUEST A DEMO NOW](#)

or contact us at [info@xtremepush.com](mailto:info@xtremepush.com)