

# Case study

Boozt Media Partnership x Viking



## Boozt x Viking

### App push

**In collaboration with Viking, we launched an app push campaign with the dual objective of achieving high reach among Boozt customers while also driving sales.** By leveraging targeted push notifications, we ensured maximum visibility for Viking's products, engaging a broad audience within our customer base. The campaign was designed to create awareness and interest, while also encouraging immediate action through exclusive offers and compelling messaging.



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## Attributed campaign performance

- 1 Sales revenue: **2.1M SEK**
- 2 Conversion rate: **5.08%**
- 3 Total customers: **2024**
- 4 Cost per sold item: **93 SEK**
- 5 **ROAS 7.24**



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## Attributed campaign performance

The results demonstrated the power of app push as an effective marketing tool, generating strong engagement and contributing to increased sales. This collaboration highlights how strategic partnerships can enhance brand exposure and drive business growth.

### 2.1M SEK in sales

The initiative generated a sales revenue of 2.137K SEK.

### 400K Reach

The app push was sent to and viewed by 421,474 people, hereof 2% clicked on the ad.

### 2024 customers

Out of all clicks, 35% became a customer. Hereof there was 766 new customers and 1258 active customers.

### CVR 5.08%

When looking at the total PDP views, 5.08% was converted into sales.

### Cost per sold item

The low cost per sold item is an indication that the campaign was commercially valuable.

### 7.24 ROAS

The high Return On Ad Spend demonstrates that the initiative was highly effective and valuable.

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## App push

### **Interested in hearing more?**

Looking to engage your audience instantly and drive real results? App push notifications are the game-changer your campaign needs. With direct, real-time messaging, you can reach your users exactly when it matters most—boosting engagement, conversions, and brand loyalty.

For more information see the [BMP Mediakit](#).

