



Increased Upsell Revenue and Improved Engagement from Superior A/B Testing

NETGEAR uses Swrve and Salesforce to elevate engagement and meet upsell goals with superior message optimization and enterprise-grade targeting on mobile.

NETGEAR

Industry
Technology

Country
Global

Site
www.netgear.com

Improving the quality of messaging and encouraging ROI-driven action on mobile

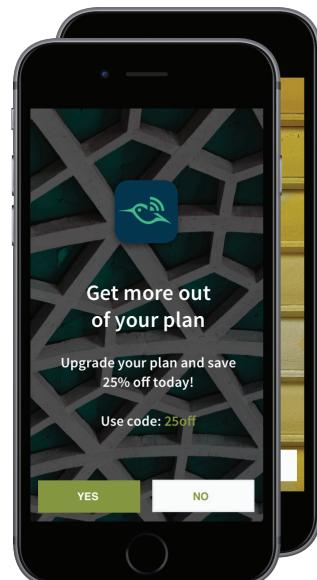
NETGEAR is dedicated to making online experiences for their customers seamless with the latest, fastest networking technology. As the leading provider of networking devices for smart homes and businesses, NETGEAR delivers reliable connectivity through innovative and advanced solutions. The NETGEAR team chose Swrve to improve the impact of their upsell messaging, increase awareness, and drive engagement with hyper relevant, A/B tested campaigns.

NETGEAR generated **\$100k in new upsell revenue** and a **170% increase in click-through rates** within 40 days of delivering real-time relevance with Swrve.

The Challenge

Create More Opportunities to Connect with Customers

NETGEAR wanted a way to scale the experiences they deliver through Salesforce, increase the impact of their messaging, and inspire more action and engagement from existing customers. Their team wanted a smart, customer-first way to deliver product-specific updates on mobile and create a true omni-channel presence with real-time engagement. They needed a solution that could integrate seamlessly with Salesforce, compliment push campaigns with email activity reported in Journey Builder, and optimize the customer journey for better results.

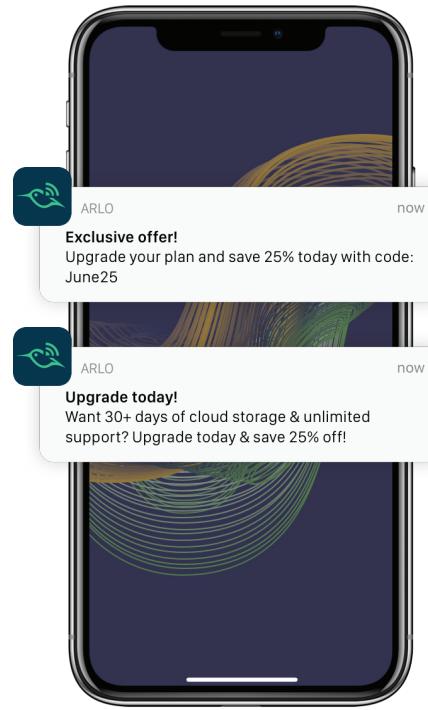


The Solution

Superior A/B testing capabilities and real-time relevance

Swrve helps leading brands confidently scale communications to millions of customers in real time—a key capability for NETGEAR, as they have a global user base. Swrve's intelligent, bi-directional integration with Salesforce Service Cloud maximizes the potential of existing data to deliver customer support experiences on mobile that pair perfectly with email and web communications. Swrve's A/B testing also allows brands to test as many as 10 UX resource variants at a time to reveal number of users who engage, behaviors that follow, and revenue generated by variant.

For the NETGEAR team, this meant that they could optimize their campaigns with powerful insights in real time and create a true omni-channel presence with real-time relevance on mobile.



With Swrve, NETGEAR built and sent:

Smartly Targeted, Relevant Push and In-App Messaging

The team used Swrve to send plan and free trial activation reminders, unique promotion codes, and promote their Arlo Smart plan via hyper relevant push and in-app messaging.

Smart, Reliable A/B Testing

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

The Results



Overall Return on Relevance (ROR)

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

Stronger, More Consistent Engagement

- 170% increase in click through rates made by identifying the optimal in-app messaging for their audiences through A/B testing, boosting engagement and brand awareness efforts
- 42% increase in click through rates during the A/B testing of their push messaging and 7,500 impressions in both variants tested, increasing the reach and relevance of their campaigns



Valuable Learnings Via A/B Testing

- NETGEAR discovered: 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