

Delivery Hero uses Localytics Predictions to reduce purchase churn and secure \$11,000 of at-risk revenue



KEY RESULTS

Delivery Hero used Localytics Predictions to target at-risk users with automated re-engagement campaigns, saving \$11,000 in revenue and increasing purchase retention among high-risk churn users by 11%.



\$11,000
ADDITIONAL SALES

+11%
PURCHASE RETENTION VS.
CONTROL GROUP

The Company: Delivery Hero

Delivery Hero's business hungryhouse is the UK's premier online platform for takeaway and food delivery. With more than 10,000 restaurants on their platform, the hungryhouse app makes it easy for food lovers across Britain to find and order takeaway in minutes. Delivery Hero aims at providing the best experience to its million mobile users with a scalable user engagement strategy.

The Challenge: Prevent Churn

Delivery Hero uses automated and targeted push messaging to maximize orders at lunch and dinner time.

To increase repeat purchases, they needed a solution that could programmatically identify users at high-risk of leaving the app and re-engage them on a recurring basis with the right promotion before dinner time.

The Solution: Localytics Predictions

As the leader in their segment, Delivery Hero had a precise idea of what user churn meant to their UK food delivery business: 30+ consecutive days without any order completed.

Using this specific definition of churn, Localytics statistically surfaced key behaviors associated with a decrease in churn. For instance, Predictions showed that **users performing at least 1 Checkout Success event in the first 14 days were 16% less likely to churn.**

Delivery Hero used this insight to create automated push messaging campaigns aimed at re-engaging users with the highest likelihood of leaving the app before dinner time. The high-risk users were split into a control group of users who wouldn't receive a message, and the experimental group that would receive the campaign.

The predictive marketing campaigns were a huge success for Delivery Hero as they were able to increase purchase retention by 11% and save \$11,000 in otherwise churned revenue.

The wealth of user data we have is so vast, it can be hard to find the little golden nuggets of info you might not think to proactively seek out. By leveraging predictive analytics, we've been able to serendipitously drive these insights at a scale that we can use to automate our marketing communications.



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