BE STICKY

How Vivino automated personalized emails to improve stickiness

The Challenge

Vivino is a community of 16 Million wine lovers that are adding new wines and wine reviews every day, thus contributing in expanding the wine roster of the world's largest wine app.

To keep its momentum up, Vivino is constantly:

- working on their **stickiness** and
- trying to **engage** with their customers and
- make the users **return** more frequently to their app.

Vivino wanted to set up a newsletter that would update users about what their contacts had been up to in the app lately; what wines they were tasting and rating. To send personalized emails to millions of users was going to be a challenge for Vivino.

The Solution

To enable this Vivino needed to automate unique mobile deep links that could be used in their automated emails. With Shortcut's API, Vivino was able to automatically create **unique deep links** for the **automated and personalized** newsletters.

Shortcut's deep links created by the API are not only unique but they also direct the user from the newsletter to the specific content that they were interested in and clicked on in the newsletter.

This makes the user experience very smooth and enjoyable and therefore increases the user engagement in the app. The seamless user experience is also more likely to lead to clicks in future Vivino newsletters.

"By using Shortcut's API. Vivino was able to increase the app opening rate from their email newsletter considerably.
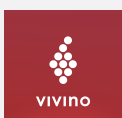
Shortcut's API has allowed us to add mobile deep links to our automated newsletters and the results have been amazing."

Heini Zachariassen
CEO Vivino"

⊘ **SHORTCUT**

Grow your app with Shortcut. Get sticky, grow virally, invest in downloads and track and analyze your success.

Vivino is the #1 wine app, trusted by over 17 million wine drinkers worldwide. Scan wine, rate wine, remember wine.

Shortcut is the growth engine for your app. To **get started** go to:

shortcut.sc