Avis turned App browsers into engaged users with automated push campaigns and funnel analytics

Avis Türkiye `1 min ago`

Quick Access to Reservations & Invoices

Log in now to easily view your reservations and invoices.

Avis

Avis Türkiye, a leader in car and caravan rentals with 60+ nationwide locations, wanted its mobile app to go beyond reservations. With thousands of travelers booking vehicles through the app, the team saw a clear opportunity: strengthen personalization and loyalty by making the login process effortless.

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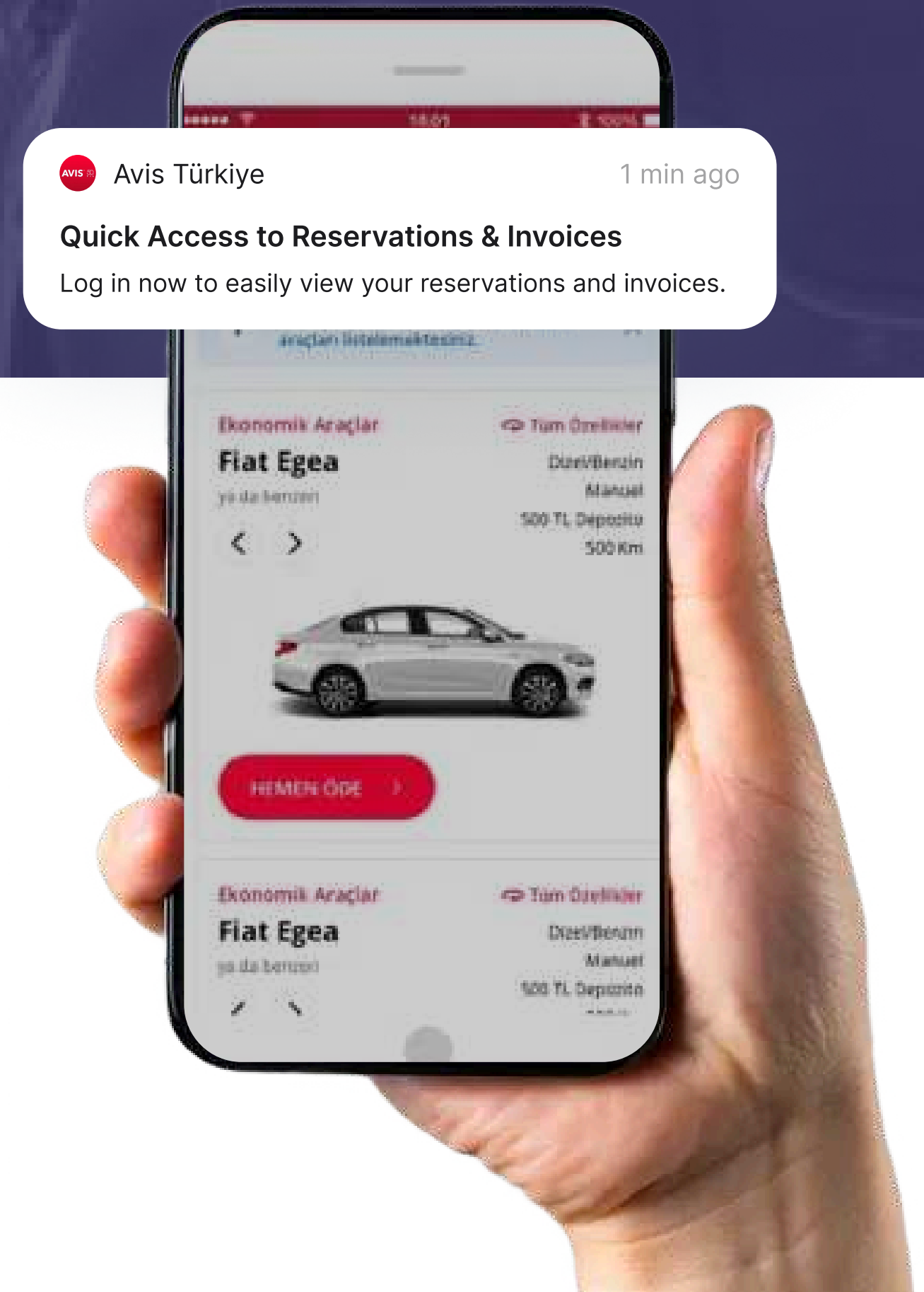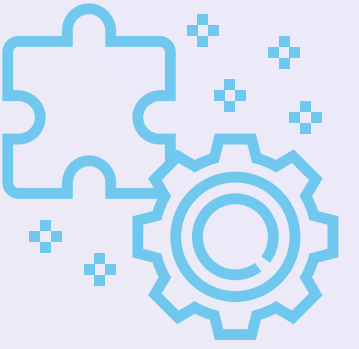
Challenge

Anonymous users can't get personalized service

A large number of users were using the Avis mobile app and completing rental reservations without logging in.This created friction in the onboarding process and limited the opportunities for personalized engagement.

By solving the login issue, Avis aimed to:

- **Turn anonymous users into identified customers.** Once logged in, users see their rental history and receive offers tailored to their travel patterns.
- **Track user behavior more reliably.** Logged-in data reveals which features customers use most, informing product improvements and service decisions.
- **Build stronger retention.** Regular login creates touchpoints for loyalty programs, exclusive deals, and repeat booking incentives.
- **Deliver relevant campaigns that convert.** Confirmed user identity enables targeted promotions based on rental frequency, location preferences, and vehicle choices.
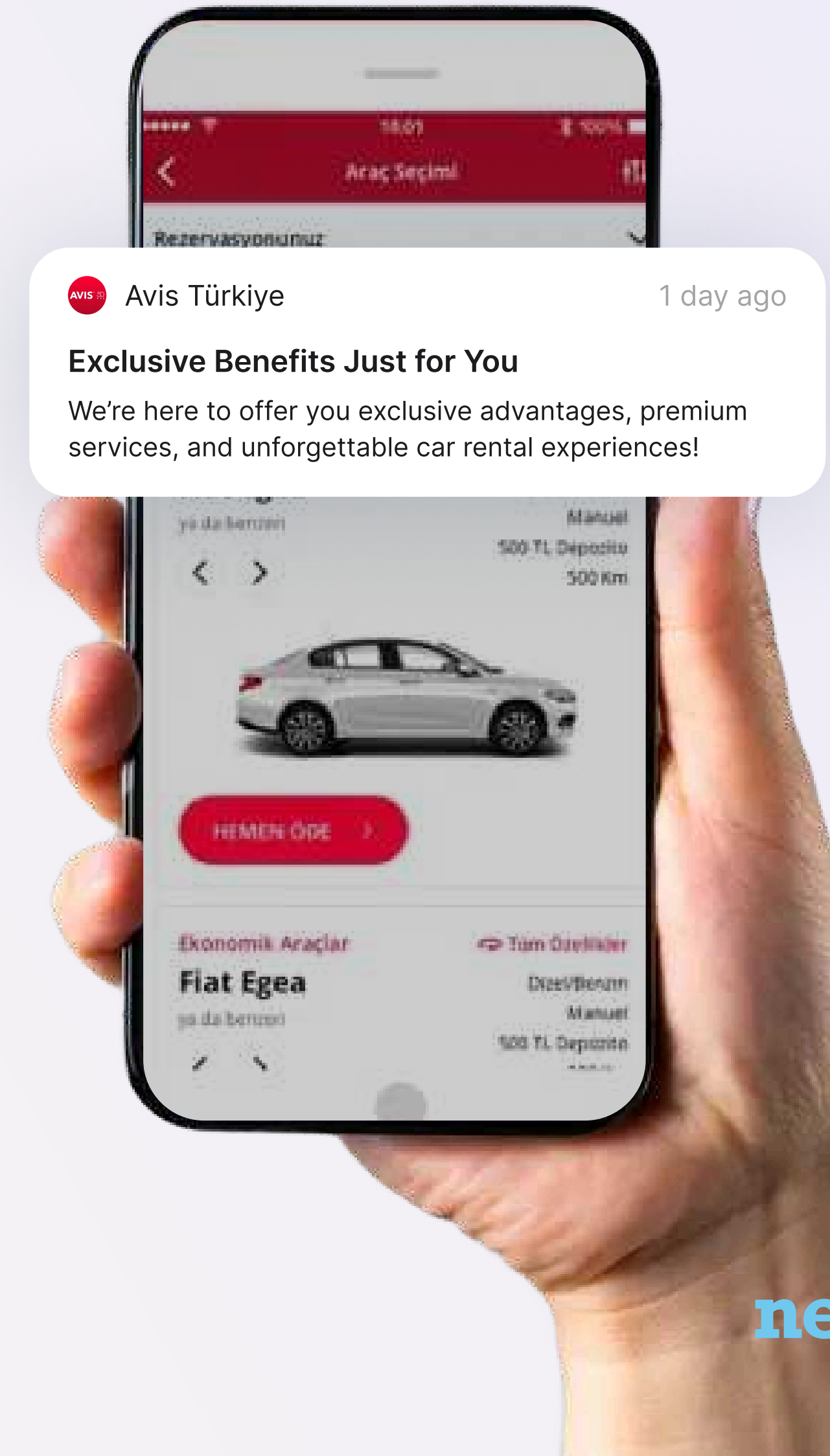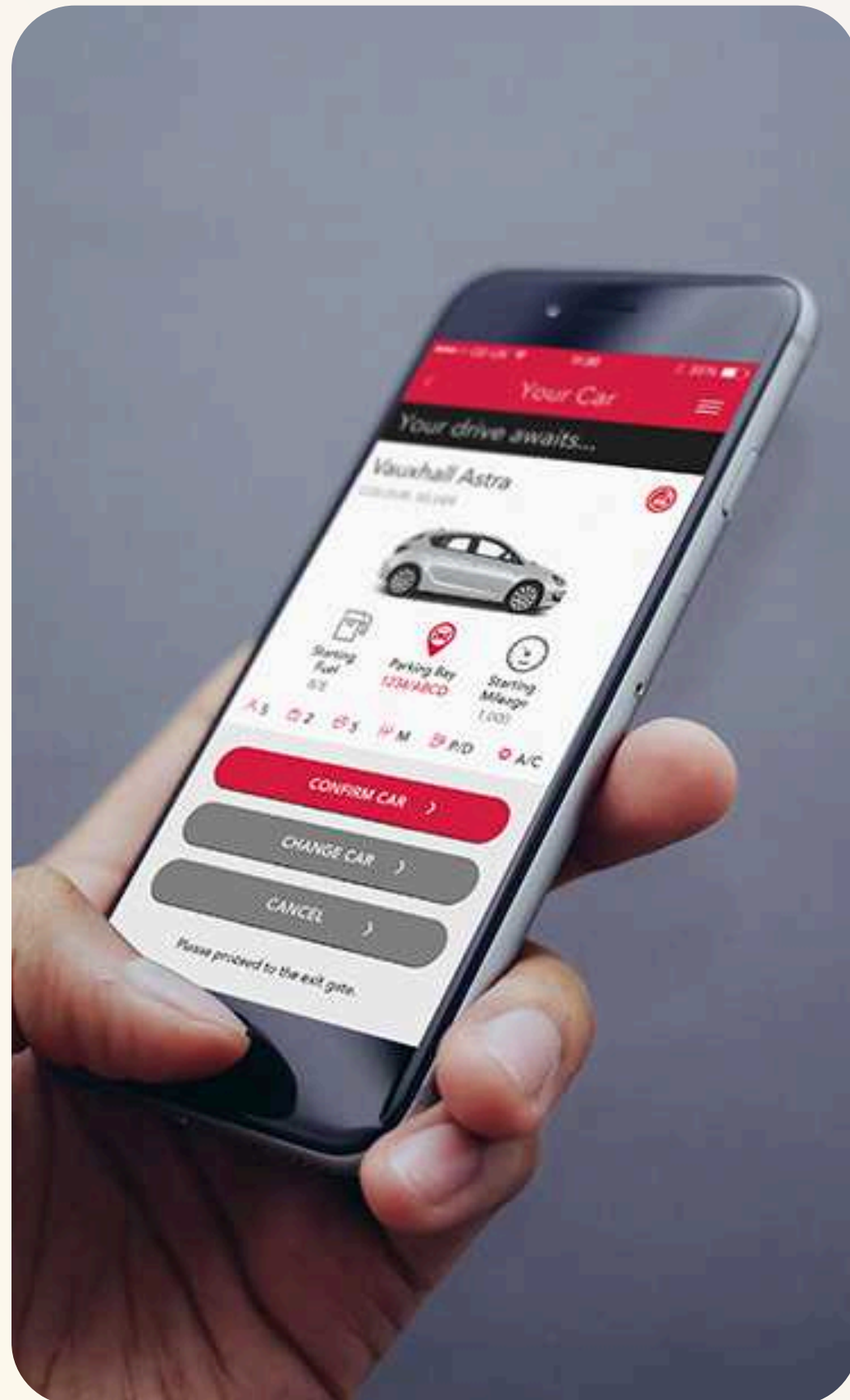
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Solutions

Anonymous users can't get personalized service

Avis Türkiye partnered with Netmera to remove friction and improve personalization at scale.

- Using Automated Login Push notifications, Avis targeted users who opened the app but did not log in during the same session. Once this behavior was detected, an automated push notification was sent to encourage the user to log in.
- The team relied on Funnel Analytics to closely study and understand user behavior, identify friction points, and detect anomalies such as sudden drops or spikes in the flow.

Solutions

Converting App ratings into actionable insights

Login automation success made way to tackle another user experience challenge: collecting meaningful feedback from app users. Using **Netmera Widgets,** Avis Türkiye added smart rating prompts that route feedback strategically.

Pleased customers (high ratings) go directly to app stores to leave public reviews. Dissatisfied users stay in-app to share specific concerns, which allows Avis Türkiye to resolve issues before they become public complaints.

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Results

An impressive

350%

surge in login conversion rate

83%

uplift in reservation completion rates thanks to more personalized communication after login.

28-day retention increased by

5X

driven by timely, behavior-based notifications.

Better decision-making with anomaly detection in funnels, allowing Avis Türkiye to react quickly to unusual user trends.

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Testimonial

"Netmera helped us connect user behavior directly to business results. The automated push notifications increased the number of people who log into our app. The analytics dashboard showed us where customers were struggling.

These improvements increased our retention rates. Netmera has become a trusted partner in delivering a more personalized rental experience."

Özge Atalay
Digital Platforms Specialist

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