

CASE STUDY | FASHION RETAILER

Scaling Black Friday Growth through **Mobile- First Personalization**

+22%

Conversion rate

-40%

Checkout time

25%

Repeat purchases



Executive summary

A mid-sized U.S. apparel retailer (\$18M revenue) was stuck in the Black Friday trap: deep discounts, heavy ad spend, short-lived spikes — but 72% checkout abandonment and rising unsubscribe rates.

In partnership with their marketing agency, GetDevDone delivered a mobile-first commerce strategy under white-label. The goal: protect margin, reduce friction, and create a repeatable retention channel beyond one weekend.

Strategic challenges

- Over-reliance on discounts created unsustainable spikes without loyalty lift.
- Platform constraints (72% abandonment, slow load) limited conversion.
- Generic SMS/email caused high unsubscribe rates.

The client needed a solution that would differentiate their Black Friday experience, protect margin, and create a repeatable channel for retention.

Business impact delivered

- **Revenue growth:** +22% conversion → ~\$420k incremental GMV
- **Operational resilience:** Checkout time –40%; abandonment –8 pts (~\$110k recovered orders)
- **Retention channel:** ~7,000 installs in 6 weeks; 25% repeat purchases in 60 days
- **Agency ecosystem:** White-label delivery strengthened agency-client trust while ensuring scalable engineering



“On paper, a 0.6% conversion lift doesn’t look dramatic. But for us, it meant half a million dollars in recovered and incremental revenue. That’s a meaningful swing at our scale.”

— CFO, Fashion Retailer

Strategic opportunities unlocked

- **From campaign to channel:** The app shifted Black Friday from a 4-day promotion to a retention engine, embedding loyalty and personalization.
- **Revenue protection:** Faster checkout and fraud guardrails reduced leakage (~\$110k recovered).
- **Data advantage:** Unified analytics created board-level visibility on conversion, CLV, and churn risk.
- **Agency value-add:** The marketing agency retained creative leadership, while GetDevDone enabled technical scale, positioning the agency as a strategic orchestrator.