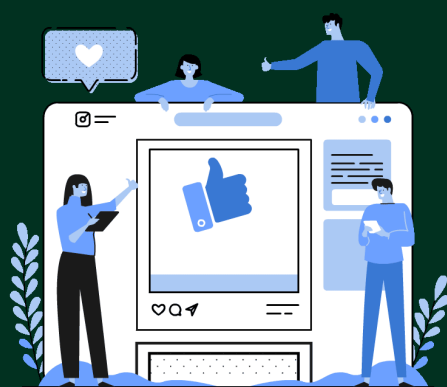


ALKENO Marketing

CASE STUDY N1



BEFORE ALKENO MARKETING

- ✗ Little qualified traffic
- ✗ Between 1.000€ and 3.000€ of monthly turnover
- ✗ Google Ads campaigns not necessarily profitable
- ✗ A turnover that isn't stable



JOINED ALKENO MARKETING

- ✓ Buyer traffic
- ✓ An increase of 53% in the first month
- ✓ A ROI of 6+ in both G.A and Facebook Ads
- ✓ A continuous improvement
- ✓ An AOV that moved from €95.67 to €106.67



OUR RESULTS

Purchases conversion value	Purchase ROAS (return on ad spend)
€0.00	-
€0.00	-
€0.00	-
€11,652.31	6.14
€4,146.18	5.44

Purchases conversion value	Purchase ROAS (return on ad spend)
€5,639.75	5.61
€6,012.56	6.73
€11,652.31	6.14
Total	Average

Purchases conversion value	Purchase ROAS (return on ad spend)
€4,146.18	5.44

WHAT WE DID :



- Implementation of different campaign objectives:
 - Shopping campaign
 - Brand campaign
- Implementation of campaigns with a target ROI
- Concentration of the budget on the most profitable products



- Implementation of a sequenced retargeting by product visited and depending on the customer journey



- Setting up sequences of post-purchase emails
- Optimization of the conversion rate by improving the sales funnel
- Improvement of the AOV by implementing offers and upsells

To know more please visit www.alkeno-marketing.com

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