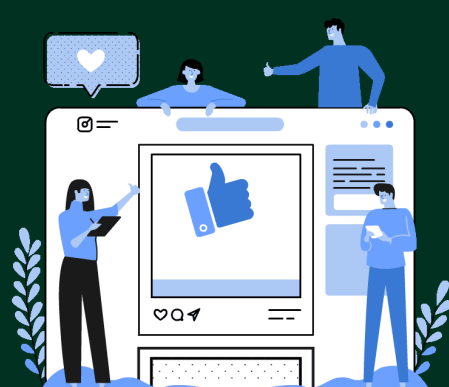


ALKENO Marketing

CASE STUDY N° 2



BEFORE ALKENO MARKETING

- ✗ No paid advertising
- ✗ Between 200€ and 500€ of monthly turnover
- ✗ A website not optimized neither for conversion nor for a good customer experience

Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Sch...
Website Purchase	---	---	---	€20.00	€0.00	Ongoing	Jan
Website Purchase	---	---	---	€20.00	€0.00	Ongoing	Jan
Website Purchase	---	---	---	€20.00	€0.00	Ongoing	Jan
Website Purchase	---	---	---	€20.00	€0.00	Ongoing	Jan
Website Purchase	---	---	---	€20.00	€0.00	Ongoing	Jan
Website Purchase	---	---	---	€20.00	€0.00	Ongoing	Jan
Website Purchase	---	---	---	€20.00	€0.00	Ongoing	Jan
Website Purchase	---	---	---	€20.00	€0.00	Ongoing	Jan

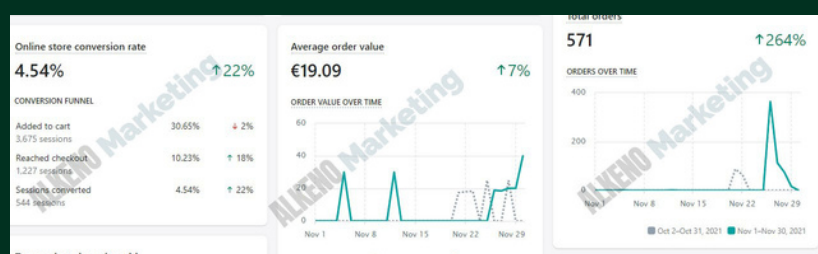
JOINED ALKENO MARKETING

- ✓ Increasing in the number of recurring clients
- ✓ An increase of 298% in the first month
- ✓ A ROI of 5+ in both G.A and Facebook Ads
- ✓ A continuous improvement
- ✓ Between 400 and 900 orders per month



OUR RESULTS

Website purchases conversion value	Website purchase ROAS (return on ad...)
€308.00 [2]	3.79 [2]
€1,367.40 [2]	7.16 [2]
€4,125.33 [2]	6.78 [2]



WHAT WE DID :



- Implementation of different campaign objectives:
 - Shopping campaign
 - Brand campaign



- Setting up of conversion campaigns
- Concentration of the budget on the most profitable products
- Implementation on a strong retargeting strategy



- Improvement of the ergonomics of the website
- Optimization of the conversion rate
- Implementation of upsells strategy

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

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