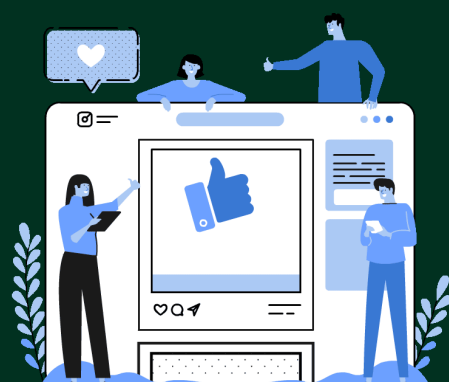


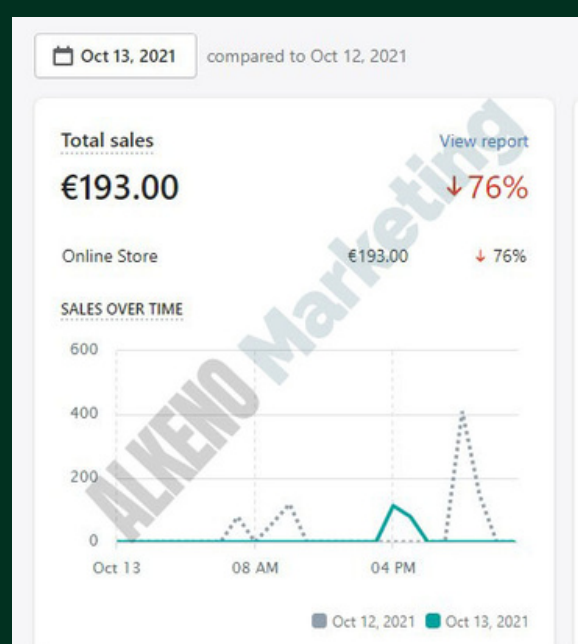
ALKENO Marketing

CASE STUDY N° 3



BEFORE ALKENO MARKETING

- ✗ Stopped paid advertising
- ✗ Approximately 200€ of turnover
- ✗ A website with a good conversion rate but needs more optimisation

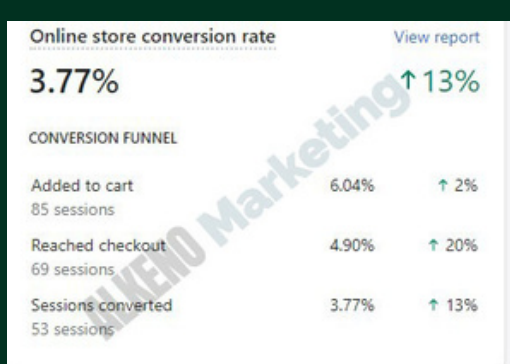


JOINED ALKENO MARKETING

- ✓ Increasing of the LTV from 1,5% to 15%
- ✓ Aggressive scaling from 200 €/day to 4300 €/day
- ✓ Improvement of the back -end (+20% in sales)
- ✓ Conversion rate between 3-4% / 6-8%



OUR RESULTS



01	85	—	3.53
76	26	—	4.03
51	116	—	3.86
26	301	—	4.74
7	194	—	4.94
57	55	—	3.16



WHAT WE DID :



- Work on different marketing angles
- Implementation of different types of conversion campaigns: (Similar audiences, retargeting, post-purchase sequences, interests)

- Fast scaling in 5 days by using the CBO (Campaign Budget Optimization)



- Improvement of the conversion rate by shortening the customer journey
- Implementation of bundles and upsells to increase the AOV

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

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