



## From Zero To Hero

Romania

Children's articles & toys

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### A Story About Parenting and Family Values



Colorazon was born out of a mother's desire to give her children the chance to develop their skills while playing. Launched three years ago, Colorazon is an online store full of educational and creative games.

What makes Colorazon stand out? Colorazon is that magical place where kids are always joyful and where parents rediscover their inner child. Addressing all ages, the business focuses on board games. A mother of three herself, the founder, Andra Păduraru, tests the majority of the products available on her online store, and keeps in touch with her devoted clients.

The best part? The games available on Colorazon enhance the idea of teamwork, boost creativity, critical thinking, and help children focus on small details.



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### The Challenges Of Managing A Successful Business



Separating work from personal life is a tough challenge. Especially for a mother of three who dedicates a huge part of her time to being a successful business woman.

With admirable resilience, Andra Păduraru sustained the growth of Colorazon, while staying true to her brand promise. Personal reviews and meaningful insights had to remain close to the brand ethos. At the same time, the founder's desire to welcome as many children and parents to her brand's world started to pose numerous challenges. Andra's dream of creating an online universe where customer's choices were as simple as child play was testing her.



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### Why Retargeting Biz?



Colorazon was looking to boost its business performances. More specifically, to increase its sales and website traffic, earn customers' loyalty, and enhance conversion rate. The solution was a marketing partner that would dedicate all its highly effective resources 24/7.

Since this would not be humanly possible, Andra Păduraru decided to focus on her business strategy while letting Retargeting Biz manage all her digital marketing campaigns. With Retargeting Biz, Colorazon managed to set up automated personalized campaigns tailored to each customer's preferences.



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### How Did They Do It?



Since improving customers' shopping experience was a priority for Colorazon, the natural choice was to set up behavioral pop-up campaigns.

Dynamic campaigns across Facebook/Instagram and Google helped gain exposure while saving time.

Last but not least, the challenge of cart abandonment was tackled through several campaigns, both off and on-site.



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Thanks to Retargeting Biz automations, the **month-over-month** results were as follows:

- **Recovered Carts grew by 71%**
- **Pop-up-generated revenues and transactions increased by 65%**
- **The Email Subscriber base rose by almost 36%**
  
- For Facebook and Instagram campaigns:
  - **Cost per Action (CPA) was reduced by roughly 20%**
  - **Transactions increased by 50%**
  - **Revenues multiplied by almost 62%**
  
- For Google Ads campaigns:
  - **Cost per Action (CPA) decreased by 37%**
  - **Conversion rate (CVR) doubled**
  - **Revenues and transactions tripled**

In **just three months**, the progress was crystal clear. With a helping hand from Retargeting Biz, Colorazon managed to **boost its traffic and revenues fivefold**. Since customer loyalty was among Colorazon's priorities, Andra Păduraru was delighted to see her **returning visitor figure grow four times**. Last but not least the **Return On Ad Spend (ROAS) doubled**.



# Retargeting



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Your Dreams**