



The Tea Taking Over Global Markets

Romania

Health stores, food & drinks

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The Beverage That All Celebrities Adore



VeroSlim was launched out of two women's desire to help others achieve the silhouette of their dreams, healthy and naturally. Launched in August 2019, the company that retails 100% organic tea witnessed a rapid expansion across the Romanian market. In just 3 years it built a solid base of loyal customers, reaching notoriety among A-listers.

What helped VeroSlim steal the spotlight? Aside from the delicious mango, pineapple, passion fruit, and papaya flavors, the tea contains medicinal herbs that help customers lose weight. Moreover, the tea eliminates toxins from the body, burns cellulite, and reduces the sensation of hunger. As a result, it became the best option for customers who seek to maintain a healthy lifestyle.



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The Challenges Of Managing A Successful Business



After achieving national success through prolific partnerships with well-known celebrities, VeroSlim decided to expand across borders. Where exactly? In the United Kingdom, France, Germany, and Italy. Addressing a global market, however, often comes with numerous challenges. For instance, retailers need a physical office. This is synonymous with rent, administrative expenses, insurance, supplies, as well as a local team. So what was the best long-term solution for VeroSlim?



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Why Retargeting Biz?

VeroSlim wanted to replicate its Romanian success across borders. As a result, the optimal solution was to find a marketing partner that would be able to achieve outstanding results, effortlessly. Since an online shop is running 24/7, so should its marketing activities. However, such tasks are humanly impossible. Therefore, the best solution is an all-in-one marketing automation tool that does all the work. As a result, VeroSlim chose Retargeting Biz at the beginning of 2021.

With Retargeting Biz, businesses are able to build strong relationships with customers. How? Through personalized campaigns, tailored to each shopper's preferences. Machine learning helps retailers achieve superior results. For instance, it helps them boost revenues, conversion rates, and website traffic across multiple channels. More specifically, through emails, on-site pop-ups, push notifications, SMS, Facebook, Instagram, and Google campaigns.



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How Did They Do It?

In order to keep the business running smoothly, VeroSlim's top priority was to enhance customer experience, while visitors were actively browsing the website. As a result, behavioral pop-up campaigns were enabled.

Improving customer experience isn't enough, though, if you can't reach your customers after they left your site. This is where Retargeting Biz email campaigns proved to be essential.

VeroSlim customers received offers tailored to their previous shopping habits. Aside from these highly personalized campaigns, Retargeting Biz further developed the existing dynamic campaigns across Facebook, Instagram, and Google.

More precisely, it preserved the highly performant ones, while making adjustments where needed.



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In **just three months** of collaboration with Retargeting Biz, VeroSlim achieved the following results on the **Romanian market**:

- **Cart abandonment was reduced by almost 10%**
- Email campaigns registered:
 - **Conversion rate (CVR) grew by 58%**
 - **Revenues rose by 65%**
- For Google Ads campaigns the results were the following:
 - **Conversion rate (CVR) increased by 23%**
 - **Revenues rose by 40%**

Here are the results obtained on the **UK market** in **three months** with Retargeting Biz:

- **For Email campaigns, the conversion rate (CVR) rose by 50%**
- **The conversion (CVR) for Pop-up campaigns grew by 26%**
- **The Average Order Value (AOV) for dynamic campaigns grew by 6%**
- For Google Ads campaigns the results were the following:
 - **The number of transactions improved by 12.5%**
 - **Revenues increased by 13.5%**

Thanks to Retargeting Biz, VeroSlim managed to **centralize all its marketing campaigns across 5 countries** through one marketing partner.



Retargeting



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