



Turning Houses Into Homes

Hungary

Home & garden

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Helping Customers Feel At Home

Since the beginning of time, the center of every home has been the stove. It has always been loved and respected. Even nowadays, when a fire can be started so easily, people love to sit by the fireplace and watch the flames crackle. Conveying that rewarding feeling of coziness was exactly what Warnex aimed for when it became a shop specialized in fireplaces, stoves and hearths. The company was founded in 1996 and started operating in Hungary and the nearby countries.

As little was known about the powers of the Internet back then, it seemed natural that the company would start collaborating with DIY stores, such as Obi, Praktiker, and Bauhaus. However, as the digital world took lead and e-commerce became a valuable asset for retailers, Warnex decided to go online as well. As a result, the e-commerce platform was launched in July, 2020. The product offering widened, the new selection including both heating- and cooling-systems, as well as small electronics, technical articles, DIY tools, more precisely, anything customers might need for their garden and home.



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The Challenges Of Managing A Successful Business



The differences between selling B2B (Business to Business) and B2C (Business to Consumers) are considerable. Especially when the former takes place offline and the latter online. Going fully online, however, meant no contact with the clients, no on-the-spot recommendations, and no follow ups. Or so they thought.

Luckily shortly after turning to e-commerce, they started collaborating with Retargeting Biz, which gave them exactly what they thought to be impossible - helpful support, online marketing expertise, easy access to campaigns, and most importantly constant contact with the clients.



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Why Retargeting Biz?

First of all, the company had decades of experience in selling stoves, heaters, and fireplaces. They knew their products and market very well, which was an undeniable advantage. Nonetheless, they knew little about online marketing and e-commerce.

Through Retargeting Biz, Warnex gained access to a one-stop-shop solution for their marketing needs. The certified Facebook and Google Ads specialists meant that nothing but the best industry practices would be used. Moreover, all campaigns could be fully automated, as well as personalized for each specific taste, no matter how picky.



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How Did They Do It?



Since one of the company's main objectives was to provide a pleasing shopping experience to customers, behavioral pop-ups were enabled. As a result, shoppers received timely product recommendations based on their particular preferences and data history. Some even received coupons in exchange for their email addresses, which proved to be a huge success.

If Warnex knew precisely what audiences to address, Retargeting Biz knew precisely how to reach them and connect with them on a more personal level. As a result, once email addresses were captured, Warnex used them for remarketing purposes. Triggered emails came, thereby, into force. This enabled Warnex to reach out to subscribers at the right time, sending across relevant messages and product recommendations for each individual.

However, since Warnex desired to reach customers wherever they were browsing, push notifications were enabled as well. Lastly, since building a strong community was essential for Warnex, both Facebook and Google campaigns were implemented.



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After **just three months** of collaboration with Retargeting Biz the results were eye-striking:

- **Total Traffic rose 2.41 times**
- **Total Revenue quadrupled**
- **Recovered carts grew 14 times**
- For Google Ads campaigns:
 - **Conversion Rate (CVR) improved by 85.71%**
 - **Transactions multiplied 3.53 times**
 - **Cost per Action (CPA) decreased by 73.88%**
 - **ROAS increased by 91.45%**
- For Facebook and Instagram campaigns:
 - **Conversion Rate (CVR) improved by 20.90%**
 - **Revenue rose 30 times**
 - **Cost per Action (CPA) diminished by 69.79%**
 - **ROAS more than doubled**

Similar performances were noted after **six months** using Retargeting Biz:

- **Total Traffic grew 11 times**
- **Total Revenue multiplied 7 times**
- **Recovered carts increased 35 times**
- For Google Ads campaigns:
 - **Impressions improved 5.43 times**
 - **Transactions rose sixfold**
 - **Revenue increased 3.31 times**
- For Facebook and Instagram campaigns:
 - **Impressions rose almost 212 times**
 - **Transactions multiplied 163 times**
 - **Revenue grew 61 times**



Retargeting



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Your Dreams**