



Be Your Customers' Best Friend

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The Virtual Family of Gamers

Loyal customers are the secret to a successful business. All entrepreneurs know it, but not all can achieve it. It takes time, patience, and professionalism to earn customers' trust and build a strong community. With passion and dedication any business will bloom in no time, and so will its base of loyal customers. This was exactly what eFantasy aimed to achieve when it began operating as an online store in 2010.

The main objective was to bring gamers and collectors together in a world where consoles and board games were just a few clicks away. The temptation was even bigger, as many of the products available on site were difficult to find in Greece. As the number of customers began to rise, the team behind eFantasy made sure that Customer Experience was as pleasant as possible. More thoroughly, all of the company's efforts revolve around this belief and everyone strives to achieve the best. Customer Support is thus always available to address any enquiry.

eFantasy managed this way to grow substantially, adding even more products over the years, such as collectibles, Funko POP! Figures, modeling items, LEGO, and geeky gifts. With 20 categories and many more subcategories divided by brand, genre, age category, and many others, the e-shop englobes to date more than 10.000 products.



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The Challenges Of Managing A Successful Business

Regardless of how profitable a business might be during a specific period of time, the road to success is always paved with obstacles. As a result, when the e-commerce sector exploded during the 2020 health crisis and competition became more challenging, eFantasy decided to search for a marketing partner who would dedicate its time 24/7 in helping them stand out. As this would be humanly impossible to achieve, eFantasy opted for an automated AI-powered marketing platform, more precisely for Retargeting Biz.



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Why Retargeting Biz?



A one-stop-shop for digital marketing, Retargeting Biz brings together all relevant channels needed for an online store to thrive. From Facebook, Instagram and Google Ads, to personalized newsletters, recommendation engine, push notifications, pop-ups, emails and SMS, the automated marketing platform aims at optimizing KPIs such as Conversion Rate and Click Through Rate, while diminishing cart abandonment and enhancing customer experience. It is all due to the wonders of automation and AI-powered product content personalization.



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How Did They Do It?



The main objective of eFantasy, given the new competitive landscape, was building brand awareness, thus attracting new customers and retaining existing ones. The company's marketing budget was therefore directed towards Facebook and Google Ads, as these channels proved to be essential in reaching the main target. As a result, both New Traffic and Remarketing campaigns were enabled.



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The results after **just six months** of collaboration with Retargeting Biz were remarkable:

- **Total Traffic generated through Retargeting Biz almost tripled**
- **Total Revenue doubled**
- **Recovered Carts increased almost 7 times**
- For Google Ads campaigns:
 - **Conversion Rate (CVR) rose by 10.41%**
 - **Cost Per Action (CPA) was reduced by 31.48%**
 - **ROAS increased 3.4 times**
- For Facebook and Instagram campaigns:
 - **Impressions more than doubled**
 - **Transactions multiplied by 29.65%**
 - **Revenue rose by 42.59%**

After **almost one year** of collaboration with Retargeting Biz, eFantasy managed not only to stand out from the crowd, but to achieve remarkable results. For instance, while the **Conversion Rate (CVR) quadrupled**, the **Cost Per Action (CPA) decreased by 60%**.



Retargeting



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Your Dreams**