



The Road To Success In The Digital World

Bulgaria

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When Values Mean Business

They say a successful business relies on satisfied customers. High quality products at accessible prices often tend to be the secret to prosperity. This is exactly what Ventsislav had in mind when he decided to open an optic shop.

Launched in 2015, the business witnessed remarkable progress. With 9 physical stores across multiple major Bulgarian cities, and an extensive collection of over 8.000 products, Skyoptic quickly became a true competitor to renowned stores. It now encompasses sunglasses & eyeglasses from major brands such as Dior, Tom Ford, Emporio Armani, Prada, Dolce & Gabbana, Fendi, Ray-Ban, Bvlgari, and many others.

However, to ensure its products (sunglasses, eyeglasses, and accessories) reach a broader audience, Skyoptic decided to become an omnichannel retailer. The decision was made even before this kind of trend took off and became a huge success during the 2020 health crisis. Going online, whatsoever, proved to be an enormous challenge.



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The Challenges Of Managing A Successful Business



In a digital world that is constantly evolving, Ventsislav encountered numerous obstacles that prevented him from selling as efficiently as he did offline. Despite huge financial investments, the online store and its ads performances did not achieve the results that Ventsislav had hoped for. Its KPIs, such as the Conversion Rate and Average Order Value (AOV) were far beneath those generated through its physical stores, across Bulgaria.

Skyoptic yearned for a properly developed website and highly performing ads that would target relevant audiences. Retargeting Biz proved to be the ideal solution.



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Why Retargeting Biz?



A one-stop-shop, automated marketing platform, Retargeting Biz helps online stores, such as Skyoptic, reach their targeted audiences more efficiently with automated and personalized messages, tailored to each users' particular taste.

Powered by AI, the platform enables a more personal dialogue between the brand and the consumer, which leads to better, long-lasting business performances.



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How Did They Do It?



Since the main priority of Skyoptic was to gain online visibility, enhancing Google and Facebook ad performances was the natural choice. Attracting new audiences was a primary goal, so was retaining existing customers. Thus, both new traffic and remarketing ads were enabled through Retargeting Biz automated marketing platform.

Regardless of how performing these dynamic campaigns proved to be, Skyoptic wanted to turn visitors into loyal customers as soon as they entered the website. As a result, behavioral pop-ups were activated, showing visitors what they wanted exactly when they wanted it.



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After **just three months** of collaborating with Retargeting Biz, Skyoptic recorded mind-blowing performances:

- **Traffic grew by 46.52%**
- **Revenue rose by 87.13%**
- **The number of recovered carts grew by 80%**

- For Facebook and Instagram campaigns:
 - **Reach quadrupled**
 - **Transaction rose by 29.91%**
 - **Revenue increased by 70.19%**

- For Google Ads campaigns:
 - **Click Through Rate grew by 16.82%**
 - **Transactions rose by 31.91%**
 - **Revenue more than doubled**

- For Pop-up campaigns:
 - **Conversion Rate (CVR) increased by 91.84%**
 - **Revenue rose by 2.7 times**



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The results obtained after **six months** of collaborating with Retargeting Biz were more than obvious:

- **Revenue doubled**
- **Abandoned carts were reduced by 7.25%**
- For Facebook and Instagram campaigns:
 - **Conversion Rate (CVR) increased by 14.29%**
 - **Transactions grew by 52.34%**
 - **Revenue doubled**
- For Google Ads campaigns:
 - **Click Through Rate (CTR) rose by 1.6 times**
 - **Conversion Rate (CVR) more than doubled**
 - **Revenue doubled**

The result generated after **one year** with Retargeting Biz were eye-striking:

- **Traffic doubled**
- **Revenue more than tripled**
- **Recovered carts increased 11.8 times**
- **Revenue generated through Pop-ups quadrupled**
- For Facebook and Instagram campaigns:
 - **Reach quadrupled**
 - **Conversion Rate (CVR) rose by 10.39%**
 - **Revenue grew 2.6 times**
- For Google Ads campaigns:
 - **Click Through Rate (CTR) rose by 72.90%**
 - **Conversion Rate multiplied 1.2 times**
 - **Revenue almost tripled**



Retargeting



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Your Dreams**