



The Magic Of The Alps For A Healthy Lifestyle

Bulgaria

Health stores, food & drinks

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The Swiss Recipe for Success

Despite modern progress, one of the most ancient professions still exists in Switzerland. It is called “Drogisten”, commonly known as herbal stores. These shops are mostly managed by specialists that have inherited the art of developing products based on healing herbs and plants. As a result, consumers gain access to traditions that are hundreds of years old and which would have otherwise been lost in time.

VIVASAN, a renowned Swiss store, has successfully applied this valuable knowledge when it started manufacturing natural food supplements, essential oils and cosmetic products. Nowadays, however, these old recipes are realized with the help of modern technology. It is no wonder that these products have penetrated foreign markets. In Bulgaria, they have been available for more than 20 years.

What makes VIVASAN stand out from other supplement retailers? It offers 100% natural food supplements and therapeutic essential oils. The high quality of products as well as the organic materials, helped VIVASAN earn a GMP certificate. Moreover, all products are manufactured in Switzerland with the approval of SwissMedic.



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The Challenges Of Managing A Successful Business



However, all these certificates are independent from Google and Facebook guidelines and policies. These platforms' advertising rules are restricting many businesses, especially those whose products could be hazardous to human health. Although food supplements do not technically fall under the advertising bans of Google and Facebook, they are being strictly regulated - both across their ads and their sites as a whole.

In order to shop for food supplements online, users need lots of information - what is the product, what are its properties and ingredients, where and how it was produced, what are the guarantees that the product is safe and beneficial. If this information is difficult or even impossible to retrieve, the chances of making sales online are diminishing.



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Why Retargeting Biz?

Present for over 20 years in the food supplement industry, VIVASAN didn't get discouraged when faced with these challenges.

However, since observing these harsh requirements meant persistent efforts, VIVASAN decided to collaborate with Retargeting Biz. As a result, the online store was able to benefit from Retargeting Biz Premium Account Management, leaving all these Google and Facebook challenges in the hands of a team of experts.



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How Did They Do It?

One of VIVASAN's top priorities was receiving the green light from Google. Therefore, the Retargeting Biz team of experts made sure that all product descriptions met the criteria. To attract new traffic, increase sales volumes, and diminish abandoned carts, both Google and Facebook campaigns were enabled.

Meanwhile, the Retargeting Biz team of experts relaunched their inquiries towards Facebook, requesting product reevaluation and ban lifting. Eventually, VIVASAN products received all necessary approvals and the ads started rolling.

VIVASAN's marketing strategy also encompassed behavioral pop-ups and emails which aimed at increasing the store's Conversion Rate and implicitly its revenues.



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Here are the **month-over-month** results that VIVASAN recorded through Retargeting Biz:

- **Sales grew by 58%**
- **Average Order Value (AOV) increased by 53%**
- **Revenues generated through pop-ups improved by 51%**
- For Google Ads campaigns:
 - **Revenues grew sixfold**
 - **Cost per Action (CPA) diminished by 80%**

In just ten months of collaboration with Retargeting Biz, VIVASAN's KPIs improved substantially. Thanks to the Retargeting Biz Premium Support team, the online store managed to gain visibility both across Facebook and Google, despite all their strict advertising policies.



Retargeting



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Your Dreams**