

84% first time customers and 36% conversion rate

New customers and a top conversion rate with alternative traffic sources

Marketing and sales targets

Since 2000 the Valentins GmbH grew up to one of the leading online shops for flowers and gifts in Germany and Austria. The great challenge for a continuing success is to acquire new customers and to keep their allegiance. The task for deal united was to develop potential sales volume und new traffic sources. Further the deal united campaign focused on establishing the brand, increasing sales targets and getting new customers.



Campaign facts

Advertiser: Valentins GmbH

Policy: concerted and well planed ad-placements at the place of action, riskless CPO Campaigns

Ad-media: shop cart exit layer, in-application- & game messages

“Up to now, there were no Browser-Game-Customers in our clientele – now there are!”

Matthias Kraft,
Valentins GmbH,
Marketing Manager
Neukunden

Campaign strategy

The idea was to recruit users at the point-of-action showing little or no willingness to pay for digital products like software or games. The offer of Valentins.de was the nucleus of the campaign: The user pays for flowers or a gift and gets a digital product for free. So the willingness to pay increases. During the shopping process different kinds of ads, like shopping cart layer and application messages were addressed to the users.

Results

With the concerted placement of the advertising campaign deal united reached 84% of first time customers in a new market segment. The excellent conversion rate of 38% and lots of extra sales made a go of the campaign.

Campaign Highlights

84% first time customers

38% conversion rate

- **Low reversal rate, 1,5%**
- **High campaign –ROI**
- **Increasing brand awareness**
- **Free ad-impressions**