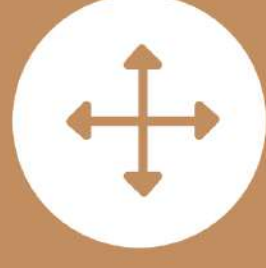


233%
increase in
sales



32%
increase in returning
customers



132%
increase
in web traffic

WHAT IS RADHEY'S AND WHAT DO THEY DO?

Radheys is a premium ecommerce boutique that offers stylish gowns, lehengas, maxi dresses and many more- for every occasion that one can think of.



RADHEY'S ASK

When Radheys approached us, their goal was to establish themselves as a youthful brand that focuses on making premium, stylish clothing affordable and accessible for all.

ROADMAP TO RADHEY'S SUCCESS

Established, grew and strengthened their social media presence.

Revamped their website.

Automated marketing and mapping relevant data to consumer actions.

Effective and in-depth user targeting.

HOW DID WE PULL IT OFF?

Tapping into the larger ecosystem helped us start our winning streak with Radhey's! We identified a vibrant community of influencers, fashionistas, and budding models to collaborate with- this helped us grow their social media presence with a high engagement rate and brand recall.

BEFORE



AFTER



We helped Radheys to identify customers who bring in great value, and ensured that they stayed abreast of all new developments about the brand by sharing regular updates with them about new collections, custom offers, special offers and festival discounts. We tapped into our expertise of using analytics effectively by having dedicated campaigns for abandoned carts and by deploying vautomated messaging and marketing.

By collaborating closely with Radhey's team, we were able to break down the demographic research better which helped us in gathering valuable insights. Based on our rich insights, we were able to build targeted ads keeping in mind certain products and discounts that offered a high degree of personalization for their customers.

