

# Unlock the Secrets to E-commerce Success: Success Stories from Our Clients

Discover Real E-commerce success cases



<https://www.wegrow-app.com/>



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# About Wegrow

## The best practices revolution

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Wegrow is the platform where your teams share & scale marketing, sales & operation best practices to drive efficiencies.

### Wegrow's mission

Our mission is to transform the way companies approach sharing and scaling best practices. We believe that by empowering teams to easily share their knowledge and experience, we can help drive ROI and margin growth. We want to make the process engaging and even fun, so that people are motivated to participate and contribute their insights.

By doing so, we can help businesses unlock the full potential of their teams and drive lasting success.

The most efficient way to drive results in large organisations is to share & scale best practices, but the process is inefficient.

**55%**

**of business leaders think**

.....

that "best practices are the most efficient lever to drive business results, in front of investing more, recruiting more or re-organizing teams".

**93%**

**of business leaders consider**

.....

that "current processes and tools are inefficient".

**350H**

**per month wasted**

.....

for a team of 100 collecting, distributing and following up on the scaling of best practices.

# Wegrow benefits



## Increase margin.

Scaling best practices is the best way to avoid re-inventing the wheel. Wegrow helps your teams to share and scale marketing, sales & digital best practices to drive savings & growth.

20 best practices scaled per year for a team of 100, resulting in 1 to 3 Million € savings.



## Save time.

20% of your teams' time is wasted hunting for information (Mc Kinsey study), which often leads to frustration. Cut this loss by half with Wegrow, through faster collection of intel, less reinvention of the wheel and faster projects.

10% team's time saved, equivalent to 10 full time employees for a team of 100.



## Engage your teams.

People feel rewarded and their great initiatives are recognized by their top management. Wegrow helps you to detect, motivate and keep your talents.

200 best practices shared per year for a team of 100.



## Wegrow's vision

To be the leading digital platform for organizations to efficiently share and implement best practices, resulting in improved collaboration and increased profitability.



# About the e-commerce cases



Disclaimer: Some information presented in this report may have been altered or hidden in order to protect the privacy of our clients. However, we assure you that the actual results and information presented are based on real data and have not been manipulated in any way. We take our clients' privacy very seriously and have taken appropriate measures to ensure that their sensitive information remains confidential.



# wegrow Case Study



**Use infographic images on E-commerce to boost your online sales by +15%**

Boosted by Top Management which led to other countries like Japan to reuse

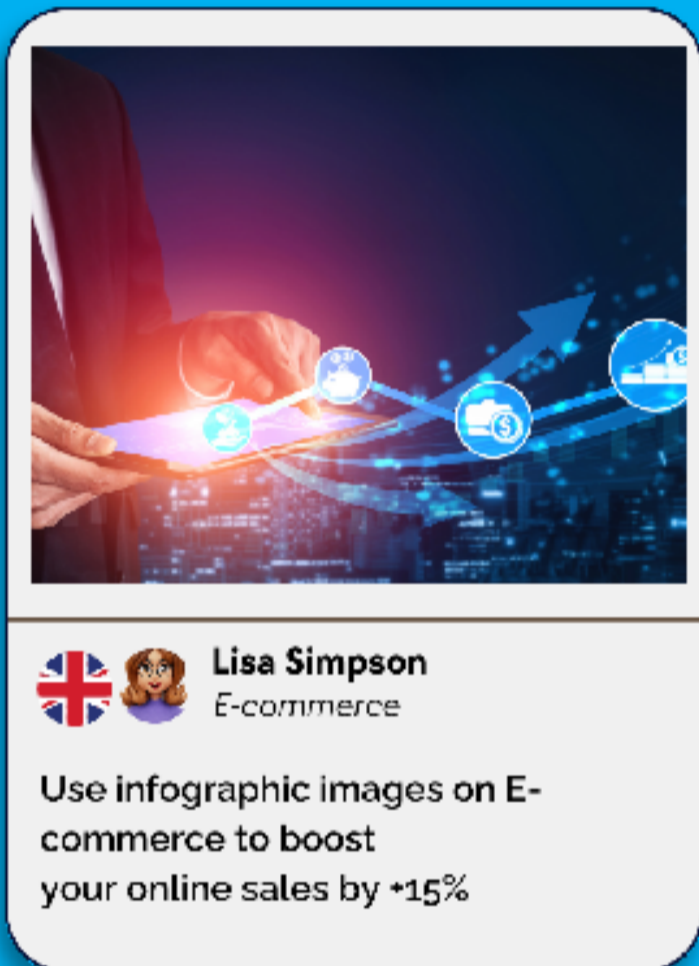
## KEY CHALLENGES

Developing a global image and message flow strategy that includes both product and lifestyle images.

Understanding whether infographics improve engagement and conversion.

## KEY INITIATIVES

- Creating infographics for product detail pages.
- Running a live A/B testing to monitor the result of all on-page aspects.
- Conducting e-content optimization with the creation of infographics.



# KEY RESULTS

- E-content optimization with the creation of infographics has a return on investment (ROI) of 33%
- Confirmed by Amazon testing
- Product detail pages with infographics can increase visits by an average of 7%.
- Product detail pages with infographics can increase sales by an average of 15%, which shows how critical e-content is at the last stage of the funnel.
- Product detail pages with infographics can increase conversion rate by an average of 8%.

## KEY LEARNINGS:

- ✓ Optimizing infographics for product detail pages can lead to a double-digit increase in sales.
- ✓ Conducting a 360 optimization including all eContent asset types (such as videos, 360 spins, enhanced content, textual assets, and mobile-ready hero images) can lead to even better prospects.



# wegrow Case Study

## Increase sales on Amazon by leveraging search opportunities



## KEY CHALLENGES

Leveraging Amazon search opportunities by optimizing the AMS strategy.

Switching from working with a media agency to working with a dedicated Amazon agency for AMS optimization.

Changing the targeting strategy for the E-COM key categories Gin and Whisk(e)y from bidding mainly on branded keywords to bidding mainly on generic keywords.

## KEY LEARNINGS

Leveraging Amazon search opportunities through Amazon Search optimization can lead to improved KPIs.

Working with a dedicated Amazon agency for Amazon Search optimization can lead to strong improvements in key KPIs.

Changing the targeting strategy from branded to generic keywords can lead to improved Amazon Search performance despite higher ad spends.

## KEY RESULTS

Achieving **-54% average cost per click year on year** (cheaper clicks with higher conversion).

Achieving **+83% return on ad spend year on year** (more targeted ads allowing for higher profits).

Achieving the same sales levels with **-44% investment** vs. prior campaign management.

## IF REUSED IN OTHER MARKETS

✓ Time saved : **2 days** (brainstorming shortened by re-applying this winning approach)

✓ Cash saved: **92K€** for an usual budget of 200K€, based on the 84% return on ad spend increase

# wegrow Case Study



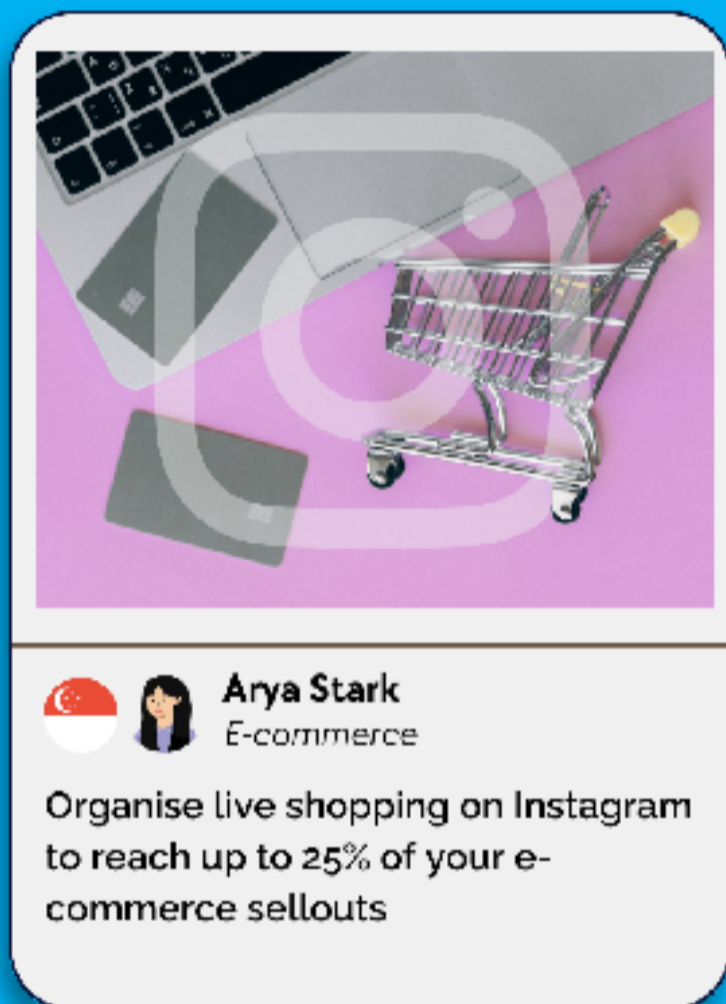
**Organise live shopping on Instagram to reach up to 25% of your e-commerce sellouts**

## KEY CHALLENGES

Increase sales online

## KEY INITIATIVES

- Collaborating with shopping account @influencer to do a 9-hour live shopping event
- Inviting a local beauty influencer to join the live and showcase the products
- Sharing social content on both @influencer and @brand Instagram story to raise awareness
- Offering exclusive promotions to the audience



# KEY RESULTS

# 25%

Sales equivalent to 25% of the e-commerce sell-out for a whole month

- Recruitment of new customers on a specific new target audience

## KEY LEARNINGS:

- ✓ Special prices and promotions can make the shopping experience easier and more attractive to the audience
- ✓ It is important to ensure that all products are available to fulfill orders during live shopping events
- ✓ Collaborations with the same shopping account should be spaced out to avoid repetitiveness for the audience



# Get In Touch With Us



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