

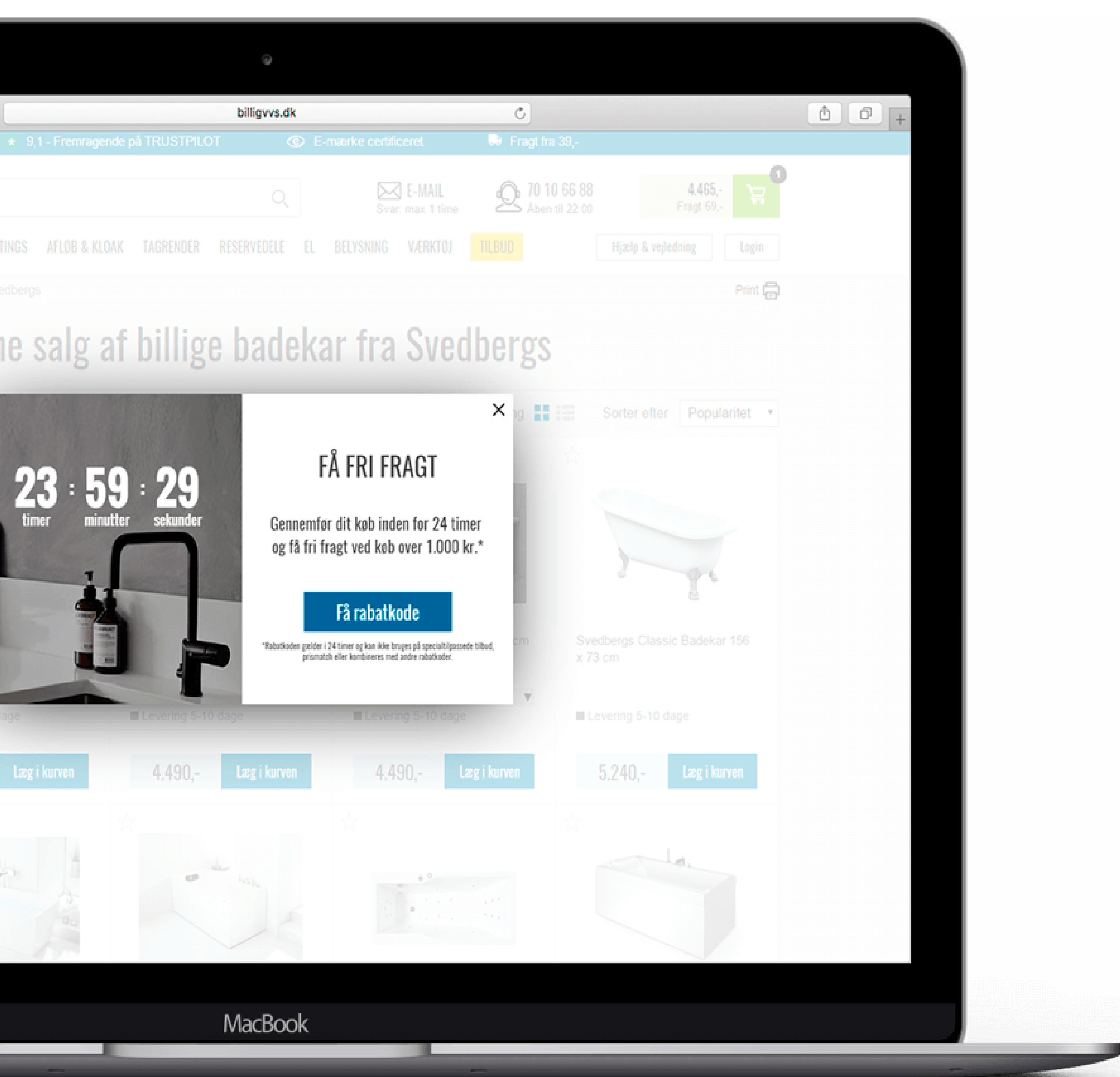


SITECAMPAIGN

# BilligVVS.dk

## BOOSTING SALES WITH SITECAMPAIGN

BilligVVS achieved a 44% lift in conversion rate after implementing an abandoned basket SiteCampaign



### GOAL

Increase the conversion rate for visitors attempting to leave the BilligVVS website without completing their purchase.

### SOLUTION

A custom SiteCampaign featuring free delivery and a count-down timer showing how much time is left to redeem the offer. BilligVVS used a split test to measure the true lift of the campaign. This test meant that only half of those eligible were exposed to the campaign, and the other half was used as a control segment.

### RESULTS

44% lift in conversion rate for visitors who attempted to leave the site without completing their purchase.

## ABOUT BILLIGVVS

BilligVVS.dk is Denmark's biggest webshop for bathroom and plumbing articles. The company was founded in the year 2000, and is now present in both Denmark, Sweden, and Norway.

BilligVVS focuses on user-friendliness and customer service. They have an expert on call to help with questions or assist in any way to ensure that they give their customers the best possible experience.



Throughout our collaboration, SiteCampaign has been very flexible in adjusting the design, message, and rules of our campaigns - ensuring that they are always in-line with the changes we make to our website. This flexibility has helped us achieve a lift in both our conversion rates and newsletter sign-ups across all of our brands and markets.

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