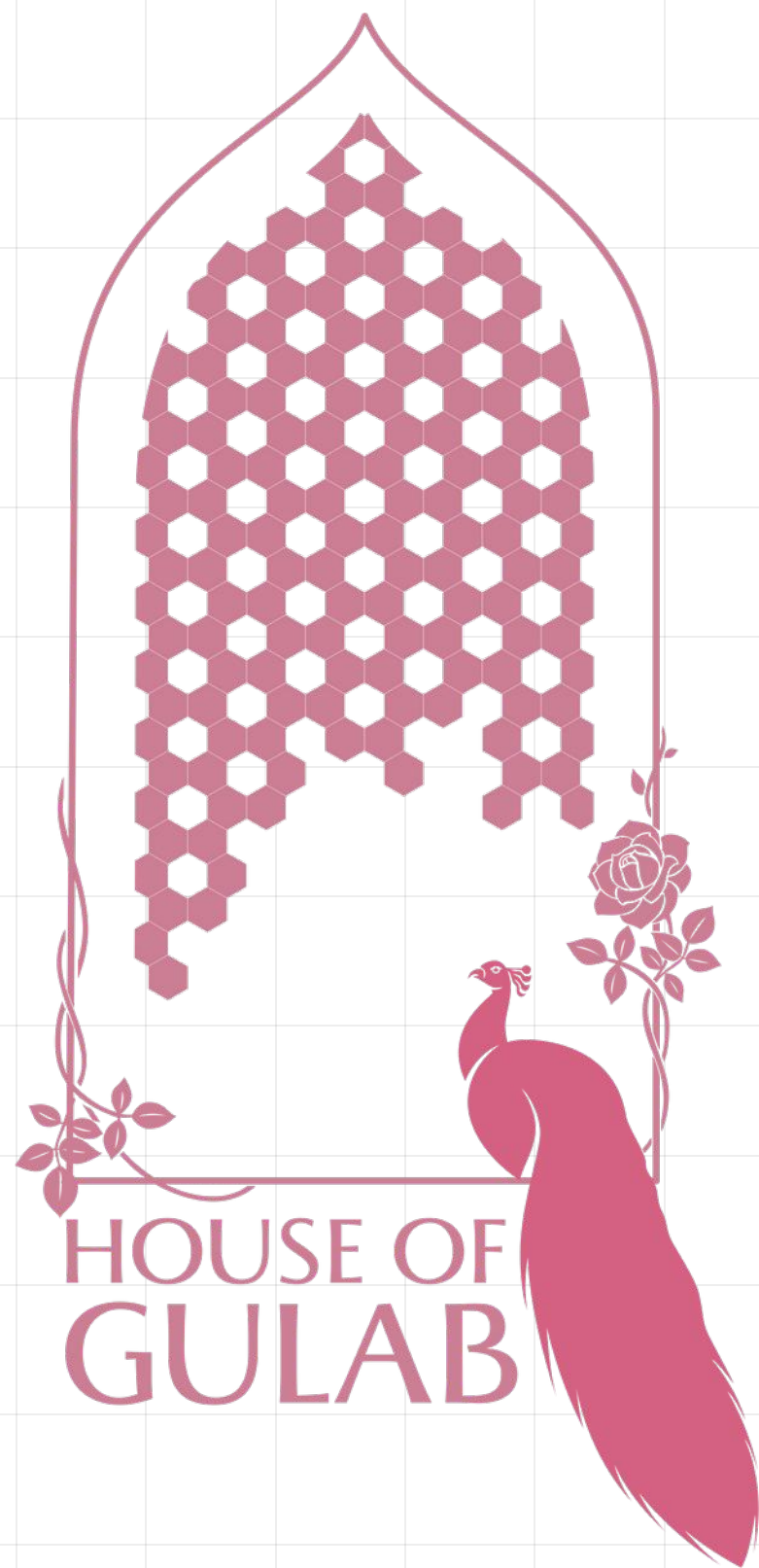




X PRAGMA . X NITRO

The Story behind

Anonymous Visitors → New Customers

About the Brand

House of Gulab, an exquisite home decor brand that specialises in a wide range of premium products designed to add elegance and comfort to perfect living spaces — offering a diverse selection of items, from luxurious bed sheets to elegant bathrobes.



Challenges

The Holiday period clearly showed a spike in website traffic, but something that did not reflect on Sales/Conversion

Meaning?

>80% of visitors remained anonymous,
regardless of whether it was a holiday period

Lost potential customers & sales
worth >15% of revenue per month

Which slips closer to 25%
during the holiday period

Conclusion : Actionable insights required for personalised WhatsApp Retargeting Campaigns

Solution

NITRO

Enables Cookieless Anonymous
Traffic detection

P R A G M A .

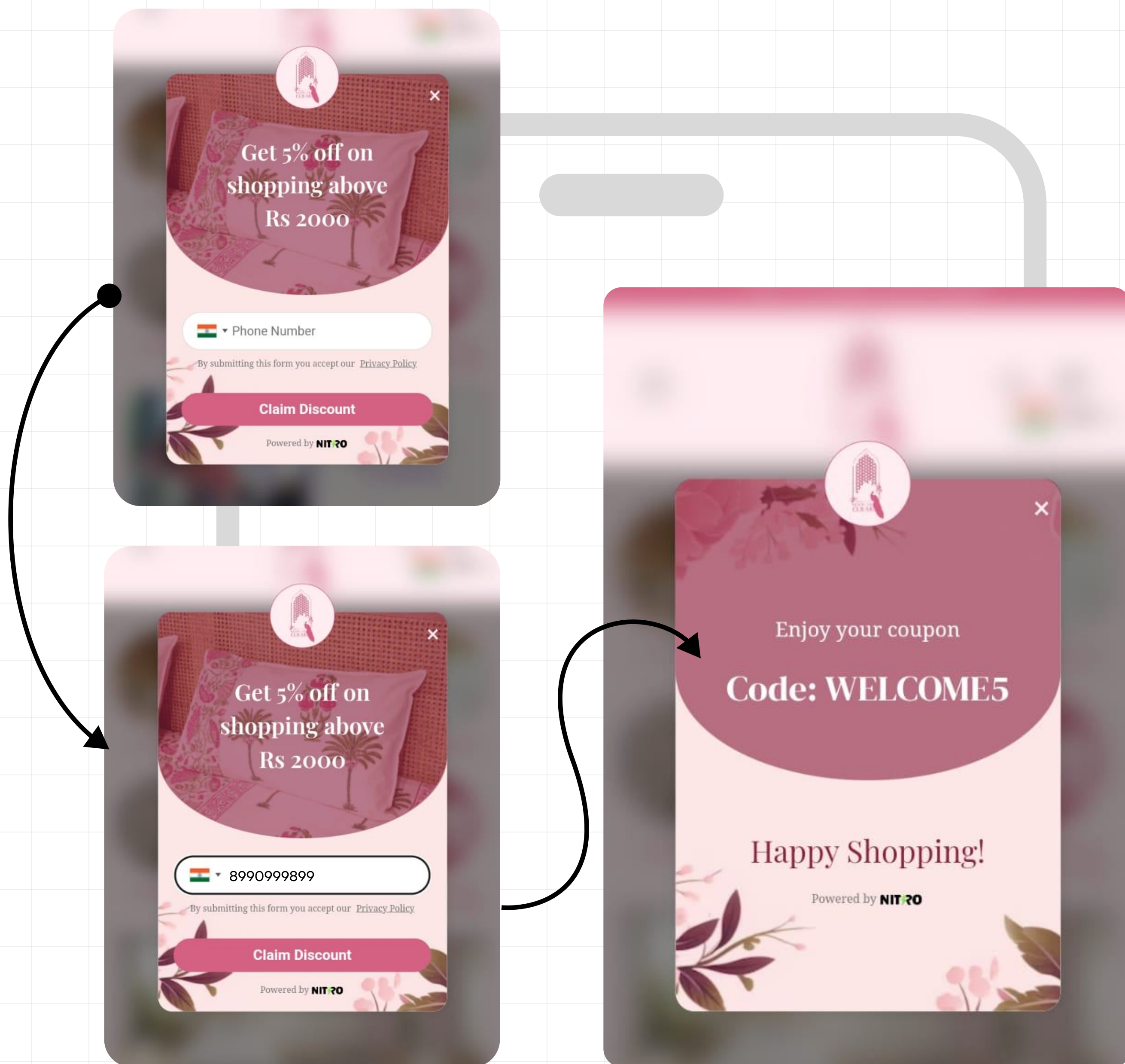
Targets new audience list,
generating new customers for HOG

HOW? →

1.

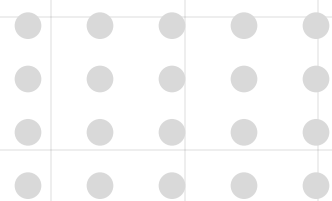
NITRO

identifies non-purchasing, anonymous visitors



2.

Generate & Segment high-intent leads for personalised hyper-targeting



**Raj Sharma**



4 May,2024 | 12:25 (Male)  Bengaluru, Karnataka

★★★★ 57 Loyalty Points

Avg E-commerce Score : 5.8

Last Activity : <http://prodname/storename.com>

[How to calculate score?](#)

Total purchase : 6

Total purchase : 6

 **₹18,000**

High Intent Users

**Raj Sharma**



4 May,2024 | 12:25 (Male)  Bengaluru, Karnataka

 **₹18,000**

**Piya Chittudesai**



14 June,2024 | 11:35 (Female)  Mumbai, Maharashtra

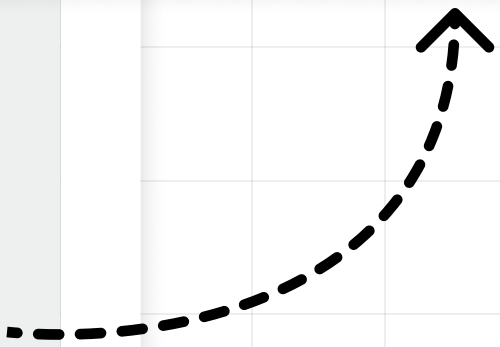
 **₹16,680**

**Anu Sattva**



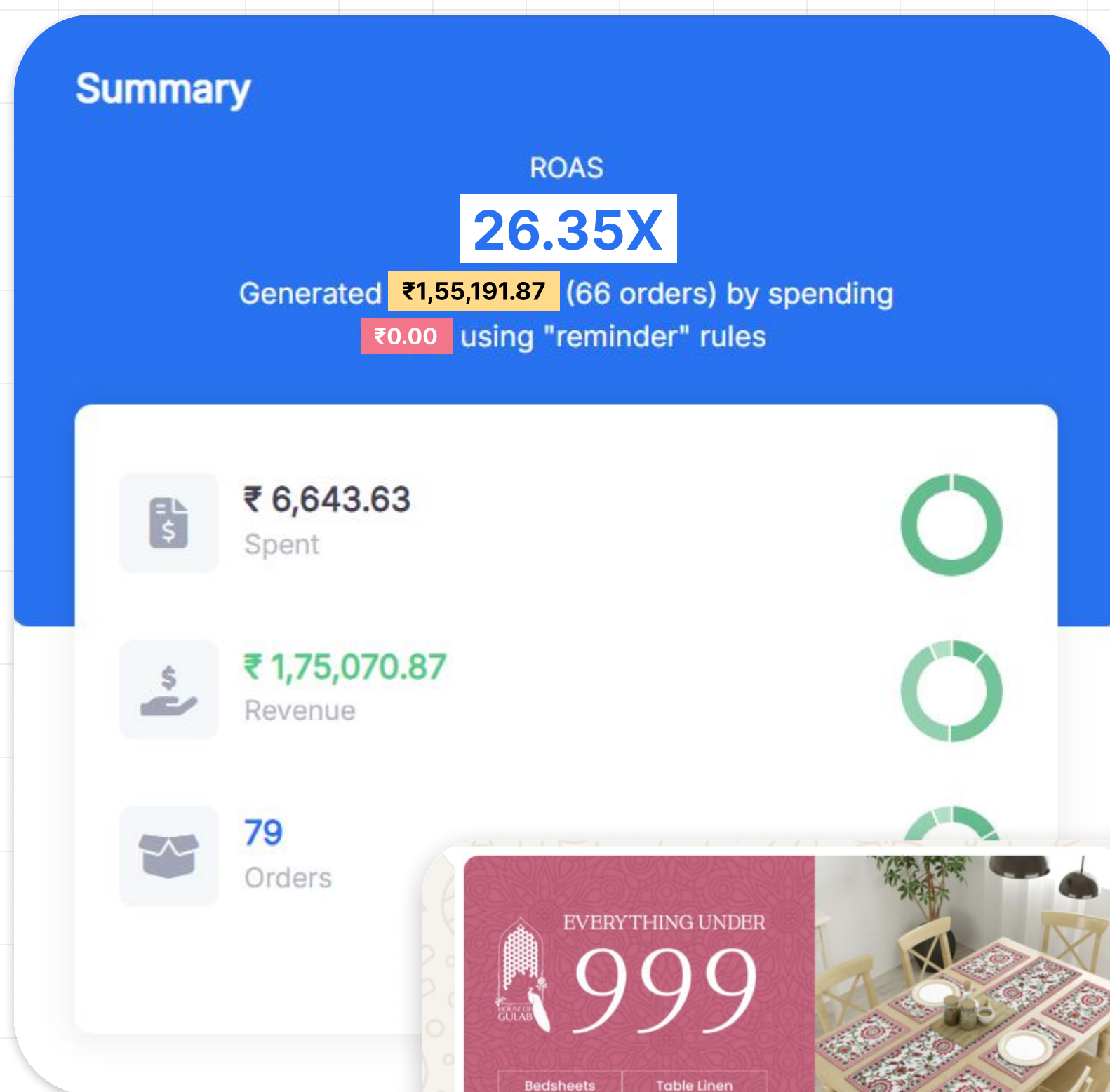
22 May,2024 | 03:00 (Female)  Dispur, Assam

 **₹22,800**



3.

P R A G M A • maximises conversion via customised 2-way WhatsApp Campaign



EVERYTHING UNDER **999**

Bedsheets	Table Linen
Cushion covers	Curtains
Towel Sets	

Home luxury, without the splurge!

🎉 **ALL @ 999!** 🎉

Best of HOG
Stitched with Love 🌸

- 🌟 Bedsheets
- 🌟 Table Linen
- 🌟 Towels Sets
- 🌟 Curtains
- 🌟 Cushion Covers

🛒 **#Limited time offer!**

11:41

[Shop now](#)

(๖~)~ 🌸 Gift Hugs 🌸

Nothing says you care, like a warm hug..

Plus, maybe a couple of Gifts 🤗

House of Gulab,
#GiftSetCollections 🌳
Warmth In Every Gift!

Perfect for every occasion!

GIFT SETS ON SALE
RAKHI GIFT BOXES
2 Free on orders above ₹5000
3 Free on orders above ₹10000

HOG's Special Gift Set Collection - Perfect for every occasion!

[Shop now](#)

Result

12%

Website
Visitors
Identified

15%

Increase in
Conversion

26X

ROAS from
WhatsApp

