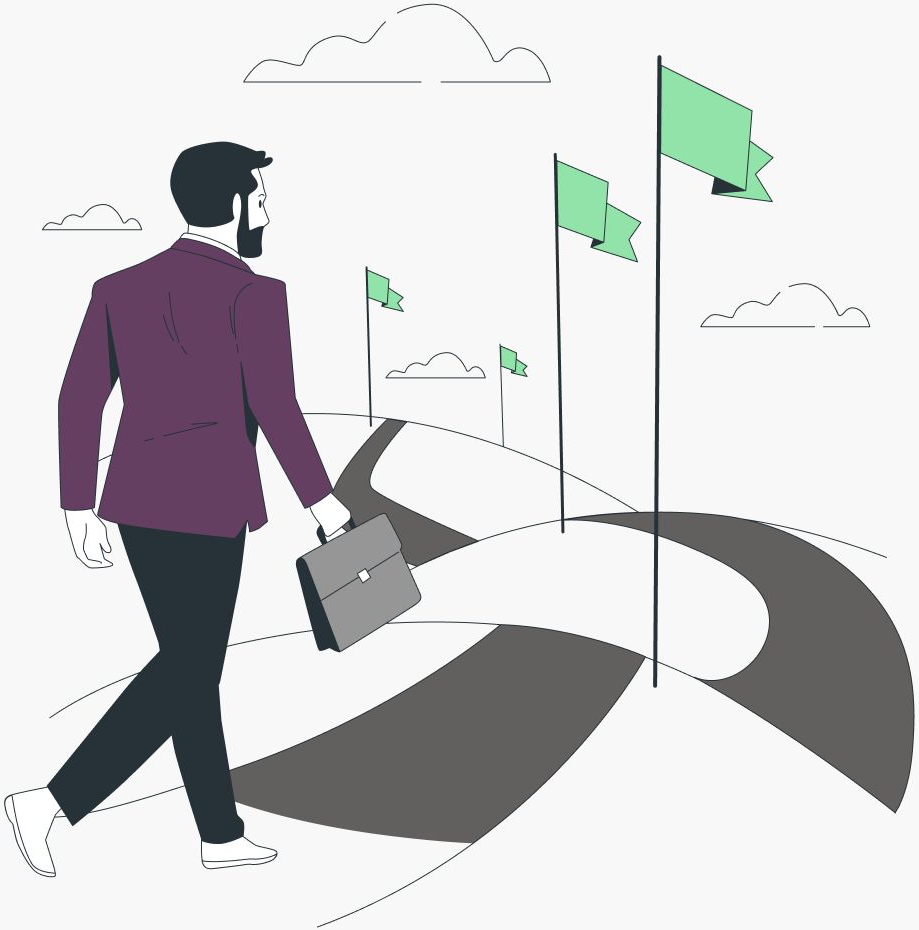


Redefining Our Customers' Growth Journey,

A Walk-Through

About

Personal hygiene products online in India at the best price.

We are currently catering to a big, bold and leading personal hygiene products brand that sells online in India at best price. The company has been awarded Amazon's SMB Brand of the Year 2020 and Listed as one of the Top 10 Startups in 2020 by LinkedIn. It is also present in over 5000 retail touch points across 90 cities and exporting to close to 10 countries. Their products are accepted and loved countrywide. Not just that, they've successfully raised funding of over $3 Mn as part of its $6 Mn Series B funding round.



Challenges

There were some huge challenges they were facing before NitroX intervened,

Low Visitor Identification:

Less than 1% of website visitors were identified, which led to poor conversion rate & lack of visitor insights (location, product views, category views, buyer persona etc.)



NITROX

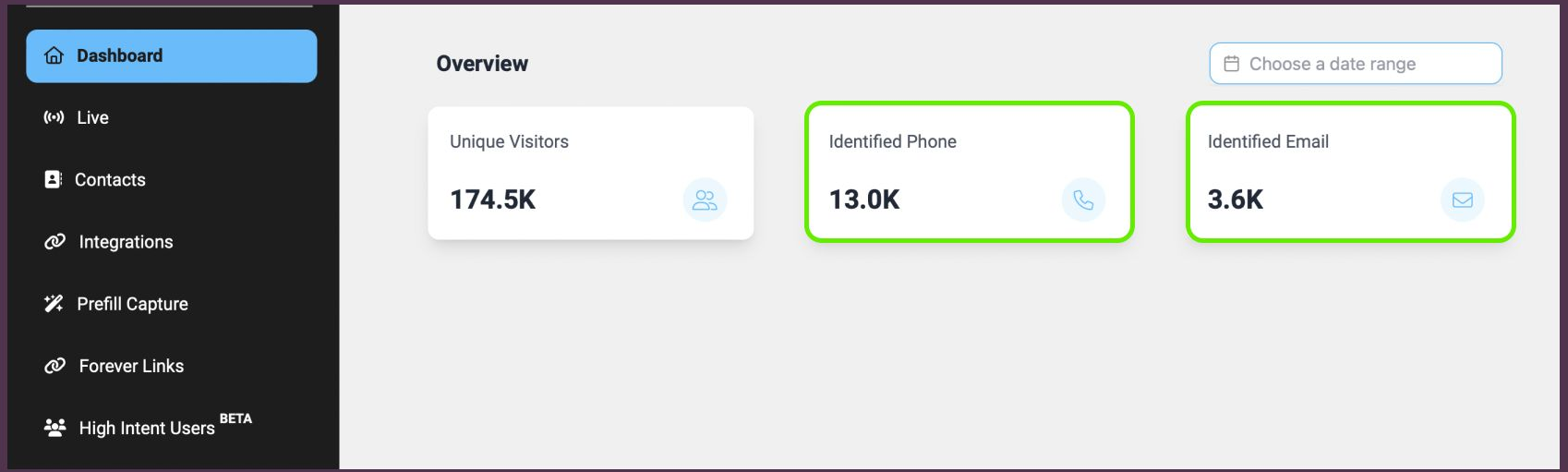
Solution

After implementing NitroX, significant numbers were seen,

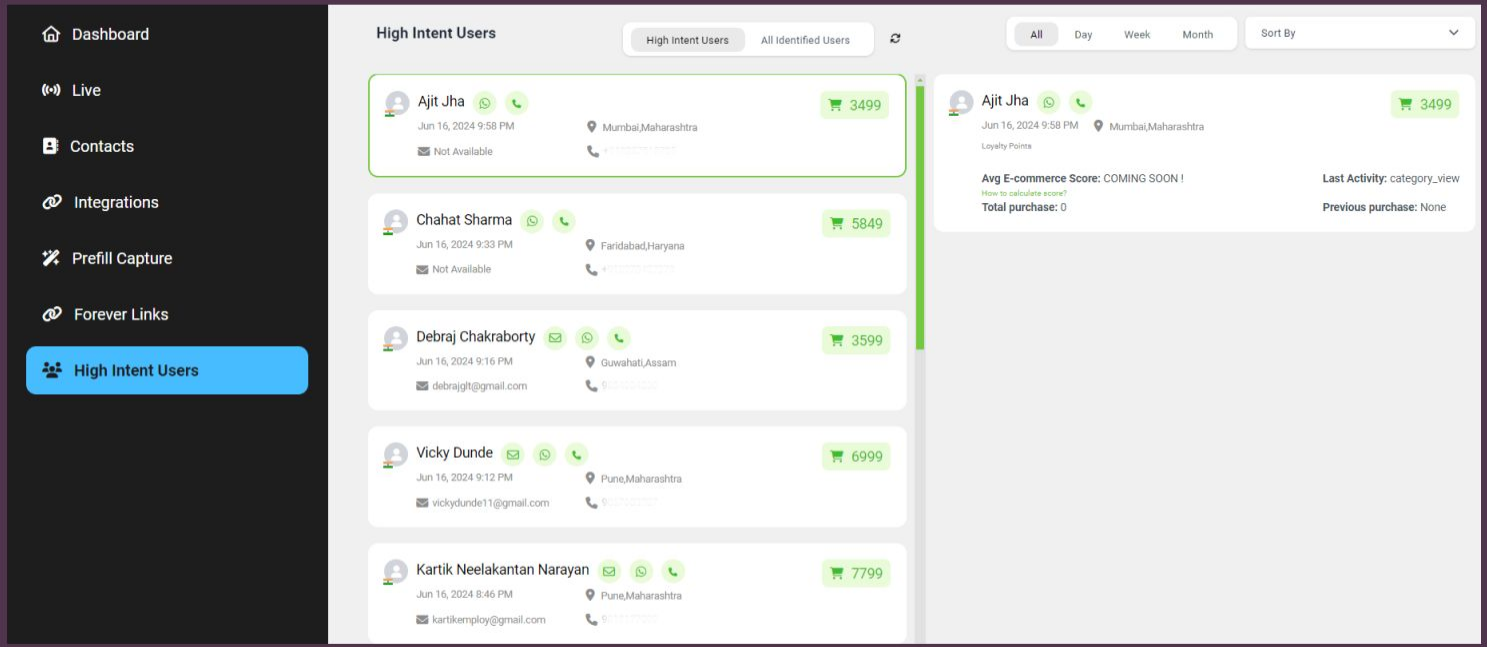
Increased visitor identification: Our patent-pending identification tech helped them identify over 6.98% of website visitors, that is 6X the industry average.

Our high intent feature was live on their website where attributes like the full name, phone number, location and even the total cart value was accessible to the brand, sales & marketing team.

Over 7% of website visitors are identified from a mere 0.5% within 30 days of NitroX intervention.



High-intent user dashboard with notable cart value and user details for retargeting strategies.



Results

The impact of NitroX's intervention was:

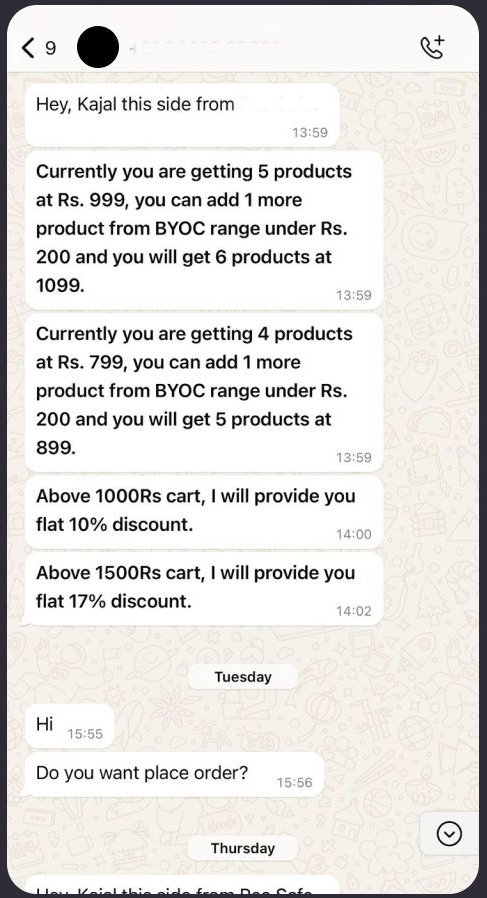
3X User Identification:
We were able to boost visitor identification to 3.4X the industry average, reaching up to 7.46% of website visitors.

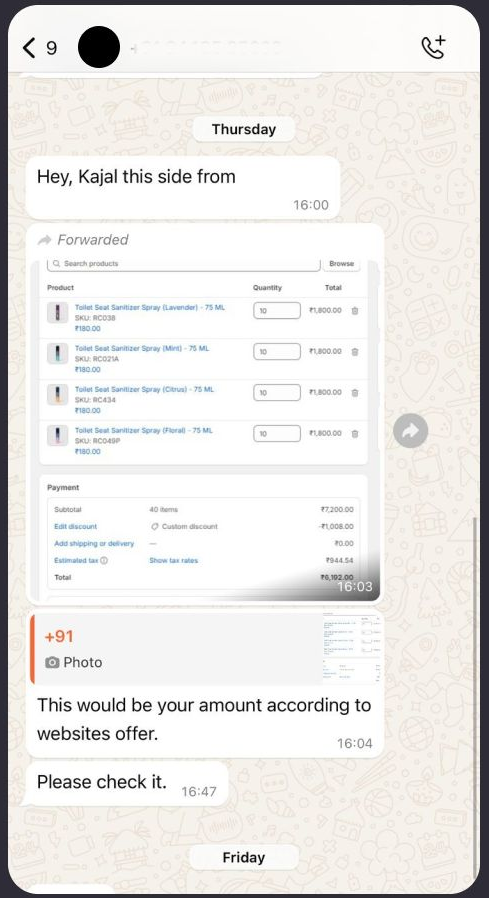
Journey Mapping: Our client leveraged our advanced identification technology to map the end-to-end customer journey, gaining insights into visitor behaviour. This in-depth understanding of customer interactions has enabled them to create highly personalised marketing strategies, driving significant engagement and conversions.

Enhanced Data Utilization: With complete & important user insights, our client could personalize their marketing efforts like targeted calls and campaigns, resulting in a remarkable 55% increase in conversion rate.

Targeted WhatsApp Marketing

The brand is using personalised approach by **messaging on WhatsApp** to engage customers directly, driving **increased conversion rate, high open rate** & improved **customer retention** that led to more revenue.





Real Impact

Hear it from our client

NitroX has truly transformed our business. Their technology boosted our visitor identification rate to 6.98%, giving us crucial insights that improved our marketing strategies and our outreach team now feels more motivated than ever.

NitroX's solutions have significantly enhanced our online sales and customer engagement. We are so glad we believed in them!



Brands that trust us















































Our Partners

One-click integration with your favorite tools to boost conversion rate like never before!

bitespeed

Contlo

LimeChat

QuickReply.ai

PRAGMA.
(formerly Logisy)

The Convert way

popcoin™

Fynd

Adbuffs

Conclusion

Nitro X is not just a tool but a comprehensive solution that empowers e-commerce businesses to thrive in a competitive market.

By focusing on the 3 I's – **Identification, Intent, and Incremental Revenue**

Nitro X significantly improves,

- **conversion rates**
- **customer engagement, and**
- **overall sales performance**