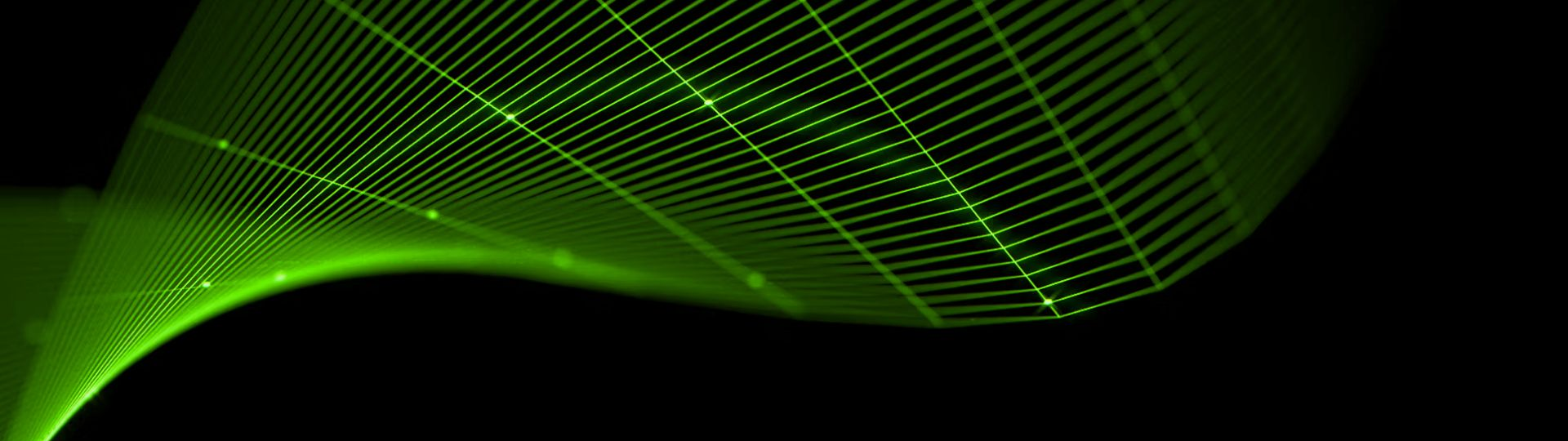
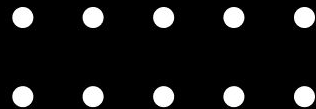


An abstract graphic in the top left corner consisting of a series of thin, bright green lines that form a curved, wireframe-like structure, resembling a stylized 'C' or a portion of a sphere. The lines are more densely packed on the left and fan out towards the right, creating a sense of depth and movement.

REDEFINING OUR CUSTOMERS' GROWTH JOURNEYS, *A WALK-THROUGH*



ABOUT

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,

1 . Increased visitor identification:

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

2 . 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.

RESULT

The impact of NitroX's intervention was:



- 1. 12X Increase in RoaS:** By reaching out to customers who abandoned their carts through calls, the brand experienced a 12-fold boost in Return on Ad Spend.
- 2. 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.
- 3. 3X User Identification:** We were able to boost visitor identification to 3.4X the industry average, reaching up to 6.98% of website visitors.



REAL IMPACT

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.

We've seen a **55% increase in conversion rates and a 12X boost in ROAS in just 3 months.** That's way more than the industry standards. NitroX's solutions have significantly enhanced our online sales and customer engagement. We are so glad we believed in them!