CASE STUDY

Boosting Revenue with Nitro Calling for

NITRO COMMERCE

INTRODUCING OUR CLIENT

CLIENT	INDUSTRY	PERIOD
Sleepsia	**Premium Memory Foam Pillows**	**August 1-25, 2024**

NITRO COMMERCE

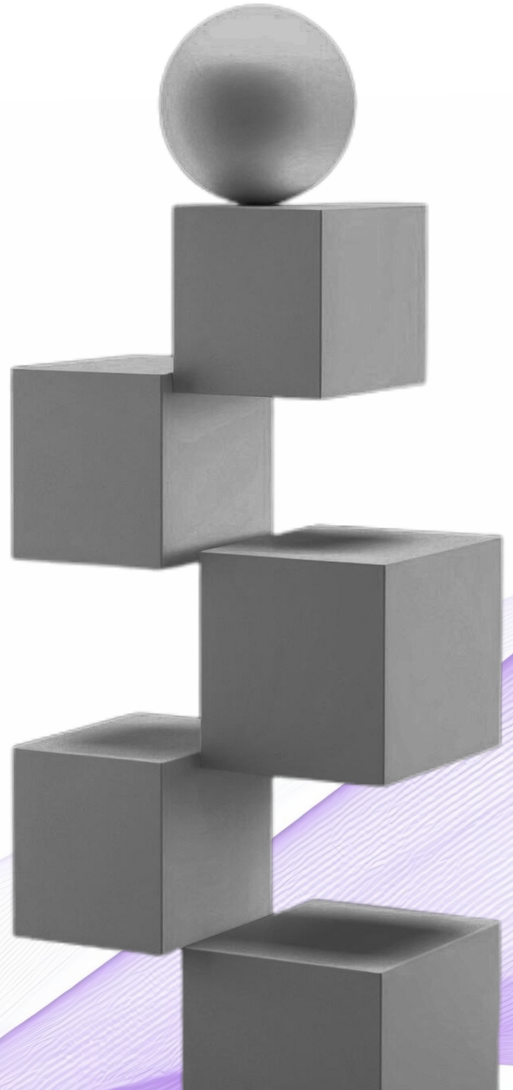
OVERVIEW

Sleepsia, a brand dedicated to enhancing sleep quality with premium memory foam pillows, recently leveraged Nitro Calling to connect with their high-intent users (HIUs) through hyper-personalized direct calls. The results from the August campaign were outstanding, demonstrating how strategic communication can significantly impact both engagement and revenue.

NITRO COMMERCE

CONCLUSION

Nitro Calling proved to be a game-changer for Sleepsia, enabling them to effectively engage their high-intent users and drive substantial revenue growth. This case study exemplifies the power of personalized direct communication in enhancing customer experience and boosting key business metrics.



NITRO COMMERCE

OUR CLIENTS' SAY

Implementing Nitro Calling was a game-changer for us at Sleepsia. The ability to directly connect with our high-intent users through personalized calls not only increased our conversions but also boosted our average order value. The results speak for themselves —a 43% increase in AOV is a proves to the power of targeted communication. Nitro Calling has truly transformed the way we engage with our customers, and we are looking forward to even better numbers in the future.

— [Founder's Name], Founder & CEO, Sleepsia

NITRO COMMERCE

Ready to see similar results for your brand?

Discover how Nitro Calling can transform your business today.

NITRO COMMERCE

OUR STRATEGY

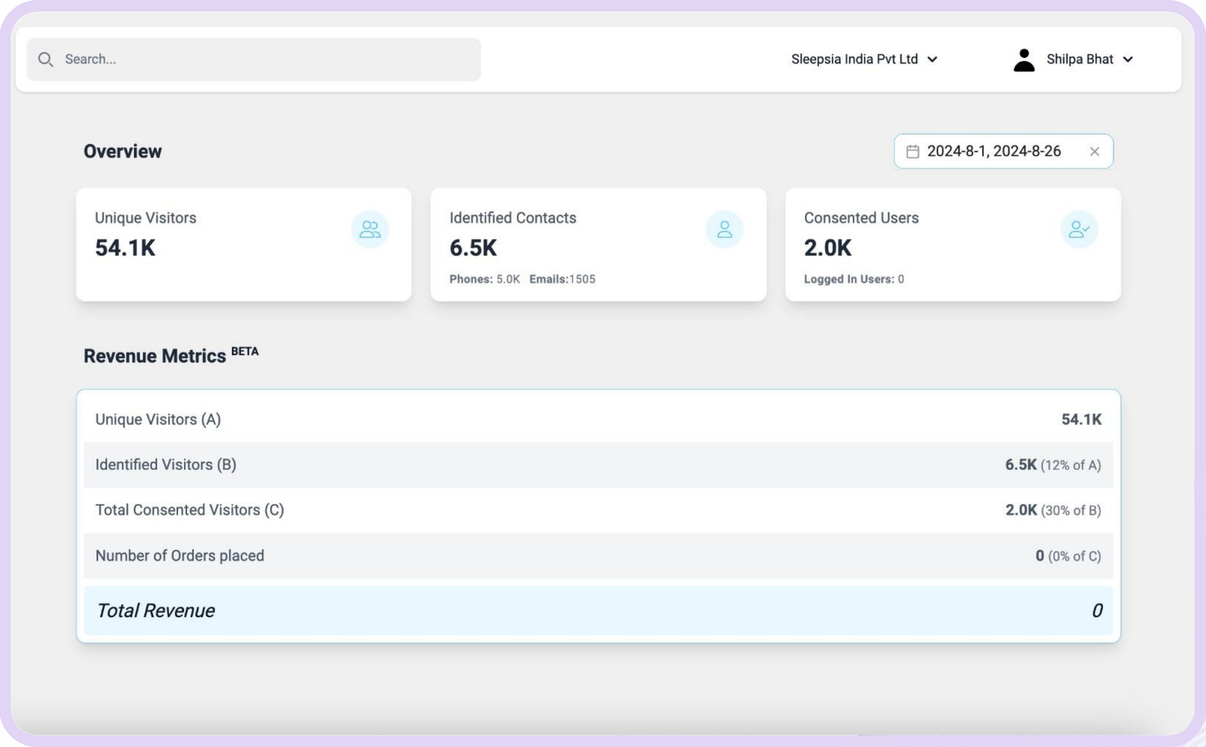
To maximize conversions and boost sales, Sleepsia employed Nitro Calling to directly reach out to 6,533 identified high-intent users. This targeted approach allowed Sleepsia to target their messaging, address specific customer pain points, and provide personalized offers that resonated with the needs of their HIUs through directly calling.

NITRO COMMERCE

RESULTS

The hyper-personalized calling campaign yielded impressive results:

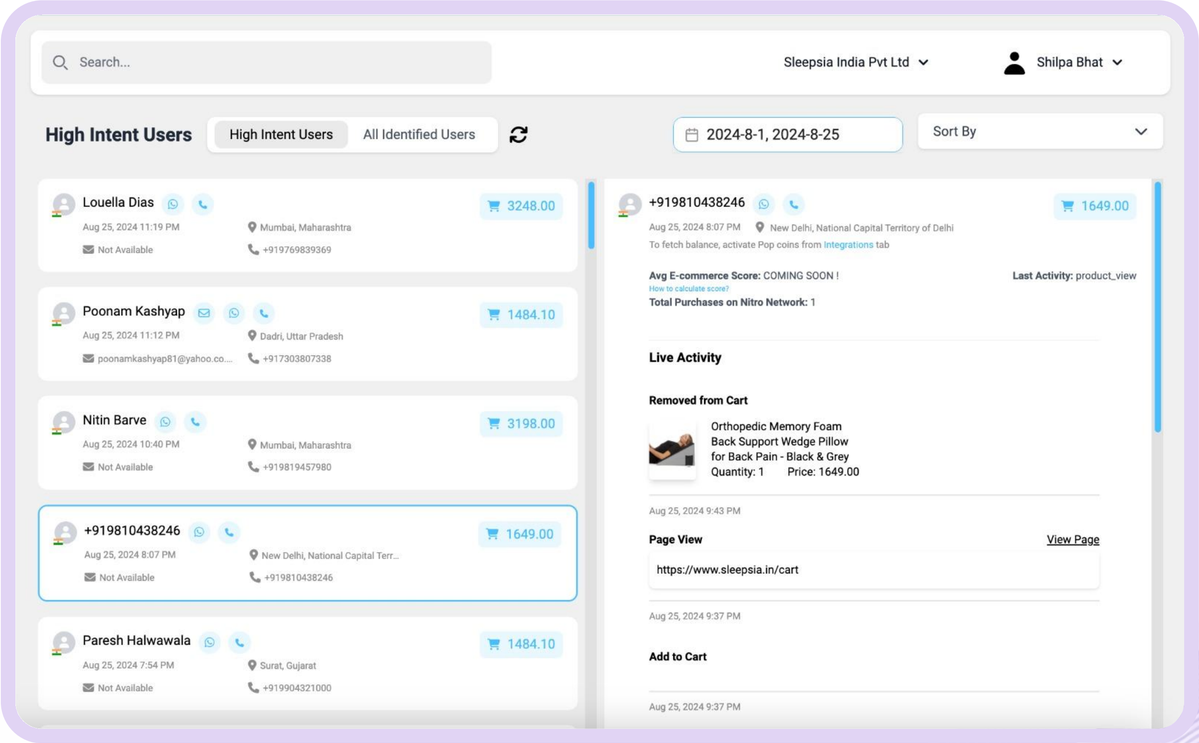
1. Increased Conversion Rate: By directly engaging with high-intent users, Sleepsia saw a significant uptick in conversions, with the HIU segment driving a higher AOV of INR 2,145 compared to the brand's overall AOV of INR 1,500.



NITRO COMMERCE

RESULTS

2. Revenue Growth: The campaign achieved a 43% boost in AOV, reflecting the effectiveness of personalized communication in driving higher-value purchases.
3. Enhanced User Identification: With an identification rate of 21%, Sleepsia was able to accurately target their audience, ensuring that the right users received the right message at the right time.



NITRO COMMERCE

KEY METRICS

Monthly Active Users (Unique):

54,000

Identified Users

10,871

(Identification Rate: 21%)

Identified High-Intent Users (HIU)

6,533

(HIU Rate: 12%)

Brand Average Order Value (AOV)

INR 1,500

HIU AOV

INR 2,145

AOV Boost

43%

NITRO COMMERCE