

CASE STUDY

OC VISION SEES 13% RPV UPLIFT WITH INTENT-BASED PROMOTIONS



Andis Silakaktiņš

Head of Digital Marketing at OC VISION

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THE PROBLEM

OFFERING PROMOTIONS FOR DIVERSE INTERNATIONAL AUDIENCES

OC Vision is the largest eye care company in the Baltics. The eyeglass retailer started with a brick and mortar presence but expanded into contact lens offerings through eCommerce. Now, OC Vision sells multiple brands across multiple countries including Estonia and Finland. OC Vision prides itself in employing the most qualified optometrists, keeping up with current fashion trends, and using the latest technology.

OC Vision was successful in driving traffic to their site, but they faced challenges due to competitive pricing from global players. Therefore, they were looking for solutions to save money and increase productivity by increasing key metrics such as their conversion rate, revenue per visitor, and average order value.

Prior to working with Namogoo, OC Vision was offering discounts, but they weren’t offering personalized promotions for both new and returning shoppers. Due to the rapid growth and change in the eCommerce industry, they were looking for a creative solution to accomplish their goals and optimize their online promotion strategy.



“One of our biggest concerns was strategizing a way to access all our international customers’ in their native language. We needed a promotion solution that could be accessible in different languages within multiple countries.”

THE SOLUTION

PERSONALIZING PROMOTIONS FOR DIFFERENT GEOGRAPHIC LOCATIONS WITH INTENT-BASED PROMOTIONS

Andis Silakaktins, the Head of Digital Marketing at OC Vision, first noticed Namogoo’s LinkedIn advertisements and was curious to understand how Namogoo uses machine learning to create promotional pop ups with different messages for each shopper.

As pricing and shipping costs vary from country to country, OC Vision’s promotion strategy needed to reflect their shoppers’ diversity through segmentation. They were most impressed by the machine learning feature that determines their visitor’s intent and the ability to test this on different audiences.





“Different markets, different segments, different languages, and different locations pose a huge challenge for us. By leveraging AI to automatically determine how much of a discount to give each of our visitors, Namogoo’s Intent-Based Promotions has helped us take our promotion strategy to the next level.”

THE BUSINESS IMPACT OC VISION INCREASES REVENUE PER VISITOR

OC Vision was able to obtain the KPI goals they wanted with Namogoo’s Intent-Based Promotions by increasing RPV by 13%. Namogoo’s promotion engine gets inside the shoppers’ minds to uncover their intent based on billions of data points including customer behavior, device and environment, and website and product data. Intent-Based Promotions personalizes promotions in real time and delivers the minimum discount needed to convert shoppers at the right time in their customer journey.



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CONCLUSION A SMARTER PROMOTION STRATEGY

After implementing Namogoo’s Intent-Based Promotions solution, Andis and his team were able to offer the right discount to each distinct shopper, regardless of which country they lived in or which language they spoke. Once OC Vision was able to customize their promotions for each international shopper segment and promote by language regions, they were better able to understand the intent of each demographic.

OC Vision is looking forward to continuing their relationship with Namogoo and optimizing their promotion strategy to match each shopper with the right discount.

Find out how Namogoo can help preserve your online customer journey and win back lost revenue

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