

Case study – from 900K to 2.5 million in a year

Active Life is a company selling nutrition or other supplements for well-being. At the time when we first met, we sat down with an owner, and talked about the company, what issues they were going through, what do they need for the growth, and for support of their employees, so that they can work more efficiently.

What was expected and what was the initial setup:

Back then they had numerous systems, which were not connected together, and thus people had to copy paste information. When they started growing they had a few people for sales, marketing, project management, warehouse, call center, and they used outsourced economic software, payment and distribution systems. All **these systems were needed to be put together**. They also needed better analytics for data driven marketing, test driven sales (mainly through A/B testing), preparation of personalized packages, blacklist system and loyalty program, and, as well as, reporting for owners. The reporting was supposed to be for each e-shop separately, and later on even for each system connected to the multi-shop system too.

Multi-shop system was the main task that was needed to be done, besides better security and UI of administration, so that they can work more efficiently, sell better, and grow to new markets through creating new e-shops as self-standing entities, each with its own connected systems, that could be tracked.

What was the outcome:

Since the company could start sending personalized offers, track user behavior, create new e-shop entities for different markets then they were able to grow from 5 to 10 e-shops / markets within a year, and they were also able to increase revenue from 900,000 Eur to 2.5 million Eur / year. You can see it below on the financial graphs.

