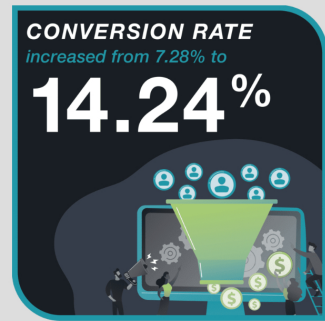


Case Study:

National E-Commerce Company Increases Growth 31% Within Half a Year Using fullthrottle.ai



fullthrottle.ai / Case Studies / Brands / National E-Commerce Company

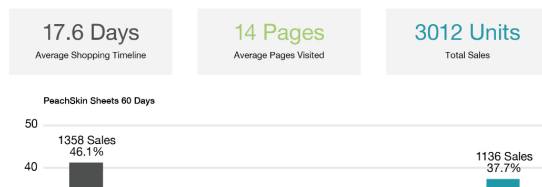


Challenge

A national bedding e-commerce company wanted to measure and increase post-initial web visit transactional business. They enlisted fullthrottle.ai to help them gain valuable buyer timeline intel to help grow their business.

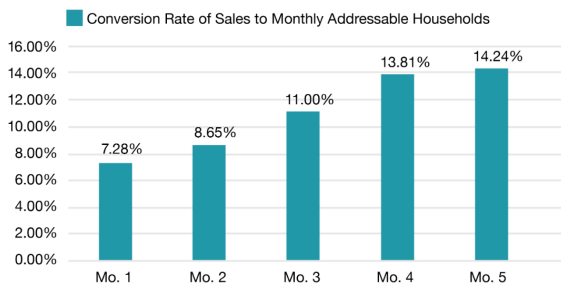
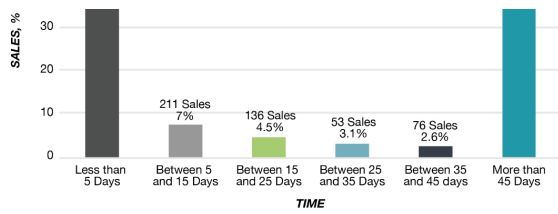
fullthrottle.ai transformed their website visitors into first-party, household-based data. Instant marketing and look-back marketing was deployed to these fullthrottle.ai-identified households.

Unmasking the E-Commerce Buyer Journey



When this e-commerce client initially came to fullthrottle.ai, they believed most of their customers completed a purchase on their first website visit.

fullthrottle.ai showed over 50% of their website traffic does not do business with them until almost a week after their first visit.



Results

fullthrottle.ai’s transactional data measured incremental sales; web visitors who purchased 3+ days post-initial visit and after household level marketing was deployed.

As a result, this e-commerce client saw incremental, month-over-month growth, utilizing fullthrottle.ai and overall had 31% growth within six months. Their collective buyer journey and buyer propensity first-party data provided valuable insights to help form their marketing plans.

In Q1, they saw a total of 3,961 sales and in Q2, they saw a total of 5,754 sales.

Gain Valuable Buyer Timeline Intel

See where you're marketing dollars are working

SCHEDULE A DEMO

fullthrottle.ai™

Generating and transforming 1st party household data for Agencies, Media, & Brands – with no reliance on cookies or mobile ad IDs. Powered by Patented Technology.

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helpme@fullthrottle.ai

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