

Case Study

Albelli Photobox Group wins countless new customers with Sovendus Voucher Network

About Albelli Photobox Group



Albelli Photobox is a group of brands offering photo products to more than 5 million people in Belgium, France, Germany, Norway, Sweden, the Netherlands and the UK. The company specialises in photo books, wall prints, photo cards, photo prints and photo calendars.

Challenges for Albelli Photobox Group

The main challenges for the Albelli Photobox Group were to **reach new audiences, acquire new customers, and re-engage existing customers at reasonable costs** – always striving to achieve the overall goal of **generating more turnover**.

The Albelli Photobox Group uses **Sovendus Voucher Network**. Our product connects shops with each other, meaning everyone wins: each shop rewards its customers with a voucher for another shop post-transaction. In that way, all our partners provide each other with valuable customer streams and gain additional sales and new customers.

Results

Through attractive vouchers as part of Sovendus Voucher Network, the Albelli Photobox Group benefited from a **steady stream of new customers for their business**. The company was able to **grow their turnover from Sovendus by an outstanding 360 % since 2018**.

As a recently merged business, the Albelli Photobox Group will **continue to expand their successful Sovendus partnership into new markets and brands**.

What our partner says about us

"Sovendus is a simple, customer friendly proposition with a straightforward integration process. With growing networks across the globe, it provides a great way for us to get in front of new audiences."

Tara Shannon

Global Partnerships & Affiliates at Albelli Photobox Group



1 million

Albelli, Photobox and posterXXL vouchers distributed per year

10.000

orders generated at most per month for Albelli Photobox Group

360 %

increase in sales with Sovendus Voucher Network