

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