

Case Study

Degusta Box boosts conversions and gains new customers through effective use of Sovendus Voucher Network



About Degusta Box

Degusta Box supplies its customers with food boxes that offer a fresh and unique way to discover new foods and beverages. Each month, they deliver a surprise box straight to their customers' door and with no shipping costs. The boxes are filled with 10-15 top-brand food products, enough to be shared with friends and family, knowing there is always something new to try.

Challenges for Degusta Box

A major challenge for Degusta Box was to **reach high-quality users with low cancellation rates and, at the same time, ensuring a good customer lifetime value**. One promising way to master this challenge was to address new audiences and share their visibility with other brands offering Degusta Box customers great deals as an added value. That's where Sovendus comes in.

Degusta Box 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

By using Sovendus Voucher Network in all five markets in which they are active, Degusta Box was able to generate **a great customer response**, which showed through **more than 18,000 voucher requests in two months and a large number of additional monthly conversions**. With a **redemption rate of up to 5%** for Degusta Box vouchers, the collaboration with Sovendus proved effective in **attracting a considerable number of new customers at a very moderate cost**.

Degusta Box is looking forward to working with Sovendus in the future and testing other Sovendus products as well.

:Degusta Box

+18,000

Degusta Box vouchers distributed in two months

5%

redemption rate for Degusta Box vouchers

Successfully active with Sovendus Voucher Network in

5 countries

:Degusta Box
40 %

Food & beverage box - only £ 8.99

Free delivery every month

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"We are amazed by the performance, especially in Italy and UK where we were not expecting those numbers. The Sovendus team has been very supportive with the technical integration, helping us with patience through the process."

Lucia Marconi
Acquisition Executive - Affiliates
at Degusta Box