

Case Study

Bears with Benefits achieves a new customer rate of 77% using Sovendus Voucher Network

About Bears with Benefits



Bears with Benefits was founded in 2018 by Marlena Hien and Laurence Saunier. The company develops and distributes dietary supplements in the form of gummy bears – free from allergens, artificial colours, and flavours. The company is now active in seven markets, being a market leader in many of them.

Challenges for Bears with Benefits

As a relatively young company, one of the challenges for Bears with Benefits was to **continue acquiring a significant number of new customers who could be converted into long-term loyal customers.**

Bears with Benefits 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 promoting attractive vouchers through the Sovendus Voucher Network, Bears with Benefits was able to **generate a large number of new customers on a monthly basis and successfully reactivate inactive existing customers.** Furthermore, Bears with Benefits achieved **stable Customer Acquisition Costs** with a performance-based commercial model.

Bears with Benefits is already successfully operating **in seven markets with Sovendus Voucher Network**, with plans for additional markets in the coming year. Additionally, **promising test rollouts of the Sovendus Checkout Products** were conducted in Italy and France.

550

orders per month generated for Bears with Benefits

77%

new customer rate for orders generated through Sovendus

€50

average shopping cart value



“We are extremely satisfied with our partnership with Sovendus. Thanks to Sovendus, we were able to acquire numerous new customers and drive our international business growth forward.”

Astrid Linser
Director E-Commerce & Growth
at Bears with Benefits