

Case Study

HAWESKO generates 3,000 orders per month with Sovendus' e-commerce marketing solutions



About HAWESKO



With over 60 years of success, HAWESKO is the leading supplier of premium wines, champagnes and spirits in Germany. In its online shop "Hawesko.de", the company offers over 1 million wine lovers easy and direct access to more than 6,000 wines from all over the world.

Challenges for HAWESKO

As Germany's leading online wine retailer, the ongoing optimisation of their own e-commerce activities is crucial to HAWESKO's success. In this context, one of the biggest challenges for HAWESKO was to **address e-commerce-savvy target groups with high purchasing power and convert them into returning customers.**

HAWESKO uses several of Sovendus' intelligent e-commerce marketing solutions: **Sovendus Voucher Network** (acquiring new customers and increasing sales via the Sovendus voucher network), **Sovendus Checkout Benefits** (generating additional revenue by monetising the checkout page), **Sovendus Leads** (acquiring addresses for your own newsletter mailing list), and **Sovendus Checkout Products** (increasing sales by marketing products via the Sovendus network).

Results

Thanks to the perfectly coordinated use of the various Sovendus products, HAWESKO has succeeded in **placing their offers with a particularly shopping-savvy target group and acquiring a large number of new customers year after year.** The campaigns carried out with Sovendus regularly achieve **double-digit conversion rates.** HAWESKO's successful partnership with Sovendus for over eleven years has enabled the company to **strengthen its market presence and maintain its position as a leading online wine retailer.**

HAWESKO is currently using almost the entire Sovendus marketing portfolio and is looking forward to **tapping further potential in the area of conversion rate optimisation together with Sovendus** in the future.

€3.6m

revenue generated in one year for HAWESKO with Sovendus Voucher Network

3,000

orders generated per month for HAWESKO with Sovendus Voucher Network & Sovendus Checkout Products

11

years of partnership-based cooperation in the area of checkout page monetisation

"Sovendus gives us access to a high-quality target group that is constantly growing. We also appreciate the friendly contacts at Sovendus, who are always focussed on finding optimal solutions."

Andreas Isdepski
Head of Performance-Marketing at HAWESKO

