

Case Study

SNOCKS achieves a fantastic return on advertising spend of 15 with Sovendus Voucher Network



About SNOCKS

SNOCKS

The cousins Johannes Kliesch and Felix Bauer founded the start-up in Mannheim with their idea in 2016. Today, SNOCKS is a company with over 100 employees who give everything for the perfect basics. SNOCKS stands for socks and underwear that you don't feel when you wear them and don't want to take off. Soft organic cotton, stylish design and the perfect fit make the products so popular with customers.

Challenges for SNOCKS

As a fast-growing start-up, SNOCKS' biggest challenge was to **constantly reach new customers and target groups, and to convert potential buyers into new customers** in order to achieve the company's ambitious sales targets.

SNOCKS 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 the use of Sovendus Voucher Network, SNOCKS was able to continuously generate **good revenues and conversions**. In 2022, SNOCKS generated about **14,500 orders with Sovendus and achieved a net revenue of over € 670,000**. Of the orders generated with Sovendus, **62.1 % were placed by new customers**, which shows that Sovendus Voucher Network is an ideal tool for acquiring new customers.

The simple and uncomplicated communication as well as quick responses to any concerns make the friendly cooperation with Sovendus a pleasant experience for SNOCKS, which is to be expanded in the future.

€ 670,000

net revenue achieved for SNOCKS in 2022

14,500

orders generated for SNOCKS in 2022

15

return on advertising spend (ROAS)



"The partnership with Sovendus is a great success story. Sovendus is SNOCKS' second largest partner and plays an important role in achieving our sales targets."

Johannes Kliesch
Founder and Managing Director of SNOCKS