

## 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