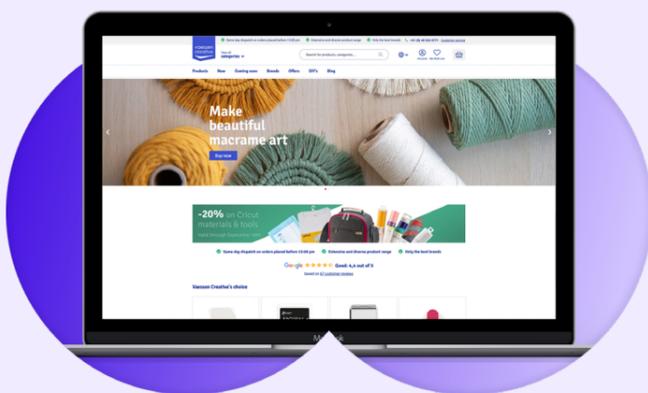


Vaessen Creative

Vaessen Creative is the total supplier of hobby items and has been a renowned name in the hobby world for more than 40 years. As a wholesaler with a range of more than 30,000 different products. We supply a wide range of major hobby brands to stores in the Netherlands and abroad - mainly in Europe and the United States.

At Vaessen Creative you can buy speciality items like scrap paper, embossing folders, stamps, beads, hotfix, paint, and ink. But also for solid basic products and hobby tools, such as glue guns, paper cutters, scoreboards, styrofoam, foam, and felt.



The challenge

Vaessen Creative worked with an external agency that looked over our ad spend but wanted to be in control themselves. Also, they wanted to become more knowledgeable about online ad spending in order to grow sales across Amazon, Facebook, and Google in Europe. They didn't have a good overview of the campaign performance and efficiency to handle multiple marketing plans worldwide.

Vaessen Creative is a lean team and also needed to optimize the campaign performances towards their KPIs in a very lean way. They used to have only once a week the possibility to check our KPIs together with the agency.



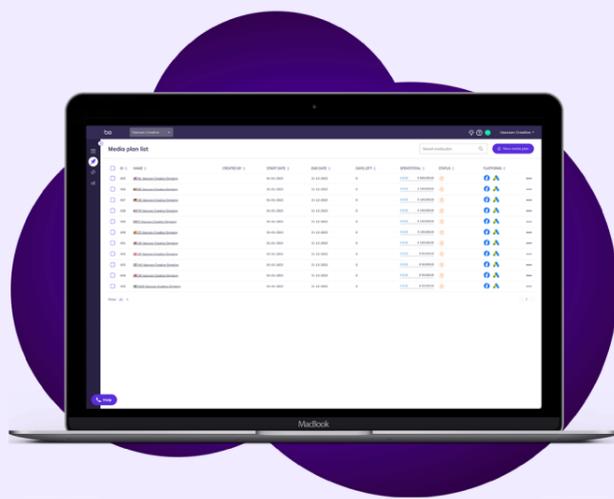
“As a marketer, I’ve gained much more control and knowledge of my online media deployment. This allows me to build a strong in-house online marketing team.”

Micha - Brand manager

The solution

BeAddy helped to onboard Vaessen Creative with structuring the campaigns into worldwide media plans which provided us the overview to be in control and provide us knowledge so we can optimize towards KPIs and our business goal. We can now create country-specific media plans and strategize them with marketing layers in order to spread brand awareness and increase sales through the different channels.

Because of this setup we were able to understand the sales funnel high over at the marketing level and improved the performance at the campaign level during the period of time. The reporting was pinpointed at campaign level the performance and we could easily go into the campaign settings to do optimizations.



Results

5%
increase in conversions
in six months

15%
more order value
in six months

The result

The result over six months is 5% more conversions and an increase of 15% in order value within six months.

BeAddy allowed us to enhance the collaboration internally whilst the efficiency of work increased significantly.



Up next

Vaessen Creative can fully focus on expanding its brand across Europe and the US together with BeAddy to strengthen its cooperation with additional platforms like Amazon in the future.