

# The Body Shop.

## CUSTOMER STORY

Ve's programmatic advertising solution helped The Body Shop significantly increase both new user traffic and new customer sales on its website.

## About The Body Shop

Founded in 1976, The Body Shop is a global enterprise with over 2,500 stores in 62 countries. The company sells cosmetics products that are inspired by nature and produced according to strict ethical standards. The Body Shop has been categorically opposed to animal testing from its very beginning.

The product range currently encompasses more than 1,200 products that are also sold on the company's own website.

Along with the usual challenges involved in running a web store – reducing the number of abandoned online shopping carts and, in general, increasing the conversion rate – it is imperative for The Body Shop to stay ahead of the competition in the online cosmetics sector. To achieve this, it was therefore crucial to attract new traffic to its site and acquire new customers.



50%

More traffic from  
new users

9%

increased conversion rate  
from new customers

7%

increase in new  
customer sales





“

**We've found a true expert with Ve.** *It speaks for itself that with a single campaign we managed to increase traffic from potential new customers by more than 50 percent. At the same time, Ve is a partner we can rely on and one that can take on any challenge: The collaboration offers a high degree of flexibility, transparency, and speed.*

RICARDA KESEBERG – ECOMMERCE EXPERT, THE BODY SHOP GMBH

## Reaching new target groups

Through programmatic advertising, Ve served relevant, high-performing ads to new potential customers who had not visited the website before. These users were identified by their behaviour and demographic profiles. All **dynamics banners were created exclusively by Ve's design specialists** and programmed in HTML5 to ensure they were fully optimised for any device.

## Increasing new customer sales

Ve aggregates anonymised data about users' behaviour and interests collected in real time to generate comprehensive, relevant insights. Channeling this data into its programmatic advertising solution, Ve could reach The Body Shop's target audience with an extremely high degree of precision. This not only generated additional traffic, but also drove a **7% increase in new customer sales**.