



Nanobébé successfully penetrated the CA market

ADCORE

After being successful in the US then UK markets, Nanobébé decided to expand their success to Canada, followed by France.

"Adcore Elite has a dedicated and professional team that strive to provide the best results. They would go the extra mile in order to complete their tasks."

Or Avni - Nanobébé



SOLUTION

Nanobébé, the successful baby feeding products company, decided to expand their success to new markets, starting with the UK, CA then FR. We created a holistic marketing strategy across multiple channels allowing us to reach the optimal audience at every stage of the marketing funnel – from brand awareness to loyalty. This strategy proved itself and led to a successful expansion of the UK & CA markets. This strategy was then replicated the French market.

+646%

CONVERSION VALUE

After only 1 month of effective strategy, Nanobébé CA's online revenue increased significantly.

+500%

CONVERSIONS

By targeting the right audiences across multiple channels, we were able to increase the number of conversions and achieve our target ROAS for the CA market.



COMMUNICATION

Understanding the business and day to day communication is key to successfully penetrating a new market. The advertising must be fully synced with the efforts made on the grounds.



THE RIGHT MESSAGE

Our 15+ years of experience in the global market and ecommerce industry give us a better understanding of the culture & behavior of consumers for each market.

About Nanobébé
Year established: 2006
Employees: 0-50
Head Quarters: Israel & USA
Industry: eCommerce, Consumer Goods
<https://nanobebe.co.uk/>
<https://nanobebe.ca/>
<https://nanobebe.fr/>

Nanobébé is an awards-winning company in the sector of breastfeeding products.

Adcore started working with Nanobébé UK in February 2020 and delivered great results. This led to the referral of with Nanobébé CA in May 2020 and Nanobébé FR in September 2020.

TECH USED



Adcore Customer Story

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CHALLENGE

Following the success of company in the US, Nanobébé sought to expand into the UK, CA and FR markets. The activity goals were to maximize brand awareness, acquire customers and gain a competitive advantage in the baby products industry while keeping a high ROAS.

SOLUTION

We conducted a profound research to analyze the competition and understand users' behaviors: what triggers their click and how do we get them to purchase?

We then built a marketing strategy across the different platforms in order to reach users at each step of the purchase funnel (brand awareness, consideration, conversion and loyalty). Having extensive experience in targeting international markets allowed us to design an effective marketing plan for each country.

MAIN ACTIONS

- Conduct a profound competitor & audience research in order to build a tailor-made marketing plan.
- Using Adcore and the platforms' Creative & Bid Automation technology to reach the desired ROAS.
- Working with the client's development teams in order to improve the site's conversion rate.

UK

- CONVERSIONS: +150%
- CONVERSION VALUE: +180%

CA

- CONVERSION VALUE: +646%
- CONVERSIONS: +500%

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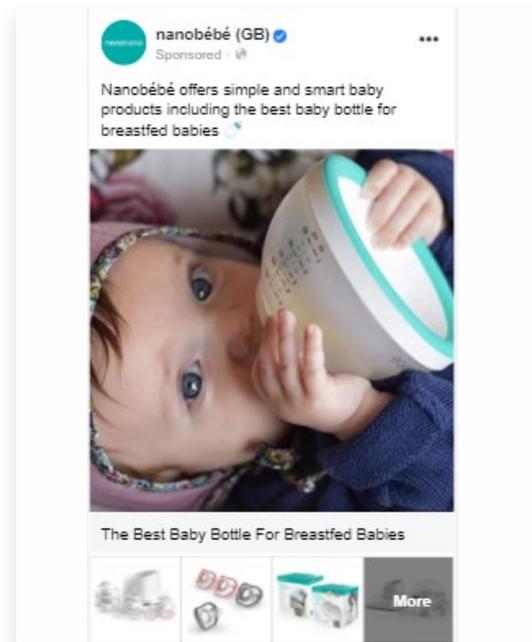
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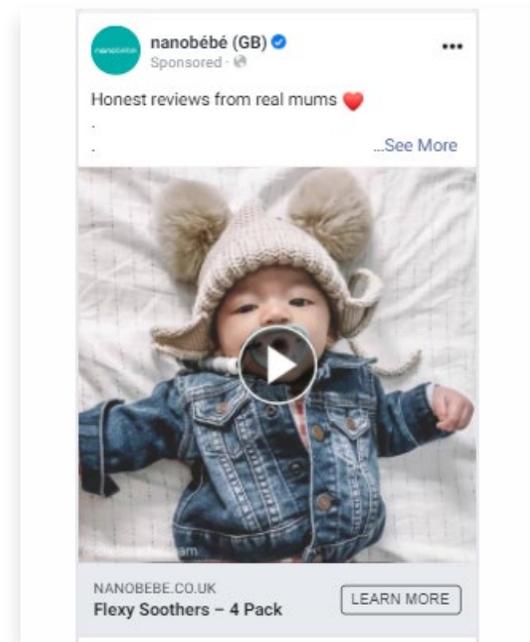
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CAMPAIGN SCREENSHOTS



Facebook Collection Ad

With this very sale-oriented type of ad, we were able to display a large range of products through a mini shop experience where users could purchase directly from Facebook. This helped reduce the funnel and increase the sales and revenue.



Facebook Video Ad

Nanobébé showcases their products in video to users. These videos allowed us to easily display products' features, grab the attention of users and share parents' reviews of the products in just a couple seconds.



Thanks to our vast experience in advertising promotions, we are able to use the right tools and messages to increase sales significantly.