

How GourmetGiftBaskets.com Achieved 1,375% ROI with SafeOpt¹

Partner Overview

SafeOpt is a retargeting program designed to enhance website revenue while complementing existing marketing strategies rather than replacing current email systems. With a network of 175M+ active shoppers, SafeOpt helps thousands of brands retarget 5-20% of their site traffic and send 3-5x more emails.

Partnership

Faced with the challenge of converting website traffic into sales, GourmetGiftBaskets.com partnered with SafeOpt to enhance conversion rates and increase incremental revenue, further cementing their online success. Since partnering with SafeOpt in June 2020, GourmetGiftBaskets.com has enhanced its ability to target and convert website visitors, accessing SafeOpt's network of over 175 million shoppers and reaching approximately 28% more potential customers.

Results

With an incredible 38% email open rate, 12% click through rate and 29% conversion rate, SafeOpt converted thousands of lost GourmetGiftBaskets.com website visitors into customers.



ROBIN O'CONNELL
Affiliate Consultant
GourmetGiftBaskets.com

"SafeOpt quickly became a valued partner in our program by providing our abandoned shoppers with an extra opportunity to interact with our brand. The team at SafeOpt is knowledgeable, easy to work with, and provides proactive optimization recommendations. SafeOpt remarkets to shoppers and drives incremental conversions. They are consistently among our top ten most valued partners."

Feature highlights

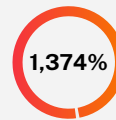
Permission-Based Personalization

Improve your personalization efforts with SafeOpt's database to create "Wow!" experiences for customers.

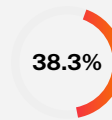
Reach Incremental Customers

Prevent abuse and coupon leakage by matching unique SafeOpt® codes to your CRM.

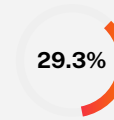
The results speak for themselves:



Return on Investment



Email Open Rate



Conversion Rate
(click to conversion)

About SafeOpt by AddShoppers

SafeOpt increases brand revenue and awareness while optimizing web traffic through its network of 175M+ active and engaged shoppers.

impact.com's technology platform and partnerships marketplace drives revenue growth for brands like yours.

Get in touch