

Drive Sales with Non-Paid Channels Lead To Niamouri's Revenue Growth



Niamouri Jewelry | niamouri.com
Georgia

Industries

Luxury Goods, E-commerce

Services Used

Web Development

Core Technologies



The Brief

NIAMOURI is a jewelry brand driven by a love for creating beauty with noble materials. With a passion for harmonious forms and the pursuit of perfection in the "golden section," NIAMOURI aims to share their exquisite creations with clients, paying careful attention to each customer's desires and creating unforgettable moments when the jewelry meets its owner.

The Challenge

NIAMOURI sought to provide a personalized and exceptional customer experience that reflected their commitment to individual attention and admiration for their clients. This was the reason they needed to implement a membership and discount system that tracks customers' previous purchases and provides personalized benefits and rewards accordingly.

The Solution

To address the challenge and fulfill the client's objectives, GrowMore developed and implemented a tailor-made membership and discount system for NIAMOURI. The system was designed to track customers' purchase history and provide personalized benefits based on their previous engagements with the brand.

It allowed for the seamless integration of membership tiers, where customers could unlock exclusive discounts and privileges as they progressed through different levels based on their purchasing patterns and loyalty to the brand.

The Impact

The membership and discount system provided NIAMOURI's customers with a personalized experience tailored to their preferences and past purchases. This enhanced customer satisfaction and engagement, as clients felt valued and appreciated for their loyalty to the brand.

By implementing a membership and discount system, NIAMOURI effectively nurtured customer loyalty. The personalized benefits and rewards encouraged repeat purchases and created a sense of exclusivity, strengthening the bond between the brand and its clientele.

The membership and discount system, which highlight NIAMOURI's dedication to delivering an exceptional customer experience, helped to improve brand reputation. Word-of-mouth recommendations and positive feedback from satisfied customers further solidified NIAMOURI's position as a premier jewelry brand.

-

31k USD Sales Increase From Non-Paid Channels

2x Traffic From Social Media Channels Increase In The First 2 Months

5.83% Click Through Rate Increase On Product Pages. Improved SEP Metrics

-