



CASE STUDY

Award-winning Herbalist to grow the loyal customer base beyond Bologna



ADV | Marketing Automation | SEO

Virya Ayurveda Italiana was born in Bologna in 1994. Ayurveda in Sanskrit means "The Science of Life" and it is considered by many scholars to be the oldest healing science.

The Virya Story



The brand is the result of the continuous and fruitful collaboration between Dr. Anna Camatti, the owner of the company, a graduate in Chemistry and Pharmaceutical Technologies, and Dr. Guido Sartori, Ayurvedic physician and pharmacologist.

They catalogued about 100 medical plants from Italy and the Meditarrean region and created unique ayurvedic healing products which are then sold in the Bologna based flagship store, in partnering herbalist's shops and through eCommerce.

Anna's beautiful herbalist's shop in Bologna has built a loyal customer base over the years.

To extend it with new partners and customers from outside the historic Italian city she contacted A16 to design and implement a digital strategy to increase her online traffic and sales.

To grow the organic traffic of Virya's website our SEO specialist completed a training for her marketing team so all content would contribute to improving the site's ranking. The increasing organic traffic was further boosted by a SEO editorial plan and an additional lead generation campaign for B2B and B2C customers.



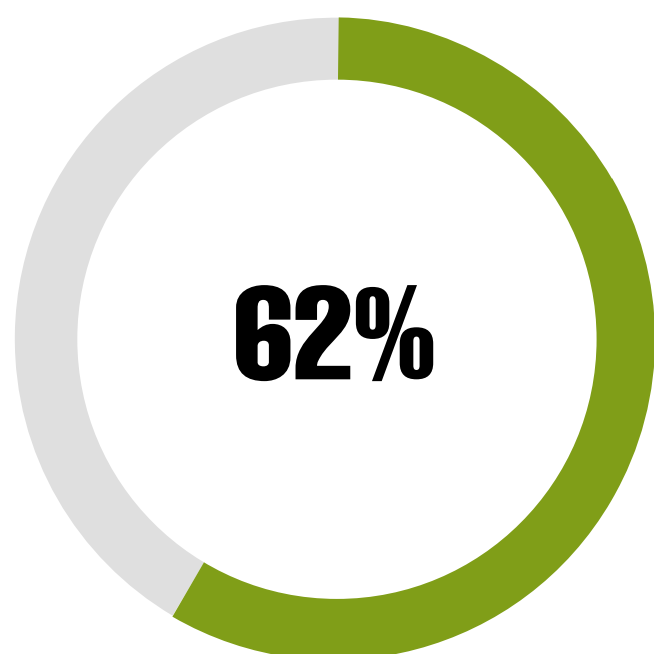
Our Marketing Automation Team installed a powerful marketing automation tool and designed efficient automated campaigns to turn anonymous visitors into active customers.

At the start 5 essential marketing automation campaigns were set up to increase customer engagement and further campaigns have been added to turn one time buyers into returning customers.

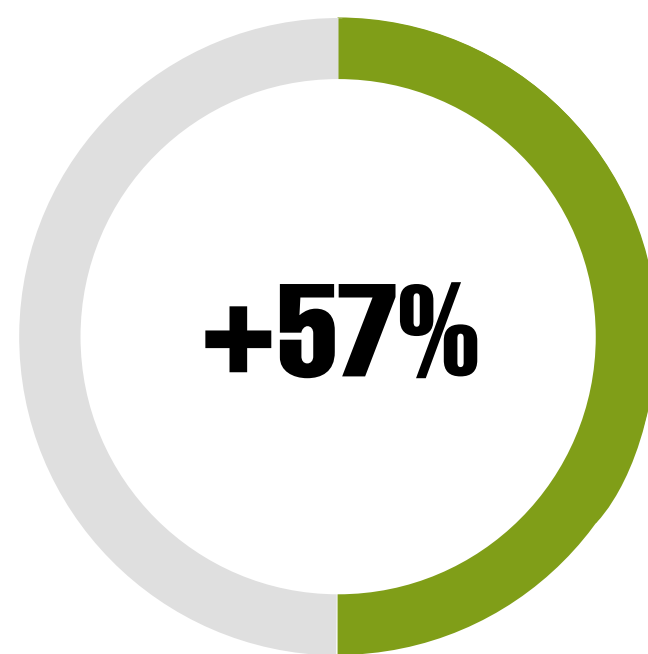
During the Covid pandemics developing an online alternative to the traditional herbalist's shop was essential to keep the business running, allowing the customers to buy the products in the safety of their home.

As a result of the optimized website and a SEO editorial plan, Virya's organic traffic increased by 62% and for new users by 61%. The additional lead generation campaign on the other hand resulted in a 37% increase of conversion.

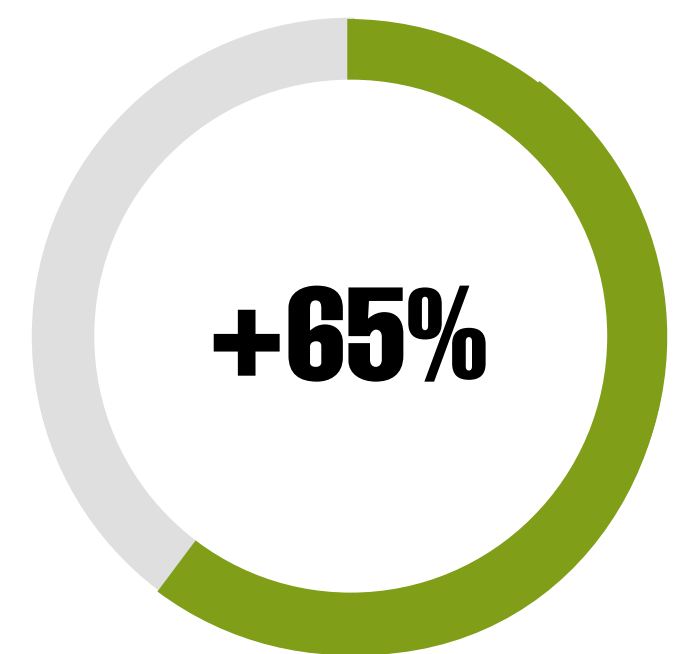
The number of online orders grew by 57% and the sales revenue by 65%.



Organic traffic



Online sales



Sales revenue



Working with AI6 gives me a piece of mind and allows me to focus on my main task: to develop new, innovative ayurvedic products.

At the same time marketing automation is working in the background extending the Italian Ayurveda community.

Anna Camatti
owner and CEO Virya



We are a group of highly skilled marketing professionals who listen to customers' pains, are able to interpret their data and understand their business objectives.

We develop technologies and integrate our services into solutions, tailored for our customer needs to boost their digital maturity. Ultimately we are passionate about making our clients successful in the short and long run.