

Case Study

i3Fresh Sees 4X Sales Increase With Yeahmobi Retargeting Solution



The Story

i3fresh was started by foodies with a passion for healthy, toxin-free food that can be traced back to ethical farming practices. It is the first online e-commerce platform that offers fresh food delivery in Taiwan.

With the company continuing to expand product categories, i3fresh was looking to increase visits, optimize conversion and effectively grow sales on its website.



(i3fresh website screenshot)

The Approach

i3fresh partnered with Yeahmobi to reach people most likely to convert and return. By leveraging YeahTargeter, Yeahmobi's proprietary retargeting platform, Yeahmobi helped i3fresh:

- ❑ Create personalized creatives based on real-time intent
- ❑ Identify and deliver ads to reach users across all devices
- ❑ Automatically optimize each campaign based on i3fresh's KPI



The Result

4X

daily sales increase while keeping a positive ROI

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We developed a great partnership with Yeahmobi. The team is very professional and knowledgeable about retargeting. We appreciate their dedication in helping us achieve our business goals.

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Hamk Chang, CEO of i3Fresh