

envie
Nos valeurs redonnent de la valeur

IMPACT BUSINESS | AD GRANTS | SEARCH

ENVIE: 600 LEADS AND €17.5K ONLINE REVENUE IN 3 MONTHS

IN SHORT

CLIENT
Envie

LEVERS
Ad Grants, Search, Drive-to-Store

AT A GLANCE

600 leads → €17.5k in online revenue in 3 months.

ENVIE × ADS FOR CHANGE IN NUMBERS

600
leads in 3 months

€17.5k
in online revenue in 3 months

+110 %
new users via Ad Grants

THE CLIENT

Envie is a social and solidarity enterprise (SSE) that fights against exclusion by reusing electrical and electronic equipment.

THE CHALLENGE

Develop online turnover and visibility across the country with an optimized strategy around the circular economy.





WHO IS ENVIE?

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Envie is a social and solidarity enterprise (SSE) that fights against exclusion by reusing electrical and electronic equipment. Through a circular economic model, Envie creates solidarity-based jobs while reducing waste, thus contributing to the ecological transition. It offers refurbished products at affordable prices, while also providing repair and recycling services.

02

THE CHALLENGE

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- Develop online turnover and visibility across the country with an optimized strategy around the circular economy.
- Succeed in making your Ad Grants account perform

01 THE CLIENT
02 THE CHALLENGE
03 OUR APPROACH
04 THE RESULTS

ADS FOR CHANGE
SCALE YOUR IMPACT

03

OUR APPROACH

OUR APPROACH

1. **64 local and national Search campaigns with semantic analysis**
2. **Auction management**
   Manual CPC (phase 1) → Automation.
3. **Drive-to-Store tracking via GMB and intermediate signals to measure store visits**

LEVERS

Ad Grants | Search | Drive-to-Store

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- 600 leads → €17.5k in online revenue in 3 months.
- +110 % new users via Ad Grants → 2nd acquisition channel.
- Generic traffic: +8 % to 58 % compared to the brand.

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ADS FOR CHANGE
SCALE YOUR IMPACT

BENEFIT FROM A PERSONALIZED 100% AUDIT IN PRO BONO

Get a comprehensive assessment of your advertising campaigns and identify new avenues for optimization. We'll take a fresh, fresh look at your current strategy.

Ask for yours ↗

CONTACT

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↑ READ THE CASE STUDY ONLINE