bitespeed x Vilvah STORE

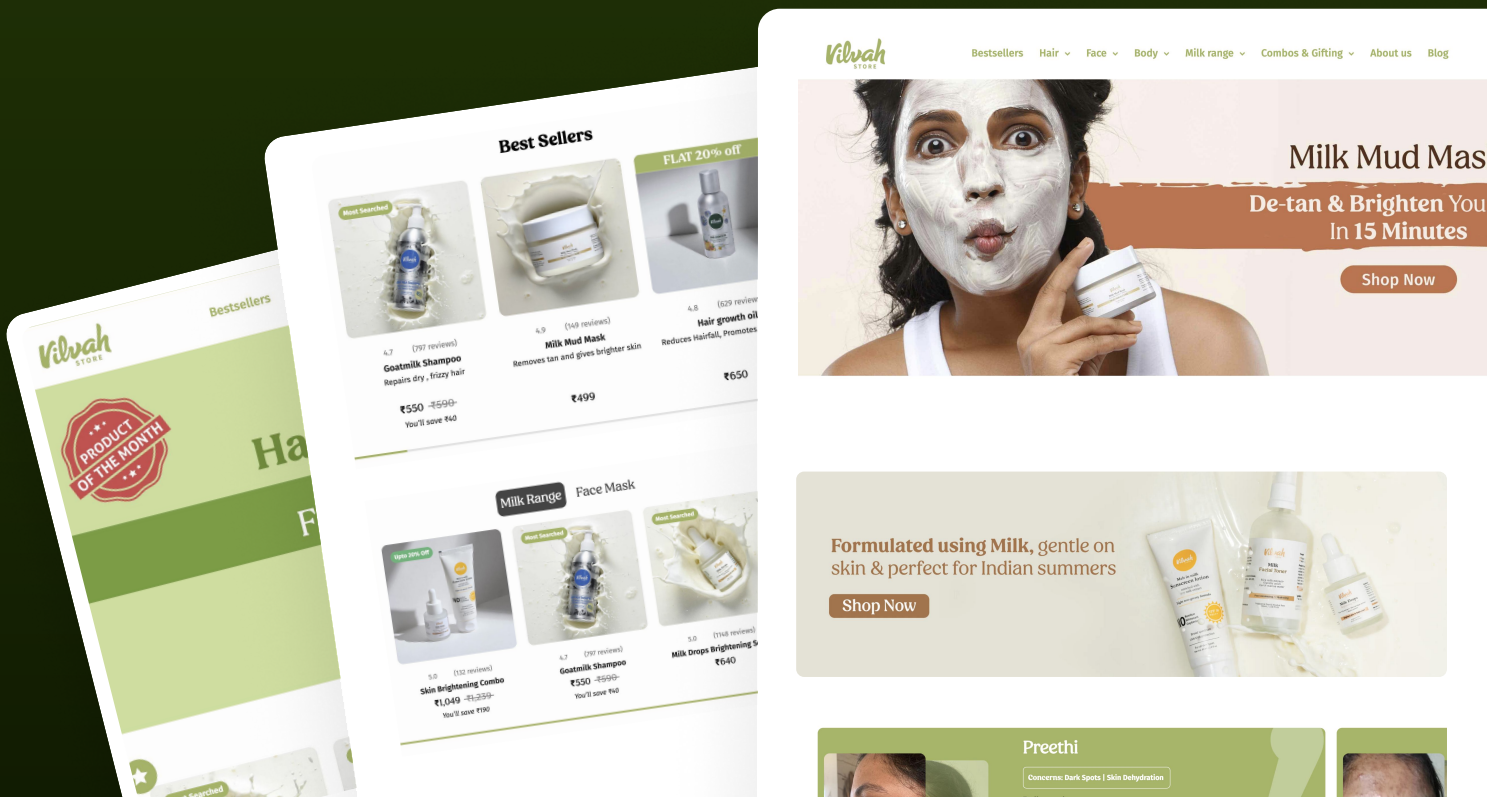
# Vilvah Generates 50% More Revenue From WhatsApp With BiteSpeed's AI Powered Marketing Stack

**50.28%**

Increase in revenue from WhatsApp

**35.95%**

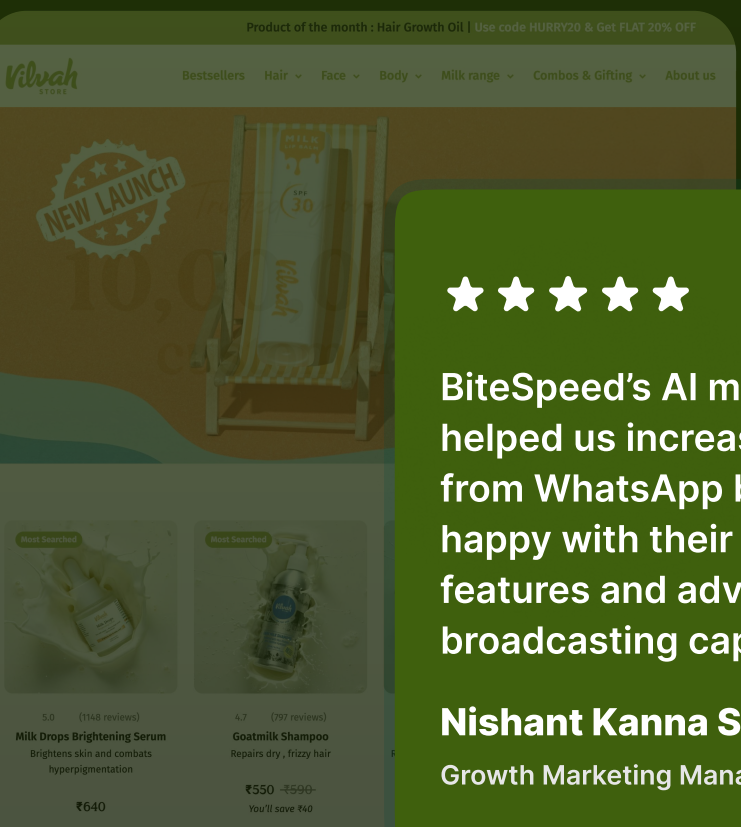
More revenue per WhatsApp broadcast

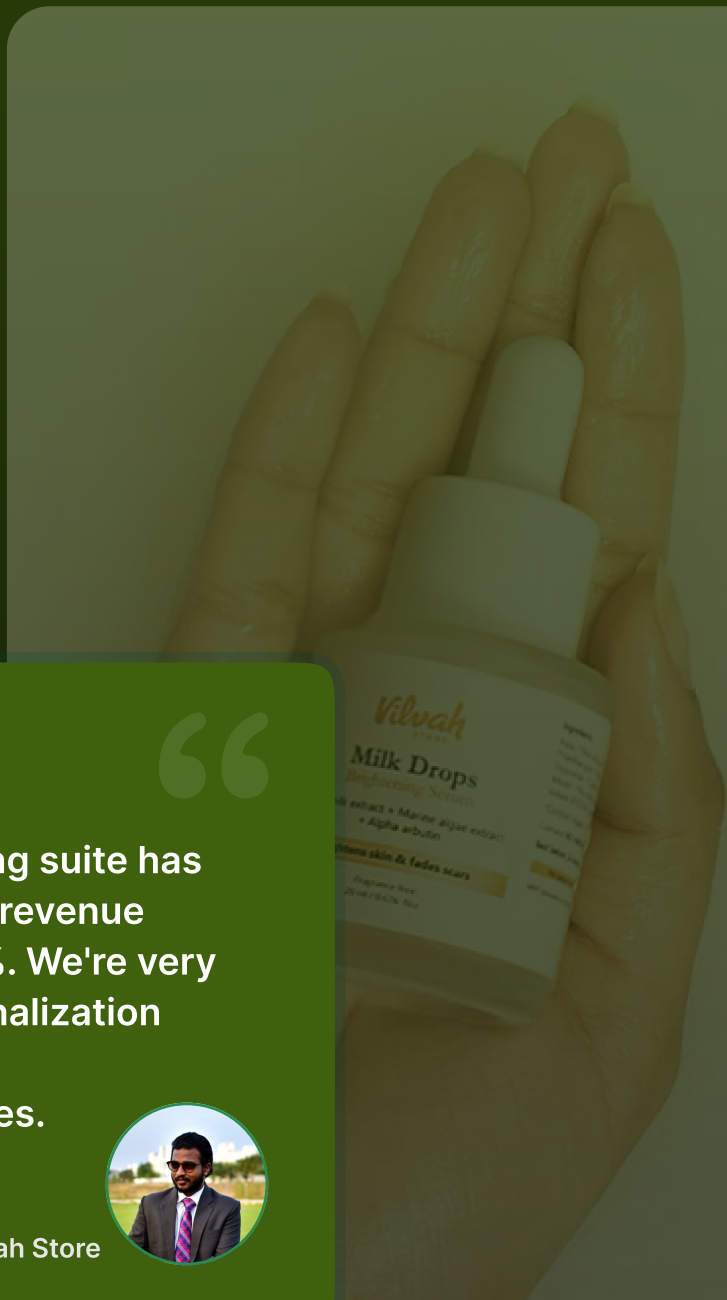


# About Vilvah

Vilvah is a progressive skincare brand that embodies sustainability, safe and natural ingredients, high-performance formulations, fair trade, and cruelty-free practices.

Proudly rooted in Indian heritage, Vilvah now offers a diverse range of products, selling in over 60 countries and resonating with customers who value authentic, high-quality skincare solutions.




★★★★★

**BiteSpeed's AI marketing suite has helped us increase our revenue from WhatsApp by 50%. We're very happy with their personalization features and advanced broadcasting capabilities.**



**Nishant Kanna S**

Growth Marketing Manager, Vilvah Store

# The Challenges

### #1 Creating Personalised Journeys for Products

Vilvah faces challenges in creating personalised content & journeys for their products, prompting the exploration of leveraging AI to increase conversion & engagement

### #2 Low delivery rate & revenues for Whatsapp Broadcasts

Vilvah faces the challenge of low delivery rates & revenues due to Meta's new spam regulations.

### #3 Best time for engagement with Audience

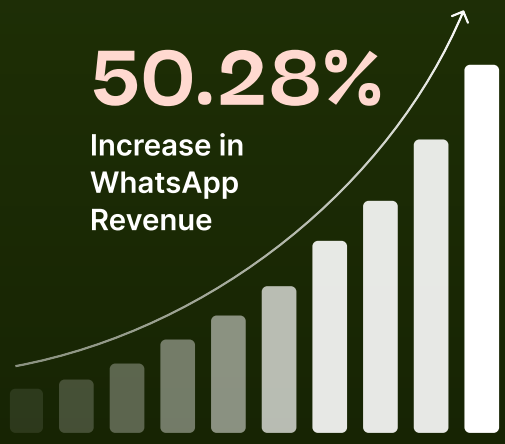
Vilvah faced the challenge of picking the best time to send marketing messages which would result in higher engagement & conversions.

Vilvah STORE

✨ Create with AI

bitespeed

Vilvah used BiteSpeed's AI features to boost WhatsApp revenue by 50.28% through smarter marketing and support.



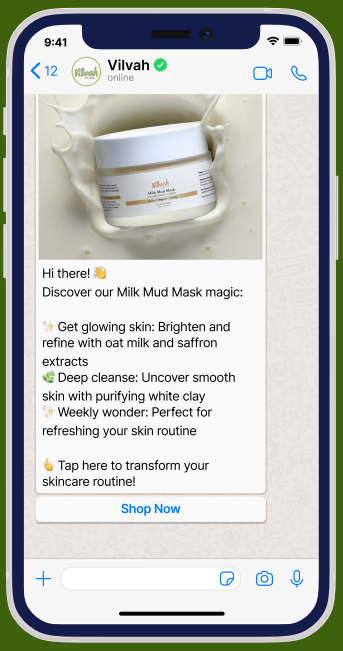

Revenue
up by 50.28% after using BiteSpeed

# 1 to 1 AI Personalised Journeys

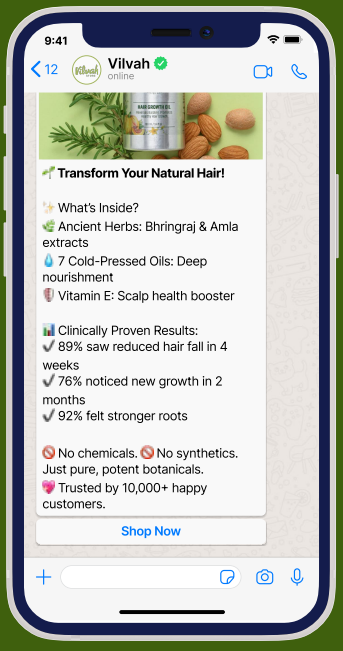
## Leveraging AI For Marketing Content

### Product Benefits

Product A



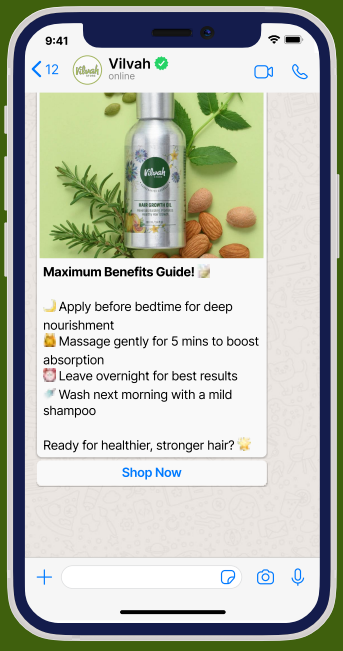

Product B




### Utility Focused

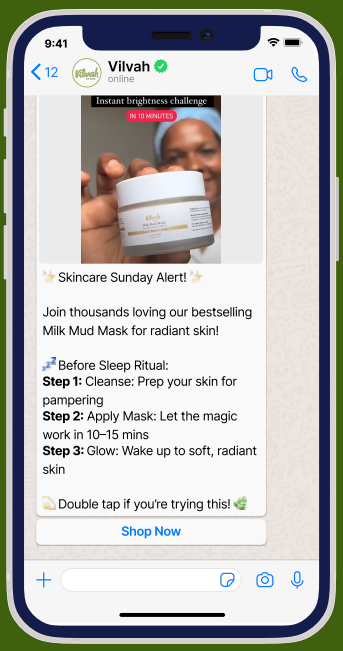
Product A

Product B

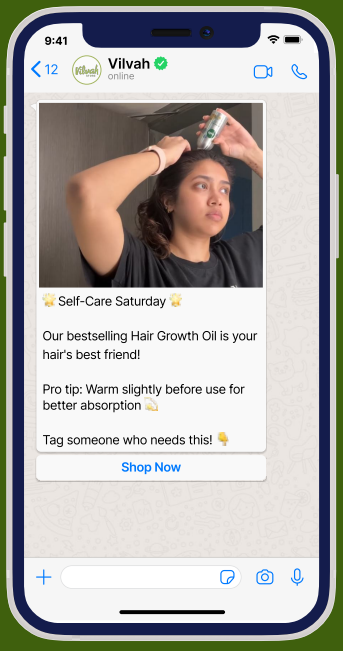



### Social Content

Product A

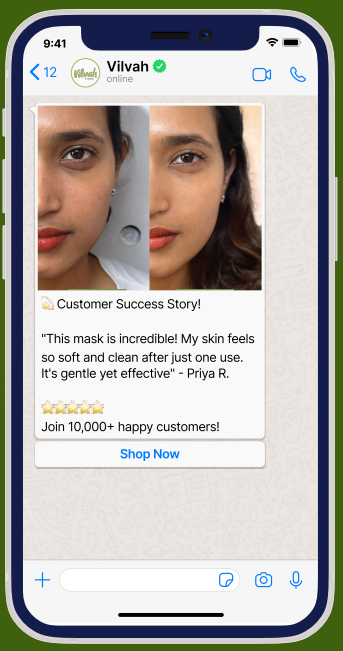



Product B

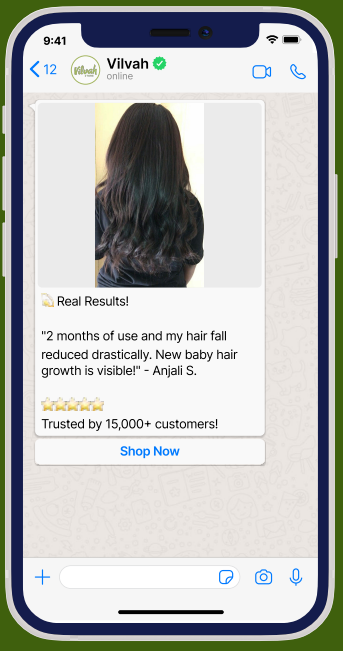



### Social Proof

Product A




Product B



# AI Content Marketing

## Leveraging AI For Marketing Content

With BiteSpeed's AI Content Node, Vilvah created personalised content for their product journeys basis different use cases such as abandoned cart, upsell etc.

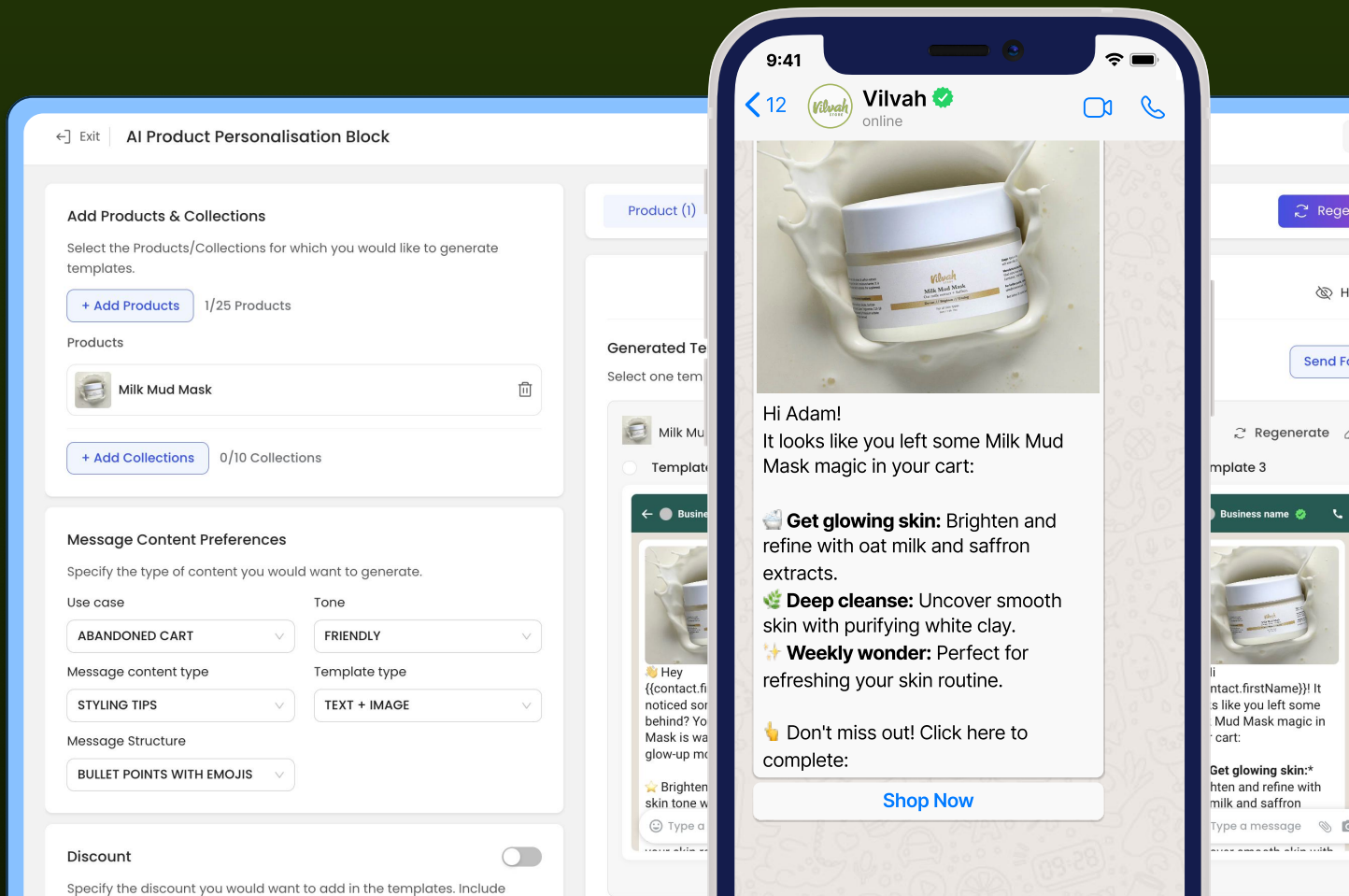
Capability to add add CTAs, Discounts, select the tone & the purpose of the message such highligting product benefits, focus on ingredient, skincare routine suggestions etc enabled to create effective & meaningful journeys.

**50.28%**

Increase in revenue from WhatsApp

**20%**

Uplift in ROI



# AI Social Content & Social Proof node

## Leveraging AI For Marketing Content

With AI Social Content Node, Vilvah could leverage the use of instagram content for sending out Whatsapp Marketing Messages generated from AI

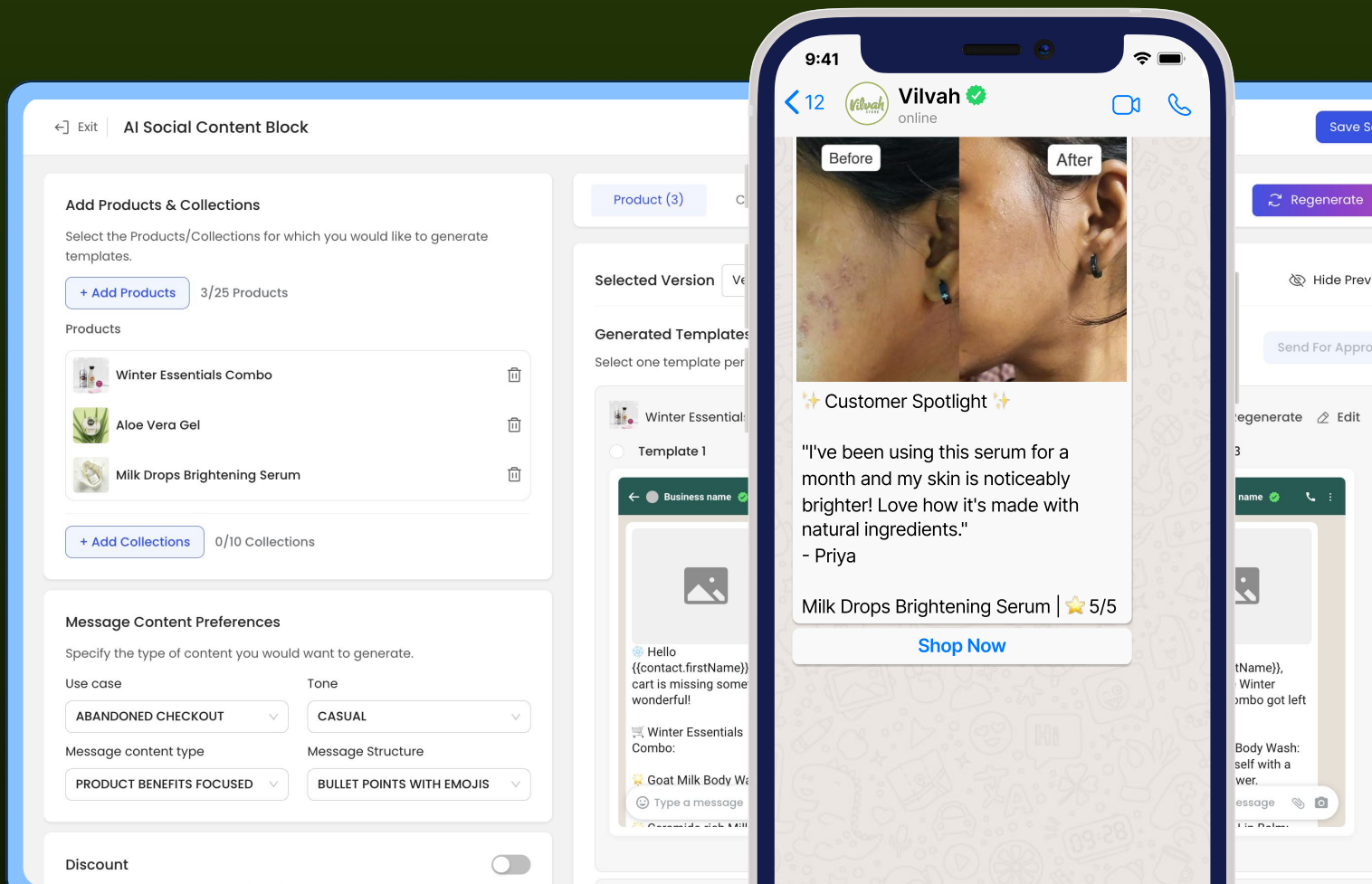
AI Social Proof Node enabled Vilvah to use their reviews to generate content with focus on customer testimonials, number of 5-star reviews, highlights of why customers love them etc.

**50.28%**

Increase in revenue from WhatsApp

**20%**

Uplift in ROI



# Meta Ads Library Node

## Leveraging AI For Marketing Content

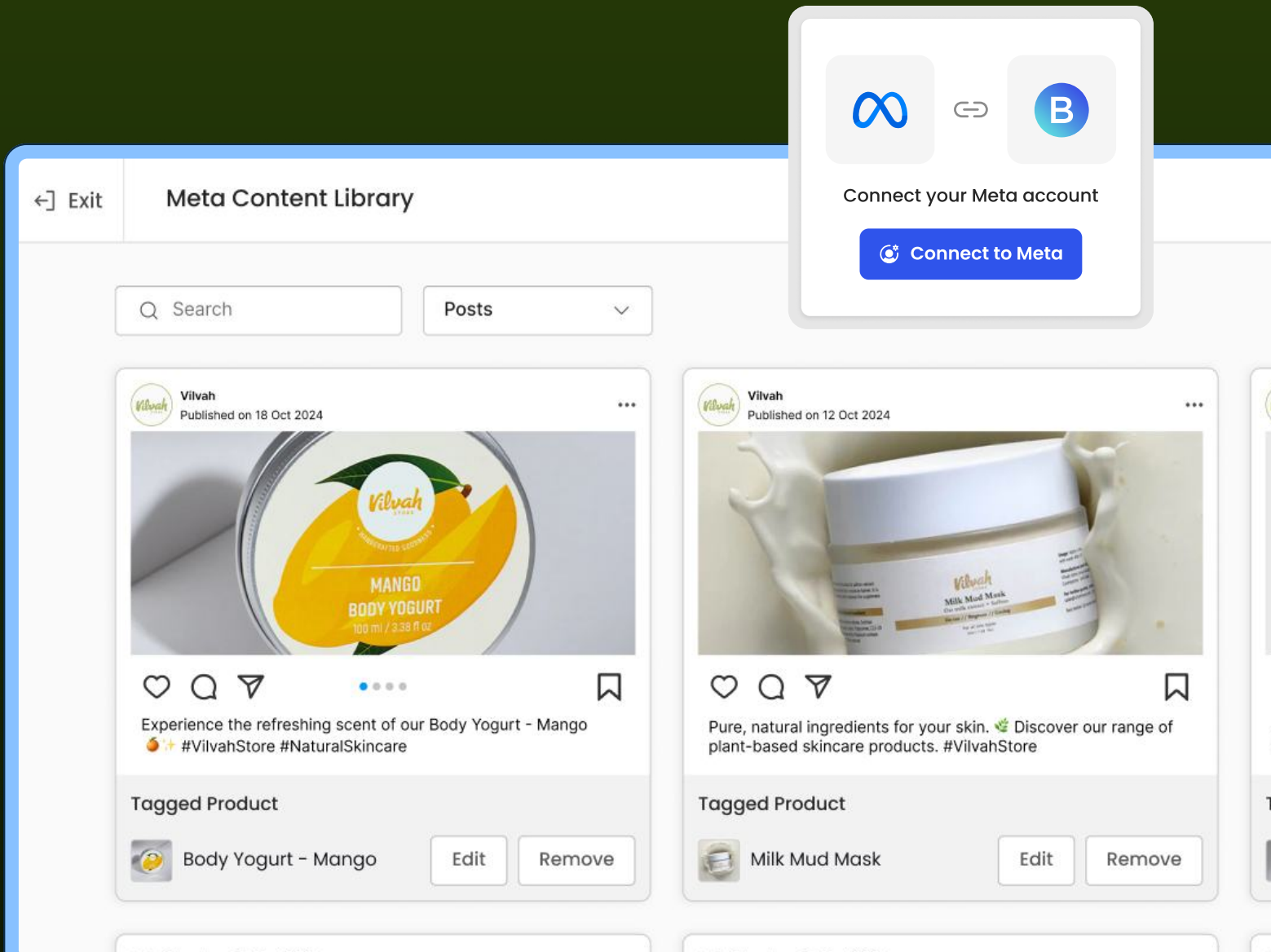
With Meta Ads Node, Vilvah leveraged their existing meta ads for the generation & fine-tuning of AI content for product journeys.

**50.28%**

Increase in revenue from WhatsApp

**20%**

Uplift in ROI



# WhatsApp Smart Retries

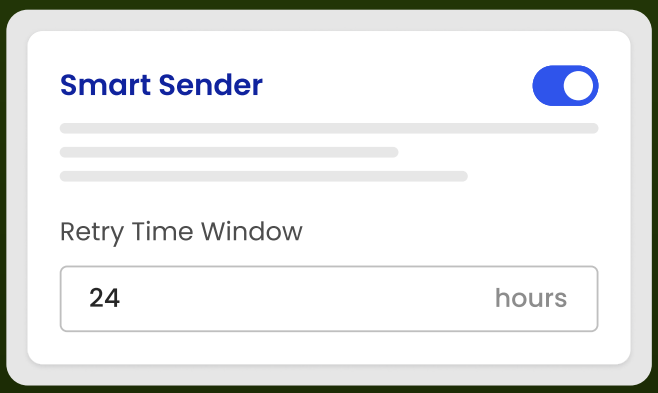
## Increasing delivery rate & revenues on WhatsApp broadcast

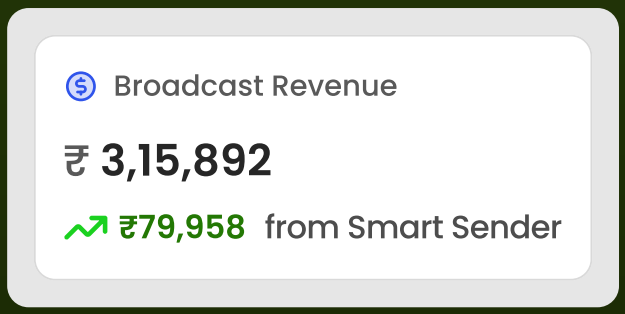
Brands started facing a 30-40% failure rates on WhatsApp broadcasts after Meta's new spam regulations came out in February 2024.

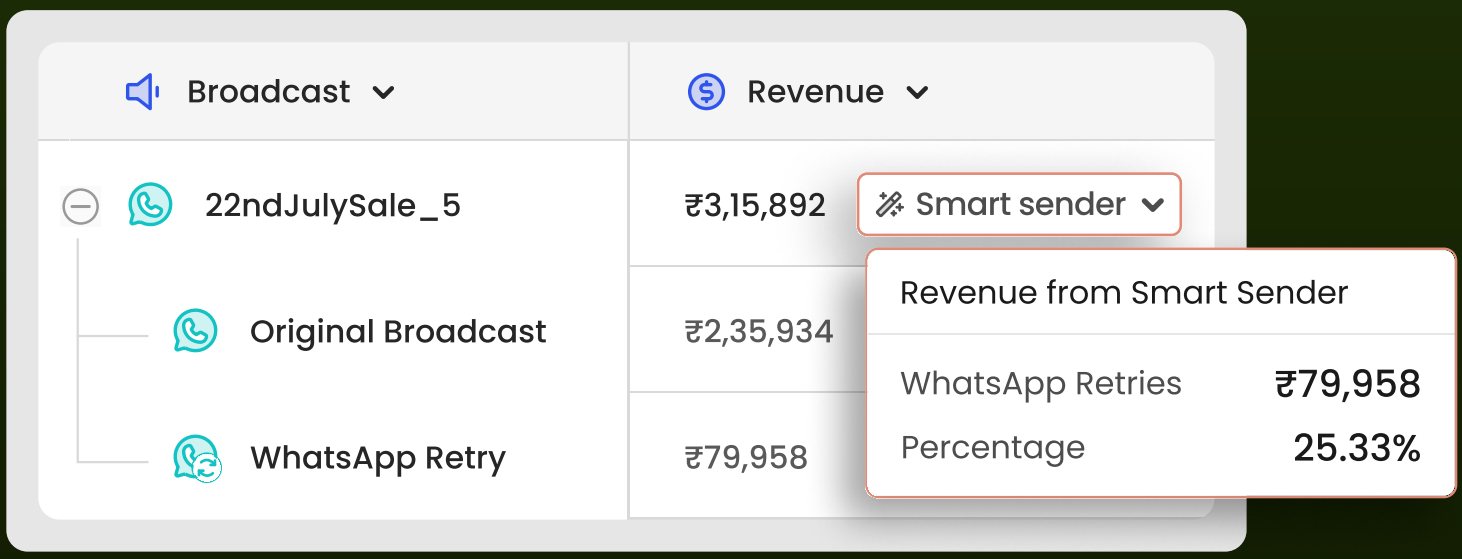
Vilvah boosted their broadcast delivery rate from 60% to 90% with the Smart Retries feature, resulting in a 25% revenue increase.
By seamlessly integrating Email and SMS as fallback channels, Vilvah ensured no missed opportunities.

**Up To 90%**
Deliverability

**+ 25%**
Additional Revenue



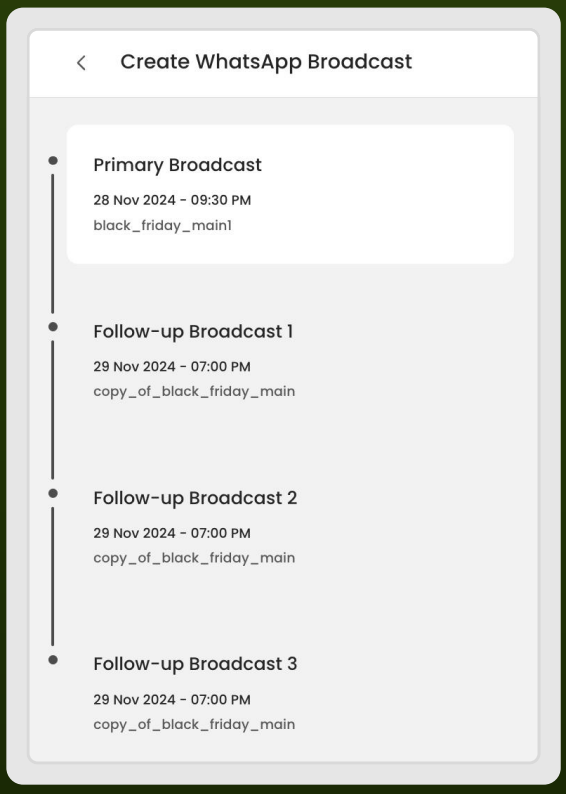
# Intent Based Follow-ups

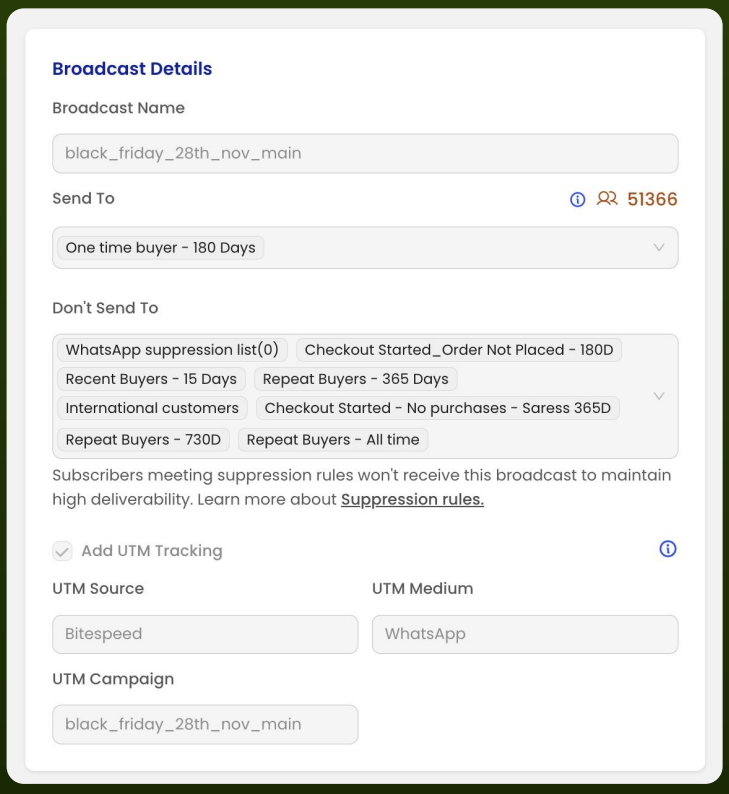
## Increasing conversion rates & revenues on WhatsApp Broadcast

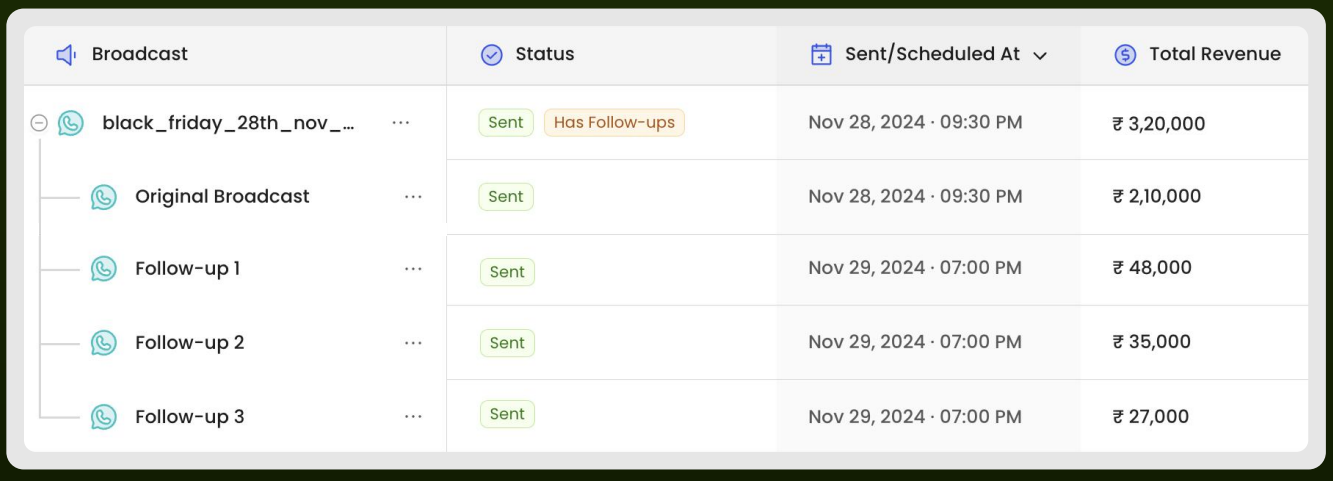
Intent Based follow-ups enabled Vilvah to send follow-ups on the Whatsapp Broadcasts, contributing to 2X conversions & 40% revenue increase from Broadcasts

**2X**
Conversion Rates

**+ 40%**
Additional Revenue



# Send Time Optimisation

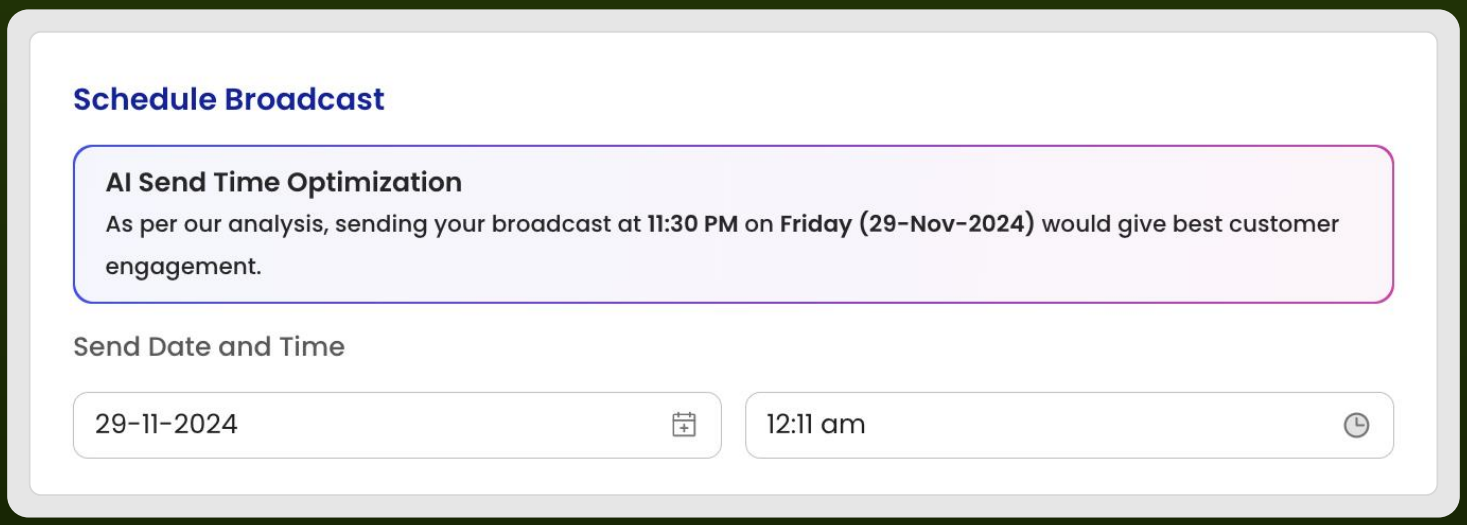
## Increasing conversion rates & revenue on Whatsapp Broadcasts.

Brands face the challenge of picking the best time for sending broadcasts to engage their maximum audience.

Vilvah boosted their conversion rates by 3 times leading to an additional revenue of 20% on Whatsapp Broadcasts by leveraging Send Time Optimization to pick the best time for sending out messages across different days of the week.

**3X**
Conversion Rates

**+ 20%**
Additional Revenue



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