

winback



**With Minimal Effort,
Winback Generates
a Massive 2,789% ROI
for Ocha & Co.**

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**You don't have to think much, you just
set it up, and it works.”**

Gary Lawson, Owner, Ocha & Co.

Background

Ocha & Co. is the go-to source for traditional Japanese green, black, and matcha tea organically cultivated in some of Japan's highest tea farms located in the Japanese Southern Alps of Shizuoka. Owner, Gary Lawson, installed WinBack on his Shopify website on a trial basis. It worked so well that he did away with Klaviyo's email marketing plugin and stayed with WinBack.



Highlights

- Easy installation
- Profitable traffic source
- Massive 2,789% return on investment

Ocha & Co.'s Most Profitable Shopify Plugin

Experiencing an unacceptable shopping cart abandonment rate, Ocha & Co. needed a way to reach those people and turn them into customers.



“I didn’t know much about SMS marketing, but a lot of people were talking about it. So I thought that WinBack was something I should at least try. It’s been really easy compared to email marketing, where you have to set up templates and write letters. With WinBack, you just set it up one time, and it runs in the background,” said Gary Lawson, Owner, Ocha & Co.

How It Began

Gary was using the Klaviyo email marketing plugin on his website powered by Shopify. The plugin uses e-commerce sign-up and pop-up forms to create what is supposed to be personalized conversations with potential customers. However, Klaviyo required Gary to design templates and write letters. Not being a marketing professional, that was something that he wasn’t great at doing.

Then, one day, a WinBack representative reached out to Gary to see if he was interested in trying WinBack on a trial basis. Gary thought the Shopify plugin was promising. So he figured he might as well try it out.

How It Works

When a potential customer abandons their cart, they get a text from Ocha & Co., which checks Gary’s database. There is nothing that Gary needs to do beyond setting up WinBack just once. After Gary configures the plugin, it runs in the background.



Results

Now, with WinBack automatically running in the background, Gary sits back and watches the profits roll in.

“I don’t have a marketing team. I’m a one-man-band. I don’t have the time to figure out Facebook advertising and things like that. So, anything that automates the marketing process is great for me,” says Gary. “It’s been a year since I’ve started using WinBack. I’ve seen roughly a 150% increase in sales from the previous year. So, obviously, WinBack is working.”



Endorsement

Gary is pleased with the results he’s getting relative to the effort he has to put in. “It works for my product,” said Gary.

“If someone asked me whether they should start using WinBack, I would tell them to give it a try. Then, look at the numbers and see that it actually works. Many people like immediate contact with the seller. It’s instant communication while emails can sit in people’s mailbox for days before they look at it,” said Gary.”