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**How Zoko's WhatsApp  
Pop-up campaigns  
helped Zillionaire Global  
acquire a remarketing  
list of approx **30K**  
**unique WhatsApp**  
numbers of potential  
customers?**

Case study →



Company	Location	Employees	Industry	Website
Zillionaire Global	India	11-50	Jewelry	<a href="http://www.zillionaireindia.com">www.zillionaireindia.com</a>



During the first COVID-19 lockdown in 2020, two 16-year-old friends, Aditya and Raghav, found themselves captivated by the hip-hop music industry's flashy aesthetic, particularly the eye-catching jewelry worn by rappers like Future, Lil Baby, and Gunna.

Inspired by this style, they searched for similar accessories but discovered a gap in the market. Available options were either prohibitively expensive or poorly crafted.

This realization led to the creation of Zillionaire, a Direct-to-Consumer brand that brings modern "bling" jewelry from Jaipur. Zillionaire quickly gained traction, adorning celebrities such as Ranveer Singh, Karan Johar, Ananya Pandey, and Jhanvi Kapoor and more.

Do you know the WhatsApp numbers of all the visitors to your website? Zillionaire sought to capitalize on the high volume of relevant traffic to their online store by utilizing WhatsApp Popups to collect WhatsApp numbers of visitors for direct retargeting.



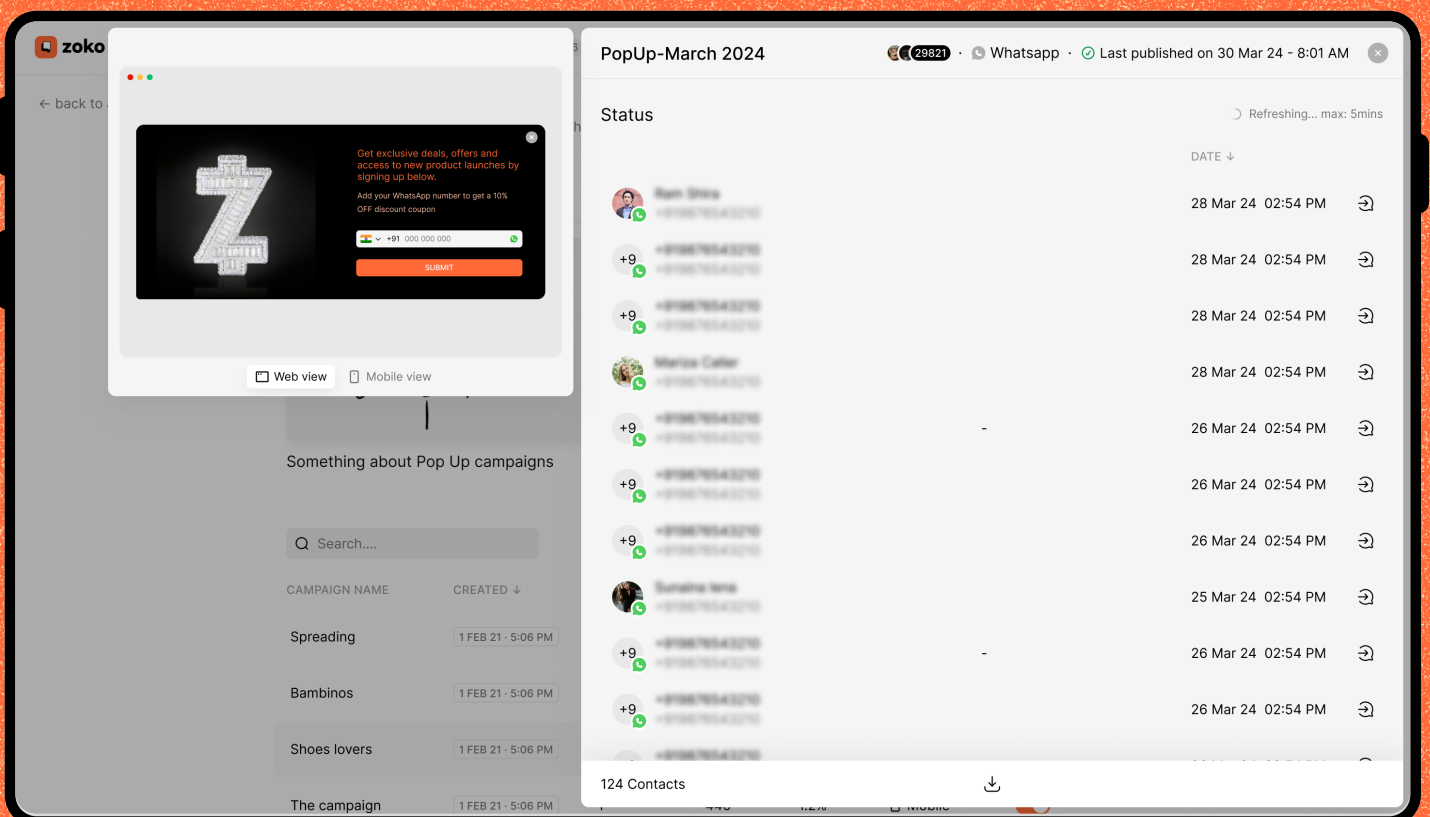


Research conducted by Zoko over 100 days, analyzing 50 brands and 16 million popups, indicates that popups requesting WhatsApp numbers yield a conversion rate of 3.63%.

# 30K

Phone Numbers  
Collected

Zillionaire was successful on running a pop-up campaign targeted at capturing phone numbers from specific groups of users, such as casual shoppers, abandoned users, and returning customers using Zoko and was able to achieve a highly targeted audience to nurture on WhatsApp.



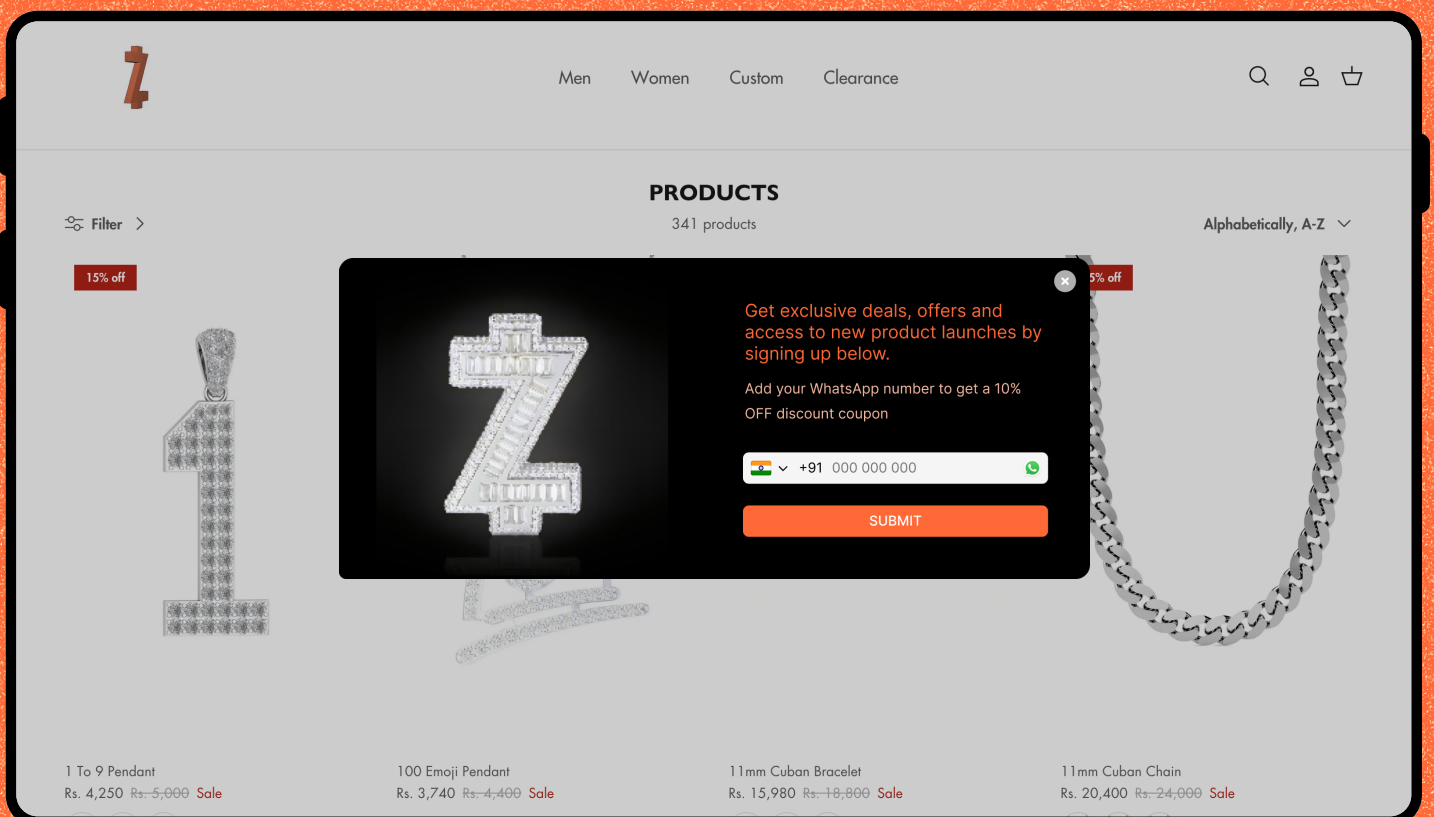


Creating effective WhatsApp popups involves several steps. Here's a breakdown to help you get started:

1. Choose a reliable popup maker.
2. Design visually appealing popups.
3. Offer incentives, like discounts.
4. Collect WhatsApp numbers instead of emails.
5. Verify the numbers by sending messages.



Utilising a dedicated tool like Zoko can streamline this process. Zoko integrates seamlessly with WhatsApp and Shopify, allowing for the creation of advanced WhatsApp popups that cater to your specific business needs. Zoko's Pop-up campaigns help you achieve this.





As a Shopify brand, we were looking for a more effective way to build our remarketing list compared to traditional email popups. Zoko's WhatsApp popup solution has been a revelation. With a conversion rate of 3.63%, we were able to capture over 30,000 unique phone numbers from our website visitors. The visual appeal of the popups and the ability to offer incentives helped us engage customers at different stages of the buyer journey.

Integrating Zoko was straightforward, and the impact on our ability to remarket and drive sales has been tremendous.

**Pragya Sopra**  
**Marketing Manager**



Schedule a demo with  
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how to do Better  
business on WhatsApp.  
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