× JEWELLERY · WEBSITE LEAD CAPTURE

How PhotoJewels Earns $15k by Collecting 30k Website Visitor

Discover how Photo Jewels boosted their monthly revenue to $15,000 by collecting phone numbers of 30,000 website visitors using Spur's WhatsApp automation, resulting in 726 orders and a 95% message open rate.

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Photo Jewels
Jewellery · Website lead capture

30k
Contacts Collected

Revenue	$15k
Setup Time	5 Mins

KEY TAKEAWAYS

- Use an on-site spin-the-wheel offer to collect visitors' phone numbers.
- Send the reward on WhatsApp and follow up when a visitor has not purchased.
- PhotoJewels reported 30,000 collected contacts and $15,000 in monthly revenue.

Ask an AI about this story — ChatGPT · Claude · Perplexity

CHALLENGE	Most visitors left the website without buying or leaving contact information.
SOLUTION	Connect a lead-capture popup to WhatsApp rewards and follow-up messages.
RESULTS	✓ 30,000 collected contacts ✓ $15,000 in reported monthly revenue

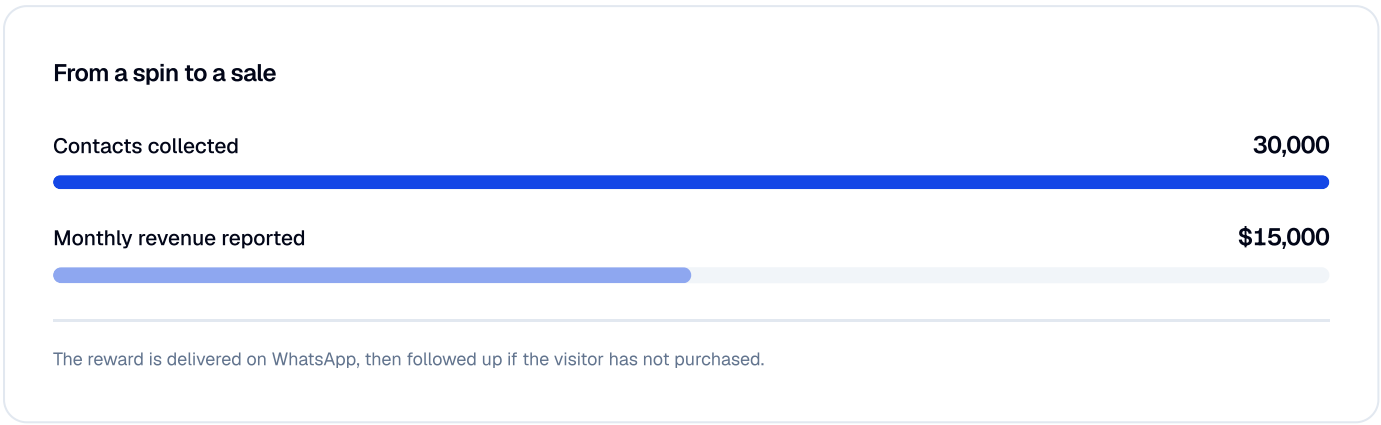
HOW THE WORKFLOW WORKS

STEP 1
Invite the visitor to spin

STEP 2
Deliver the reward on WhatsApp

STEP 3
Follow up on the purchase

PhotoJewels, a renowned personalized jewelry brand based in India, specializes in custom photo projection pieces like rings, pendants, bracelets, and keychains. With over 120,000 satisfied customers, they are known for their unique products and swift delivery. Despite their success, Photo Jewels faced a common e-commerce challenge: converting the 98% of website visitors who left without making a purchase or providing contact information.



The Challenge

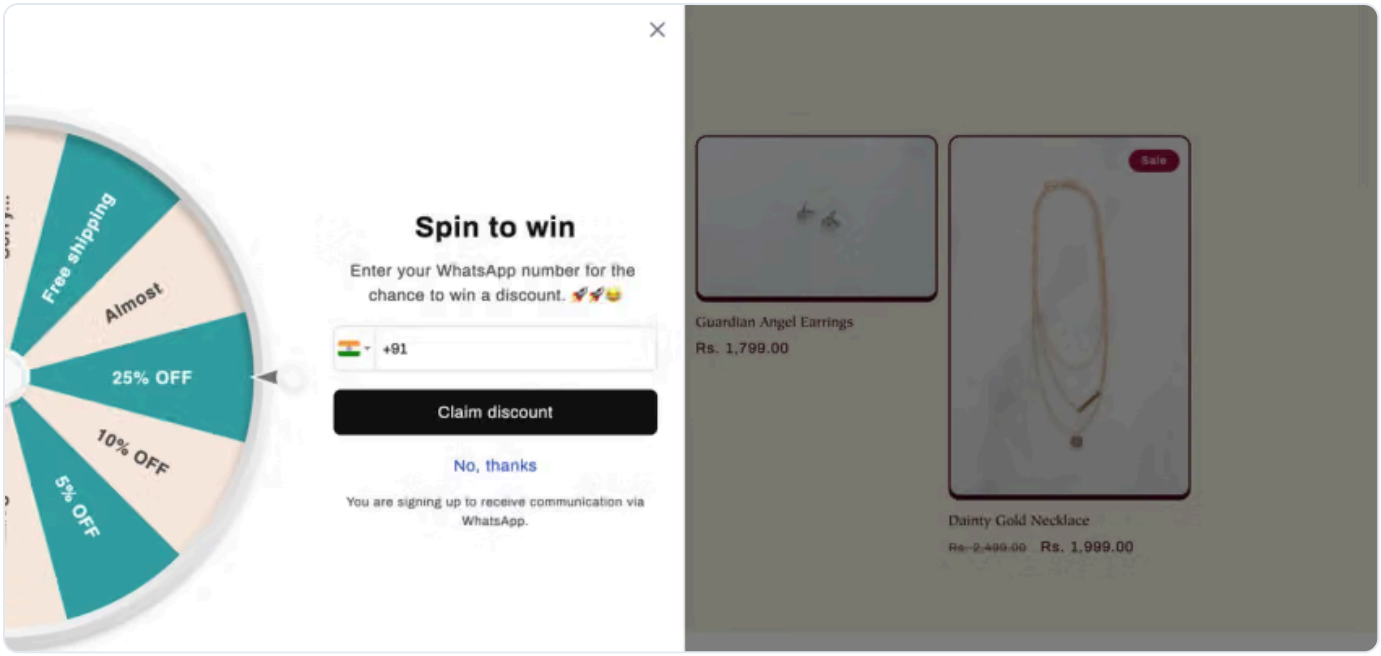
- **Low Conversion Rate:** Only about 2% of website visitors converted into customers.
- **Lost Opportunities:** The remaining 98% left without a trace, making re-engagement impossible.
- **Need for Efficiency:** They sought a strategy to capture leads and boost conversions without increasing ad spend.

The Solution

Implementing a Lead-Capturing Pop-Up

Photo Jewels partnered with **Spur** to implement a "Spin the Wheel" pop-up on their website.

- **Targeted Visibility:**
  - Appears when a visitor scrolls 50% down the page.
  - Shown only once per visitor to enhance user experience.
- **Engaging Offer:**
  - Interactive "Spin the Wheel" game offering discounts.
  - Rewards include 5% or 10% off; no one gets 25%, making it enticing yet controlled.
- **Data Collection:**
  - Visitors enter their phone numbers to participate.
  - Enables the collection of valuable contact information.



Screenshot of the "Spin the Wheel" pop-up

SPUR

Turn captured contacts into a follow-up journey.

Send timely WhatsApp messages around the visitor's reward and purchase, then measure the resulting orders.

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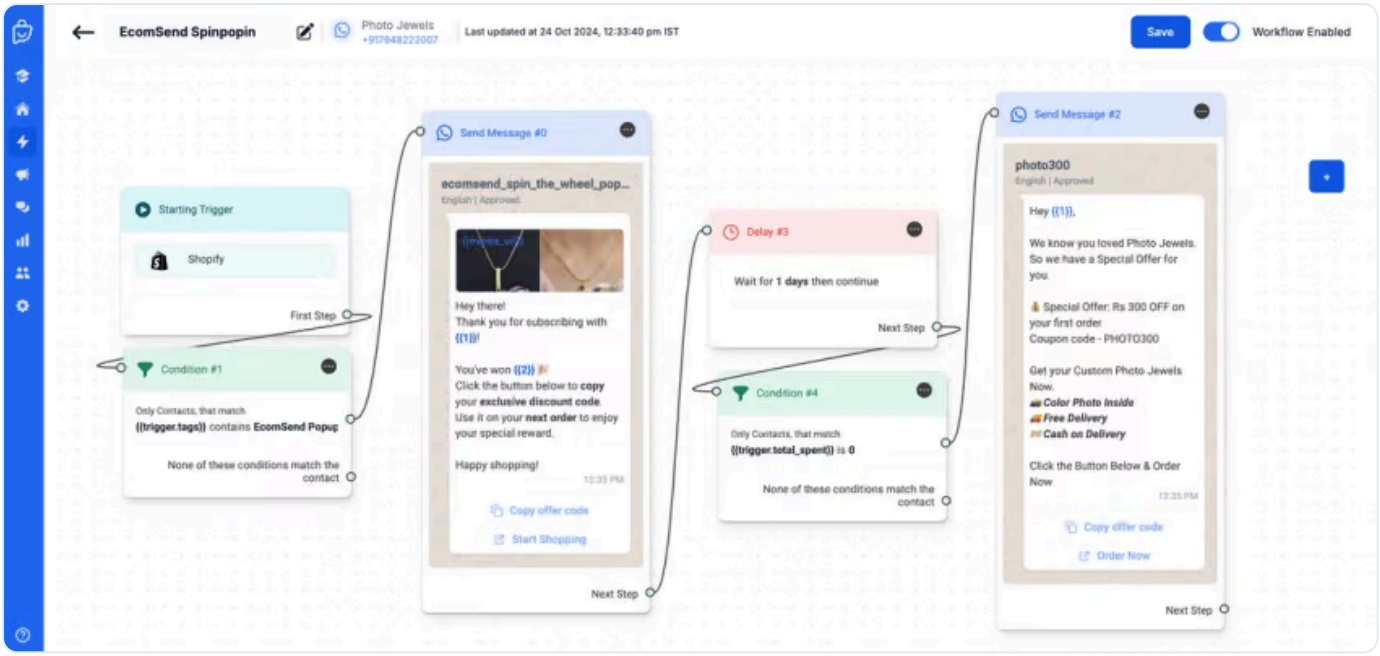
Automated WhatsApp Engagement

- **Immediate Rewards:**
  - Upon entering their number, visitors receive a WhatsApp message with their discount.
- **Follow-Up Messages:**
  - If they don't purchase immediately, automated messages encourage conversion.
- **High Open Rates:**
  - WhatsApp messages achieved a **95%** open rate.



Flowchart of the WhatsApp message sequence

Leveraging WhatsApp Marketing

- **Direct Communication:**
  - Engages potential customers on a platform they frequently use.
- **Cost-Effective:**
  - Converts visitors without additional advertising expenses.
- **Backend Revenue Generation:**
  - Builds a database for future marketing efforts.

SPUR

Keep the conversation going after a visit.

Connect a website offer to WhatsApp so interested visitors can receive their reward and hear from you again.

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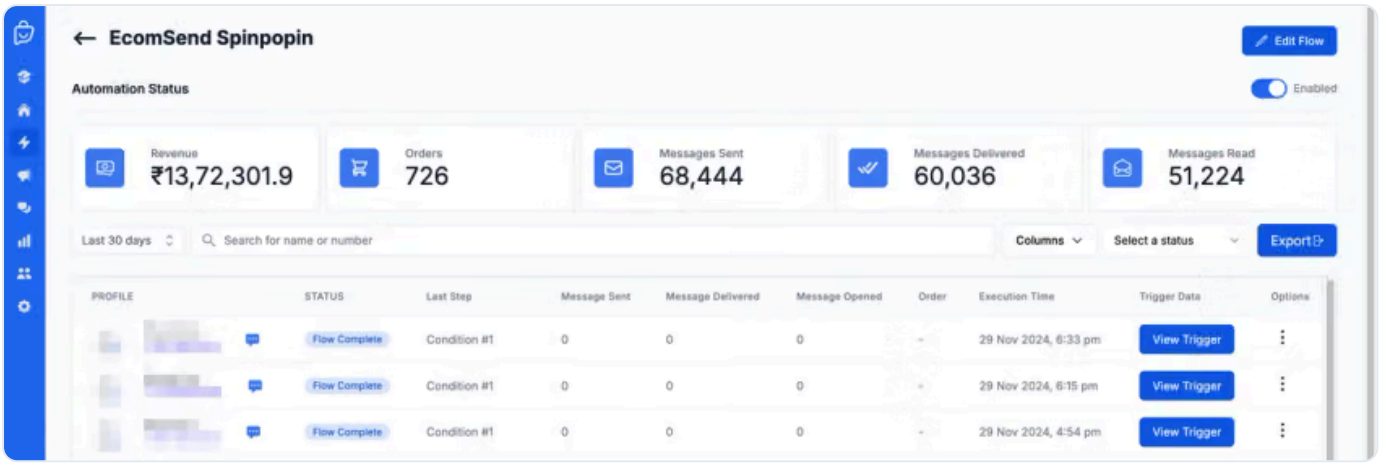
The Results



Results

- **Leads Collected:** 30,000 phone numbers from website visitors.
- **Monthly Revenue:** Increased to **$15,000**.
- **Orders Processed:** 726 orders generated from WhatsApp engagement.
- **Message Open Rate:** Achieved a **95%** open rate on WhatsApp messages.

Conclusion

Photo Jewels' success demonstrates the power of proactive lead generation and personalized engagement in e-commerce.

- **Increased Conversion Rates:** Transformed casual browsers into buyers.
- **Enhanced Customer Engagement:** Provided personalized communication.
- **Sustainable Growth:** Grew revenue without escalating ad spend.

If a personalized jewelry brand like Photo Jewels can double their revenue with this strategy, imagine what it can do for your business.

> "Using Spur to collect visitor phone numbers has significantly boosted our monthly revenue. The automated WhatsApp engagement converts visitors into customers effectively. We are thrilled with the results. Thank you, Spur!"
>
> **Dinesh Thakur**, Founder

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

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Meta Business Partner

Shopify Partner

- 14-day free trial
- No credit card needed
- Connects to Shopify in minutes
- WhatsApp billed per delivered message