

Driving Customer Satisfaction and Growth: The MinPrilla Success Story



About MinPrilla

Min Prilla is Sweden's second-largest online store for fresh snus products, vapes, and heated tobacco at affordable prices. Launched on October 24th, 2021, also known as "Snus Day," MinPrilla quickly became the second-largest online snus retailer in Sweden. MinPrilla emphasizes environmental responsibility and affordability by sourcing directly from wholesalers supplying physical stores in Sweden. This approach reduces shipping costs, environmental impact, and benefits both the environment and customers' wallets. Over the years, there has been remarkable growth in revenue for the company. Starting from 0.86 MSEK in 2021 they skyrocketed to 228.2 MSEK in 2023.

“The partnership with Avarda has proved invaluable in enhancing our engagement with our customers throughout the buying journey.

-Tomas Ekstrom, Partner at MinPrilla.

4,8/5

TrustScore

Challenge

Operating in the nicotine and tobacco market, MinPrilla faced limited marketing opportunities due to strict product regulations. Selling age-restricted products, they sought a partner capable of ensuring age validation while prioritizing an outstanding customer care. As a newly established company, MinPrilla also sought a flexible partner to grow their business with.



Given the stringent regulations within the tobacco and nicotine industry, our marketing activities are heavily restricted. Utilizing every touchpoint as a marketing channel has played an important role in elevating our brand awareness and boosting a strong retention rate”

-Tomas Ekstrom, Partner at MinPrilla.

Solution:

During their launch in 2021, together with Avarda, MinPrilla became one of the first companies in their industry to develop and integrate age validation, ensuring customers are over 18 years old. This became crucial due to new legislation mandating double verification for tobacco products and age validation, both at purchase and delivery. Moreover, through Avarda’s white label solution, MinPrilla could ensure a high level of customer satisfaction by owning the entire customer journey.



Results

Through the partnership with Avarda, MinPrilla has become the leading company in the tobacco industry on Trustpilot. This is evident through their reviews, with a score of 4.8 out of 5, and the highest volume of reviews, highlighting their dedication to exceptional customer service.

Since the integration of Avarda's payment solution, they have also delivered a seamless payment experience for their customers while ensuring age validation on every customer.

Avarda's shared commitment to customer care, has made our partnership highly valuable. As a new company, favorable terms and conditions were crucial for us, and Avarda's flexibility and trustworthiness made them the perfect fit. We have been able to deliver an excellent customer experience while also growing our business.

- Tomas Ekstrom, Partner at MinPrilla.

100 %

Age validated customers

Utmärkt



Baserat på 9 545 omdömen

 Trustpilot

4,8/5

TrustScore



Avarda Checkout+

Customized checkout



Buy Now Pay Later

Customized credit products



Remarketing

Full control of UX & touchpoints