



Ambitious growth for 21st Century Tobacconist

Electric Tobacconist partnered with Visualsoft to create a Global eCommerce experience that allowed their vaping products to be easily found and purchased with ease online. From humble beginnings back in 2013, the business has now shipped over 2 million orders to customers from both a UK and US website with Visualsoft.

Electric **TOBACCONIST**[®]

A new responsive website combined with in depth user testing enabled Electric Tobacconist to see a 70% customer retention rate and positive increase in new customers every day.

70%

Customer retention

2 million

Orders both UK & USA

“I started with around £15k to invest in a website platform and stock to get the business up and running. ET employs over 100 people and has seen significant increases in both turnover and profit.”

Pascal Culverhouse, Electric Tobacconist

