“Everybody says they’re the most user-friendly platform, but only Exponea really is.”

Ernest Mocny, Marketing manager at Electronic-star

From selling DJ equipment to becoming a one-stop-shop for everyone and everything

Having started as a local DJ equipment reseller in 2012, Electronic-star managed to grow into one of Europe’s larger players in sound equipment, home appliances, and even sports goods.

Thanks to the client’s honest customer first approach, we are happy to have supported their business success on one of the most competitive days of the year - on Black Friday.

With the client’s management expecting us to help surpass previous year’s Black Friday revenues, our data scientists got to work.

Less is more, especially when talking about remaining sales time

Black Friday is known to be all about emotional, impulsive purchases, which helped our e-Commerce experts take the right direction with Electronic-star’s campaign - we suggested a simple, cost-effective, yet very powerful technique to create instant urgency to buy what’s on sale.

Our platform’s intuitive scenario designer allowed the client to create, implement and launch a countdown banner that showed customers how much time remained until the sale, on each given product, was over.

While the campaign was on, we ran an A/B test on a group of 75,000 people with 20% as the control group. The banner was supposed to be displayed for four days (from Black Friday until the next Monday), but thanks to the campaign’s profitability, Electronic-star’s marketing team decided to extend it by one more day, ending the Black Friday sale the following Tuesday.

With our data experts’ solution, Electronic-star achieved a 16% conversion rate growth

“We want to surpass last year's Black Friday numbers. Will you accept the challenge?”

Company: Electronic-star a.s., Industry: Retail, Market: Europe
Imagine a platform that eliminates all the key reasons for your marketing's underperformance.

The lack of comprehensive tools is replaced by one end-to-end solution, slow time to value changes into results within days, and an IT department that is no longer needed in your promotional efforts.

With a team of 80+ professionals operating worldwide, we've built such a platform.

You can find our headquarters in London, the development team in Bratislava, and local offices in Palo Alto, Prague, Moscow, and Melbourne. Clients on 5 continents already share our vision and use Exponea to bring it to life.