



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

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



### 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.

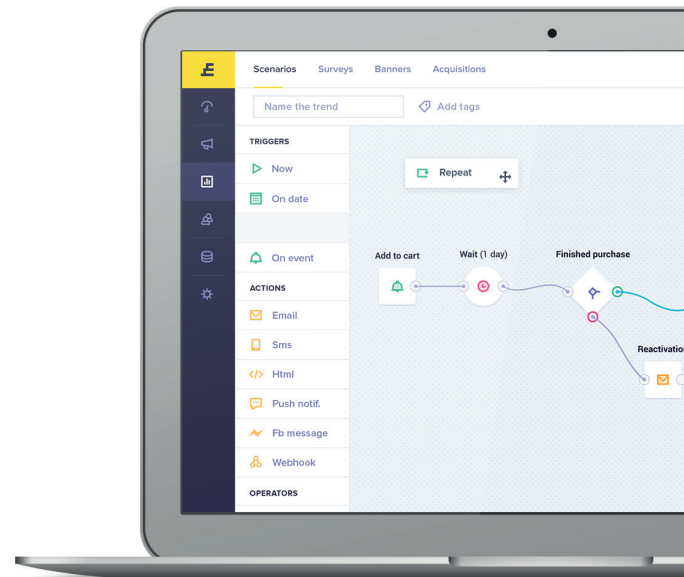
Thanks to the client's honest customer first approach, **we are happy to have supported their business success on one of the most competitive days of the year - on Black Friday.**

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.

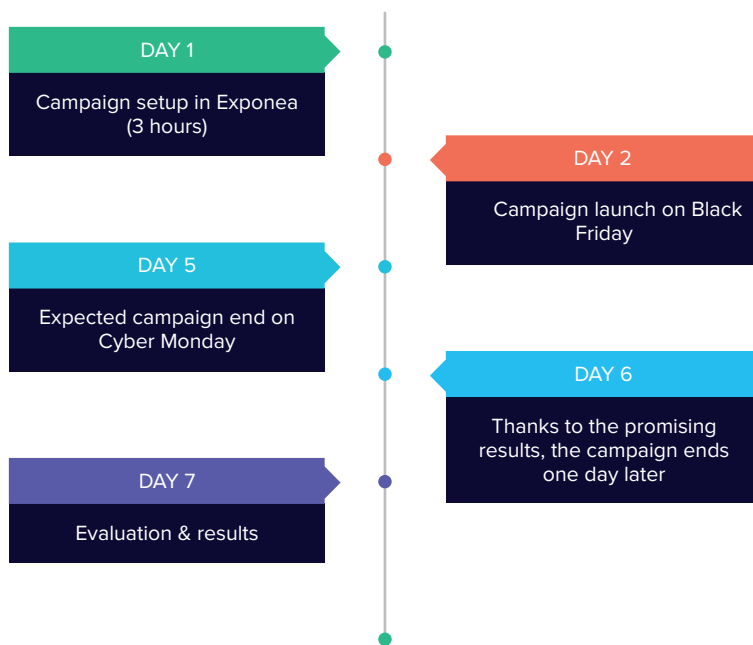


“Everybody says they're the most user-friendly platform, but only Exponea really is.”

**Ernest Mocny**, Marketing manager at Electronic-star

## EXPONEA solution

One just cannot decide to postpone Black Friday, so our value delivery team, along with Electronic-star's marketing department, **conducted the campaign in an extremely short amount of time**. However, since Exponea does not require any lengthy and painful integration, we were still able to deliver **remarkable results** on a European scale.



▲ 16%

Conversion rate growth  
with 99% statistical confidence

▲ 17.42%

Growth in revenue per visitor

▲ 12.7%

Growth in revenue  
of the Black Friday campaign

## About Exponea

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.



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