



“Our customers are stunned with decision paralysis. We are looking to make their shopping experience smoother and drive more sales.”

Having implemented Exponea, Topankovo achieved a 61% growth in the number of orders

NOVINKY XTI

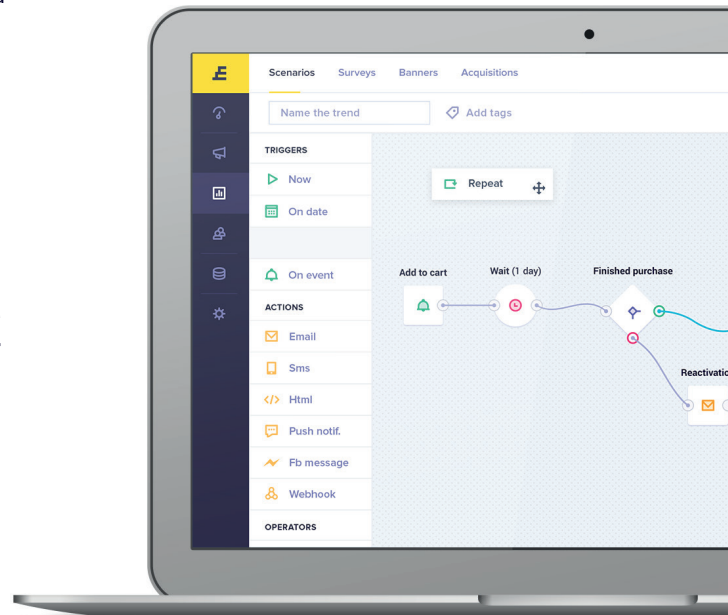
The one meeting that changed everything

At Exponea, we have always admired how Topankovo grew. Launched in 2009 as a small online store, their smart business decisions lifted them up to their current position as one of the top shoes, handbags, and accessories retailers in Slovakia.

However, such growth always comes at a price. It didn't take long for Topankovo to **experience a problem that your business might soon start to feel as well** – the product range became too wide to be kept in the website's original structure.

Having met the client's marketing team and analysed the situation, we discovered a pattern in the customer behaviour. **A significant number of people ended up leaving the store without buying a thing** because they could not find their way to what they were looking for, even though Topankovo was offering it. **The cause of the problem? Our data experts identified it as the website's structure being undersized.**

Patrik Dragula, the co-founder of Topankovo, accepted our recommendation to **utilise the customer behaviour data** we collected, to implement quick changes with maximum effect on eliminating the pain points. Keep on reading to find out how we handled the execution.



How our data experts solved the client's problem

We have already mentioned that the main cause of the customers' confusion lay in too many products being listed in the undersized online store.



Information overload is a common problem in the industry. Thanks to a direct layer feature we were easily able to create a pop up message and emphasise a crucial piece of information, and thus increase conversion rates, without any involvement of the client's IT department

Robo Capla, Value Delivery Consultant at Exponea

We see problems as challenges

Our value delivery consultants immersed themselves in the challenge and **presented a solution that did not require any changes on the website itself**. Their recommendation was to enrich the online store with incentive-based, dynamic banners that would steer customers' attention towards purchasing specific products, thus eliminating the decision paralysis problem.

Other **order-driving tactics were implemented** to support sales throughout the entire customer journey, e.g. a pop-up message in the checkout process that informed the shopper about free shipping options.

The combination of such incentives, along with their brisk implementation, resulted in **37,683 customers targeted in just 14 days**.



▲ 58%

Conversion growth

▲ 61%

Growth in the number of orders

1 day

Implementation time

The impact of **EXPONEA** solution

Our solution was **easily implemented and required zero IT support** on the client's side. However, what really makes it stand out are the results.

Our experts' hypothesis was confirmed. **Customers who saw the message we had prepared were much more likely to finish their purchase.**

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.

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