

## Truly understanding a problem is the first step to its elimination

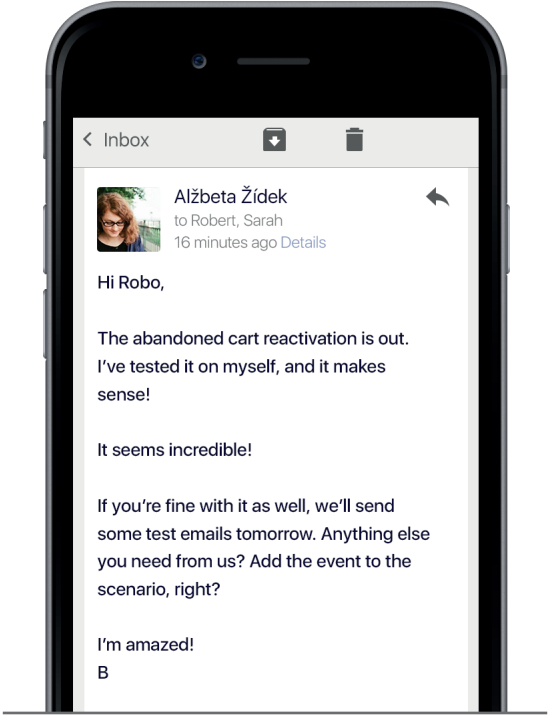
ZOOT is a fashion e-Commerce business built on two pillars: love for fashion and passion for tech innovations. Since the company's early days, its founders have sustained their focus on pioneering a unique omni-channel concept.

Integrating the best of online and offline shopping experiences, **ZOOT utilises big customer data to keep expanding into new European markets.** Along with their need for **automated 360-degree customer profile building**, it is one of the reasons ZOOT pointed to Exponea when choosing a marketing cloud solution.

Our value delivery consultants have been in close contact with ZOOT's performance department, **discussing possible bottlenecks in the customer journeys** and effective ways to eliminate them.

During one of our meetings, Alzbeta Zidek, the Performance & Customers Lover at ZOOT, **expressed her concern with abandoned carts.**

Our data experts immediately took the first step to deal with the issue - **they looked into how people had been interacting with the online store**, both those who finished their purchase and those who did not. Having discussed our findings internally and with the client, we were left with a specific, tangible **pain point to eliminate** and a **hypothesis to work with**: a simple incentive to drive customers, who dropped out of the order funnel, back to their abandoned shopping carts is expected to increase the number of completed orders significantly.



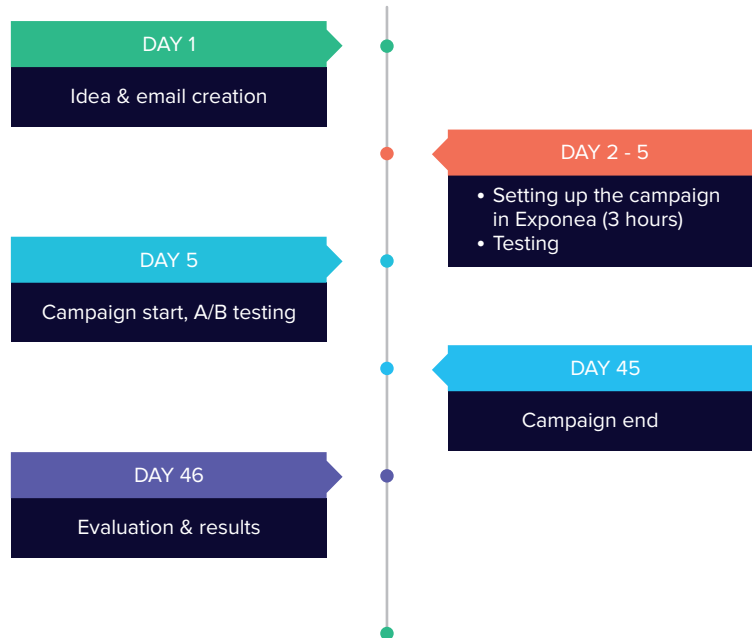
An email from ZOOT to our value delivery consultant



The impact of a simple email exceeded our expectations. However, we followed up with a new hypothesis - if we send each customer an email at a specific time, based on their previous behaviour, we believe the impact on the conversion rate will be even higher.

## EXPONEA solution

Having prepared the solution in our scenario designer, ZOOT was ready to implement a new way of reactivating lost shoppers - a time-triggered email incentive. 40,000 customers were part of the campaign where three hours after they had abandoned their cart, they received an automated email with its content and a go back to cart and complete your purchase button.



▲ 20.13%

Finished orders, compared to the control group

50%

Open rate of the reactivating cart abandonment emails

▲ 19%

Growth in the number of completed orders

## 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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