NAHODSA.sk
STREET FASHION STORE

Company: Nahodsa.sk, Industry: Fashion, Market: Local

MENA: EUR ▾   ZÁKAZNÍCKY SERVIS   REGISTRÁCIA   LOGIN   VÝDAJŇA   Hľadať...   Košík: 0 / Cena: 0 € ▾

TENISKY   OBLEČENIE   SNAPBACKS   DOPLNKY   ZNAČKY   VIP   VÝPREDAJ   BLOG

Doručenie ➤   Telefonická objednávka ➤   Výmena tovaru ➤

"Customer journeys on our website end too early.
We aim to increase the order completion rate significantly."

Exponea marketing cloud platform helped Nahodsa.sk reach a 30% conversion growth in just 11 days

URBAN CLASSICS
PREDOBJEDNÁVKY
JAR 2017

## Even street fashion can and should be data-driven

Nahodsa.sk is one of the major e-Commerce fashion stores in Slovakia. Founded in 2011, it has managed to build up a portfolio of global brands like Supra, adidas Originals, and Converse, while not giving up on young, yet-to-be-discovered designers and manufacturers.

The client's management and marketing team **understood the value of customer data perfectly**, yet **they struggled to leverage it** in a way that would help them achieve their business goals. That changed when our value delivery consultants proved **how conversion funnels could be improved** in just 11 days, if the right technology and flawless execution are implemented.

One final nudge was all that customers needed

Our data experts first **identified a major pain point** — the customer journeys were smooth up until the point of the actual purchase. In other words, visitors of Nahodsa.sk could find what they were looking for rather easily, but **too many of them dropped out of the conversion funnel right before purchasing a product.**

Having consulted the client, we agreed on a hypothesis to work with: if we give the visitors who show repeated interest in a product a gentle nudge to finish the purchase before they churn, it will steer their behaviour toward completing the purchase.
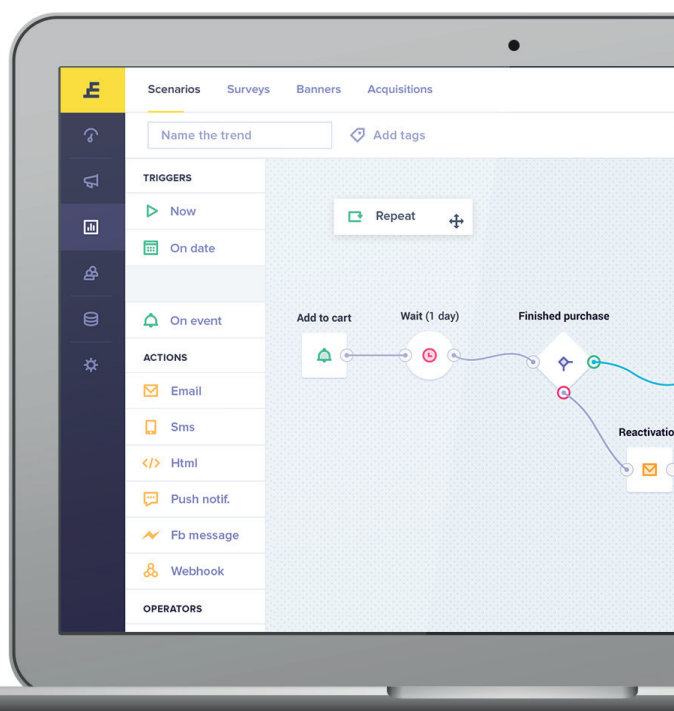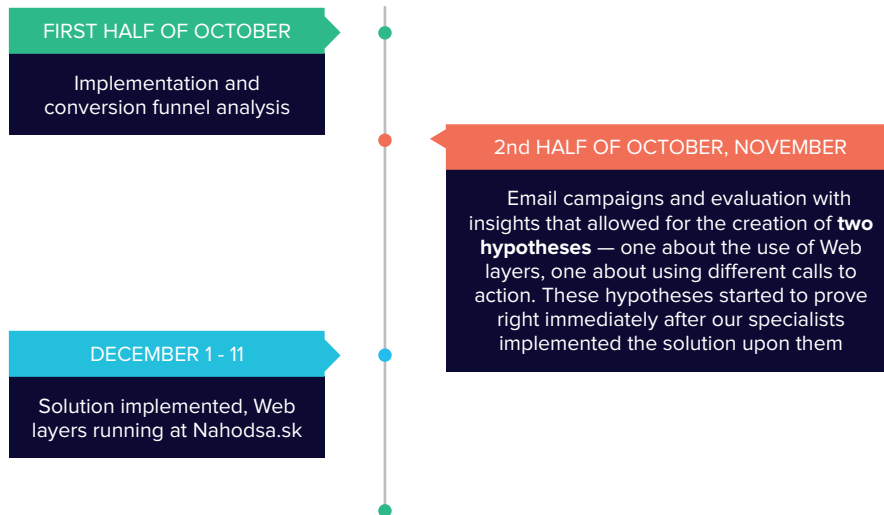
Even early stage companies with smaller amounts of data can make data-driven decisions that deliver incredible value if they choose the right approach. In this case, the client's courage to try completely new call to actions on the web led to a significant increase in revenue.

Michal Novovesky, Chief Customer Success Officer at Exponea

With the help of Exponea's powerful platform, it took us just a few hours, and required no IT time, to set up a Web layer campaign at Nahodsa.sk. The Web layer showed a banner with one simple, yet highly effective message aimed at keeping people in the conversion funnel: free shipping on orders above EUR 89.

And, one condition was added — the banner was only displayed to customers who saw the given product's page more than once during one visit. This condition made it possible to push visitors, who were truly interested in the product, to make the purchase while not bothering those who were "just looking".

FIRST HALF OF OCTOBER

Implementation and conversion funnel analysis

2nd HALF OF OCTOBER, NOVEMBER

Email campaigns and evaluation with insights that allowed for the creation of **two hypotheses** — one about the use of Web layers, one about using different calls to action. These hypotheses started to prove right immediately after our specialists implemented the solution upon them

DECEMBER 1 - 11

Solution implemented, Web layers running at Nahodsa.sk

▲30%

Conversion growth

▲75%

Revenue per visitor growth

11 days

to deliver these results

"Exponea is not just an analytical tool. It is a tool that leverages your past data to guide you to repeated future successes! The platform showed me numbers and possible marketing directions I could never find in other analytic tools."

Miro Budis, CEO of Nahodsa.sk

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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