



How Tempo Kondela increased conversions by 16%

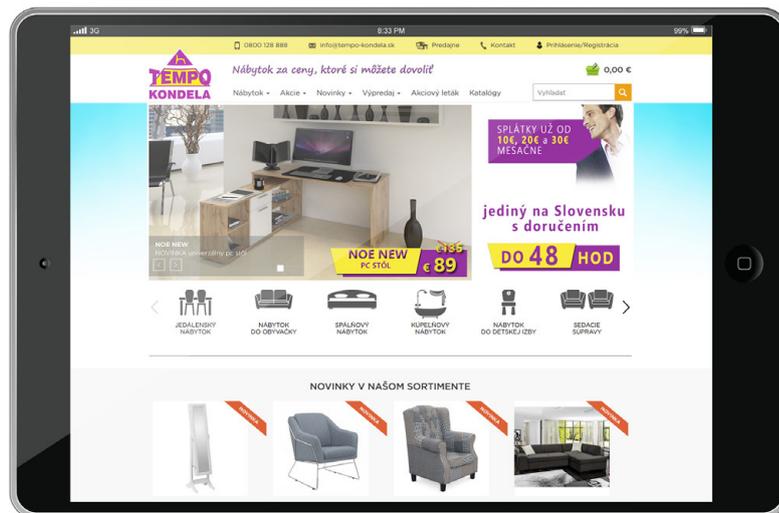
Fastest web to door furniture service in Slovakia

Established 2003, Tempo Kondela is an eCommerce and offline retailer of furniture for home and office with real experience in their field. With their 22 brick and mortar stores across the Czech Republic and Slovakia, they are able to have a relevant stock on hand for their E-shop.

With no intermediaries, they are able to **deliver goods within 3 days**. This makes them the fastest web to door furniture service in Slovakia.

We had to take a **proactive approach** to our client since the web layers didn't seem to bring a fast and significant value.

"We needed to take a step back and look how we could bring value." Said senior consultant Matus Kanas. "By looking at the original site with additional 3rd party widgets... pop-ups, social media buttons, a wheel of fortune... the amount of clutter with yet another pop up made for a crowded experience. I hypothesized at this point, maybe in this case, less will be more".



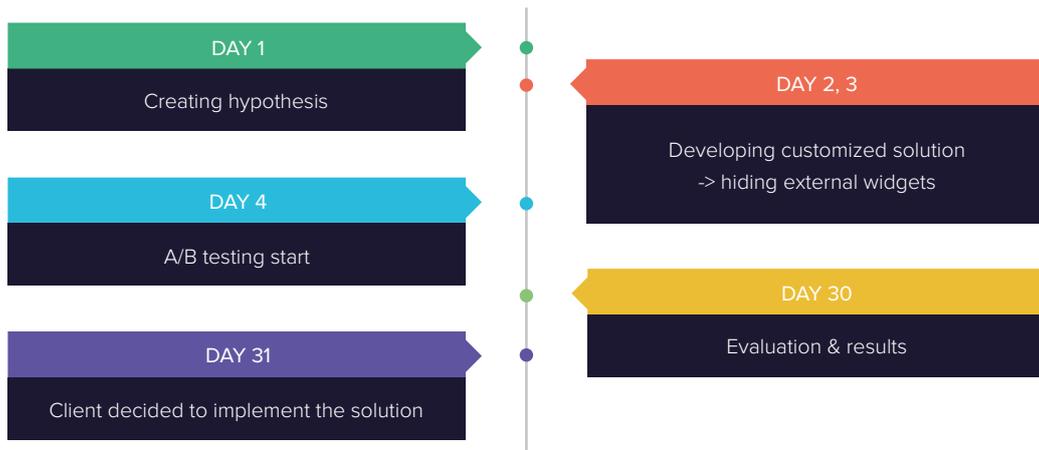
"As marketers, it is always important for us to remember, the things you think will work don't always do so."

Matus Kanas, senior consultant

EXPONEA solution

The recently released *Tag Manager* is a feature where consultants can make significant changes and pose theoretical situations to any eCommerce portal using the *Exponea Marketing Cloud*. Using this tool, Kanas was able to identify the problem and **create less cluttered test pages without the need for involving the tech or design teams from Tempo Kondela**. At that point, they were able to use the intuitive A/B testing tools to measure the effectiveness of a simpler page design.

As a result, Exponea's simple and effective content modifying solution helped Tempo Kondela **increase their conversion rate by 16%** and **boost revenue over 28% per visitor**. These boosts influenced them to stay with the effective changes and utilize the same methods in more features. They were also able to **generate 4.42% additional total revenue in the same time period**. As marketers, it is always important for us to remember, the things you think will work don't always do so.



▲ 16%

Conversion uplift

▲ 28.2%

Uplift in revenue per visitor

▲ 4.42%

Total revenue increase

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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