# Revenue Surges on Muziker's Online Store!

Muziker is the largest multi-channel retailer of musical Instruments in Central and Eastern Europe. Their online store caters to 26 European markets, and the e-commerce presence is supported by a sizeable network of retail stores spread throughout the the main cities of Czech Republic and Slovakia.

The problem

With such a diverse, international customer base, Muziker's **top challenge** was to **find a way to manage effective communication with their customers across a multitude of countries.** Determining a new seamless method for emailing was paramount as it was a severe pain point to prepare **17 different newsletters each time** a new campaign was to be sent out and **follow-ups** with clients **weren't performing as desired.**
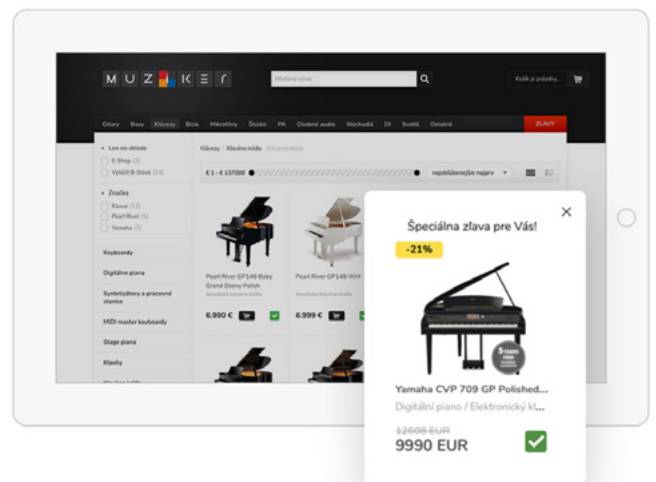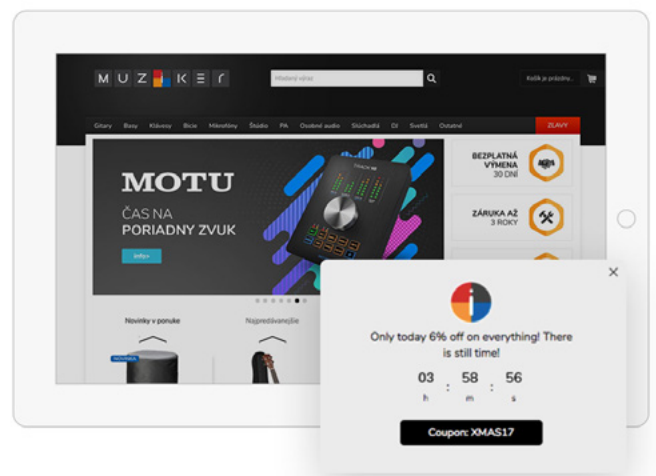
EXPONEA solution

Automated communication flow, highly personalized offers, deep segmentation, A/B testing and more!

1 During the initial meetings with Muziker, our goal was to **find out the root cause** of their problem and to **understand which KPIs were the most important** to them, so we could set up our cooperation in such a way that it **delivers the highly impactful and attainable solution** within the timeframe of the pilot.

2 First things first, we began by **integrating Muziker's data** and customer database into Exponea, so we could work our data-driven magic.

3 What followed was an **analysis of the database** using Exponea's deep analytical environment. We formulated a **set of hypotheses** which, if proven, could be a stepping stone for delivering high value use cases.

4 The use case with the highest value to time ratio for Muziker was an **update of their newsletter campaigns,** so our goal was to focus on that first. To make sure that we **increased our newsletter deliverability** to its peak, we started with the email warmup campaign.

5 In parallel, our challenge was to prepare a **scenario for an automated newsletter campaign in 17 different languages,** so we could help **Muziker streamline processes** and make sure that coordinating so numerous email variants was **seamless and with an easily measurable performance.**

6 Black Friday was approaching during the pilot cooperation. And together with Muziker, we felt confident that we could help them **deliver stellar value** with the use of our **AI recommendation** features within their special Black Friday newsletter campaigns, so we built a **collaborative AI model** supported by customers' past product views and hand pick items. The result was a **hyper-personalized newsletter which delivered on its promises.**

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7 The last emailing use case that we did during our pilot was the **highly detailed abandoned cart automation** that would help customers finish their orders. For Muziker **we went a step further** and created a scenario which **A/B tests different variants of prompt emails & various time delays** before they're sent. The scenario itself is built using 25 nodes.

8 Our next set of use cases were **weblayers** with our first one being **view count weblayer** and even though, it's such a simple use case, it rarely fails to deliver! And in case of Muziker, it was a use case which **hit the mark.**

9 The next use case was a **countdown weblayer,** which was **counting down until the end of sales,** which created the **sense of urgency** for Muziker's customers and the **revenue per visit against control group was above expectations.**

10 A weblayer with a **special discount on the previously visited product** was the last one that was done during the pilot. Customers targeted with this weblayer were presented with one of their last visited products with a **special discount, just for them** and as expected, **personalization works wonders.**

EXPONEA timeline

DAY 0

Defined the scope and cleared mutual expectations.

DAY 1

Integrated Muziker's systems with Exponea.

DAY 2 - 14

Review of the current email communication and a preparation of the framework for simple multi-language communication.

DAY 15 - 21

Analyzed the site traffic and customer data in preparation for Black Friday Campaign.

DAY 22 – 25

Detailed setup of the Black Friday Campaign.

DAY 26

Black Friday Campaign Launch.

DAY 27 - 30

Prepared and launched the new abandoned cart scenario.

DAY 31 – 45

Added new weblayers and started to experiment with various messaging towards customers.

DAY 46 – 90

Ongoing analytical and campaign execution support.

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MEASURABLE SUCCESS ACHIEVED

▲89.49% RPV

On pages with
timer countdown

▲80.94% RPV

On special deals
"just for you" weblayer

▲21.26% RPV

On pages with view
count weblayer

▲10.5%

Global revenue increase

▲ 3

Months of pilot cooperation

MUZIKER'S E-COMMERCE MATURITY

This success story was made possible, because Muziker was ready for all of the proposed use cases. Furthermore, during the cooperation, Muziker was able to increase their e-commerce maturity by becoming proficient Exponea users and integrating their systems with Exponea!

GENERATE SPIDER CHART

EXPONEA

Pre-Pilot maturity

Post-Pilot maturity
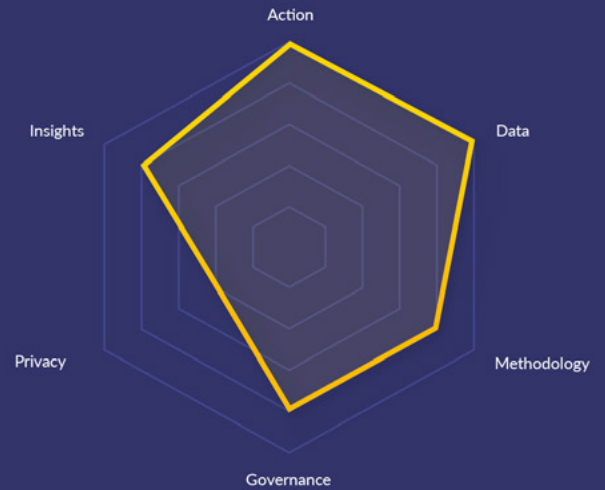
DELIVERED TO MUZIKER

ANALYSIS

- Customer segment analysis
- Cohort report
- A/B test report
- Bounce rate report

- Revenue per acquisition source report
- RFM analysis
- Time to open email report

ACTIONS

- AI recommendations
- Data import setup
- Emailing scenario
- View count weblayer
- Abandoned cart scenario

- Domain warmup scenario
- Countdown weblayer
- Special discount weblayer
- On exit weblayer

EXPONEA

HOW DID WE EMPOWER MUZIKER?

During our cooperation we've helped Muziker to embrace Exponea's capabilities which enabled them to be more flexible in both campaign execution, now being able to send 2-3 fully localized newsletters / week without assistance, and complex analytical capacity. Muziker's impressive drive was what enabled such a fast onboarding.

HOW DID THE COOPERATION ENRICH EXPONEA?

People behind Muziker are incredibly insightful and it were these insights which became a catalyst that made us to update several of Exponea's features, so we could help clients such as Muziker with a tools they need to succeed.

*Even though we're just a few months in, our conversion uplifts have statistical confidence over **98%!***

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 150+ 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 Berlin, Prague, Moscow, and Warsaw. Clients on 5 continents already share our vision and use Exponea to bring it to life.