47%

INCREASE IN REVENUE/VISITOR

16%

INCREASE IN CONVERSION RATE

DATA REFLECTS METRICS
OBSERVED BETWEEN
OCT 10 AND DEC 15, 2016

BOOSTING ECOMMERCE SALES

Brandroom realized a 47% improvement in revenue per visitor via personalization solutions.

BRANDROOM
WORLD OF FASHION

Brandroom is the luxury multi-brand division of Demsa Group.

Demsa Group is currently ranked at a prominent standing in the retail sector along with its extensive and robust store composition covering more than 120 units throughout the whole country and a work force more than 1200 employees.

Brandroom's online store brings privileged brands together. Owning the brand new collections of the designers like Tom Ford, Lanvin, Michael Kors, who lead the fashion world, Brandroom hosts over 300 brands in woman, man, kids wear, accessories, home decoration and cosmetics categories.

THE CHALLENGE

Brandroom's online store was launched in 2015 to realize the objective of giving its customers a 24/7 access to world's renowned brands in the company's portfolio.

A few months after the launch, Brandroom reached Perzonalization.

It had realised that creating an online experience as personal as in-store is a must in ensuring customer loyalty.
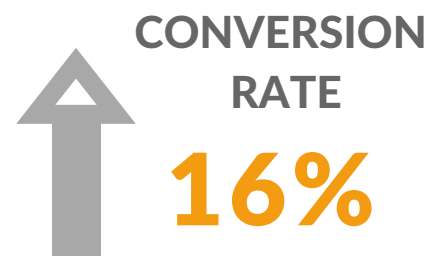
" **Perzonalization's solutions now account for over 8% of Brandroom's site revenue.** "
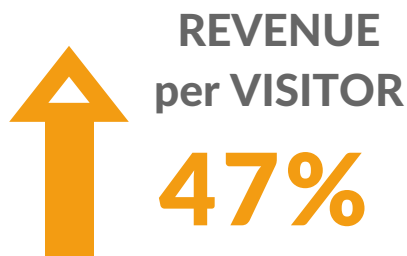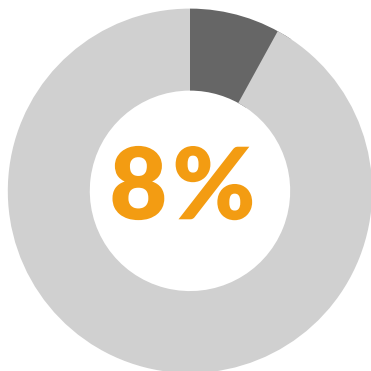
E-commerce Director

SOLUTIONS

The vision was achieved by implementing personalization on the company's e-commerce website and on the e-mails.

Personalized product recommendations were placed on home, category, product, cart and success pages as well as the e-mails sent by Brandroom.

Automated cart reminder e-mails carrying the items in the cart and personalized related product recommendations began to be sent regularly.
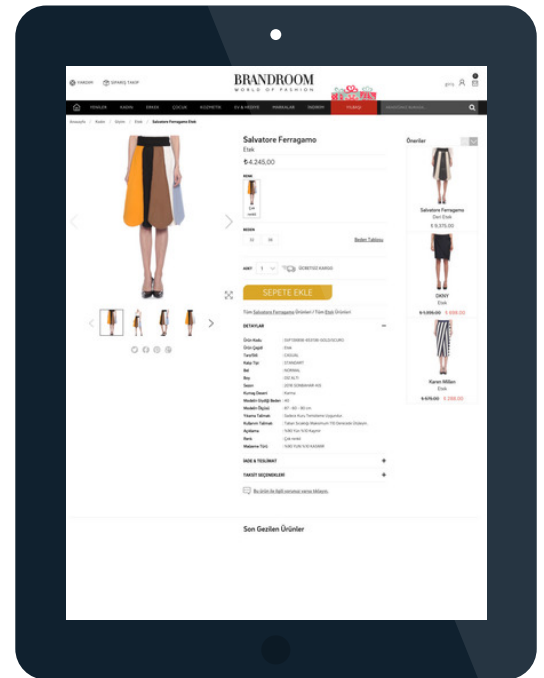
RESULTS

Brandroom realized a 47% improvement in revenue per visitor with personalization solutions. These efforts had a positive effect on the site's overall conversions, increasing the CR by 16%. Personalization demand now accounts for over 8% of all Brandroom's online site revenue.

8%

REVENUE per VISITOR
47%

CONVERSION RATE
16%