LUXURY RETAILER IS GETTING IT RIGHT WITH PERSONALIZATION

A SUCCESS STORY OF BRANDROOM.COM

PERZONALIZATION ⏻

47%
INCREASE IN
REVENUE/VISITOR

16%
INCREASE IN
CONVERSION RATE

ABOUT

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
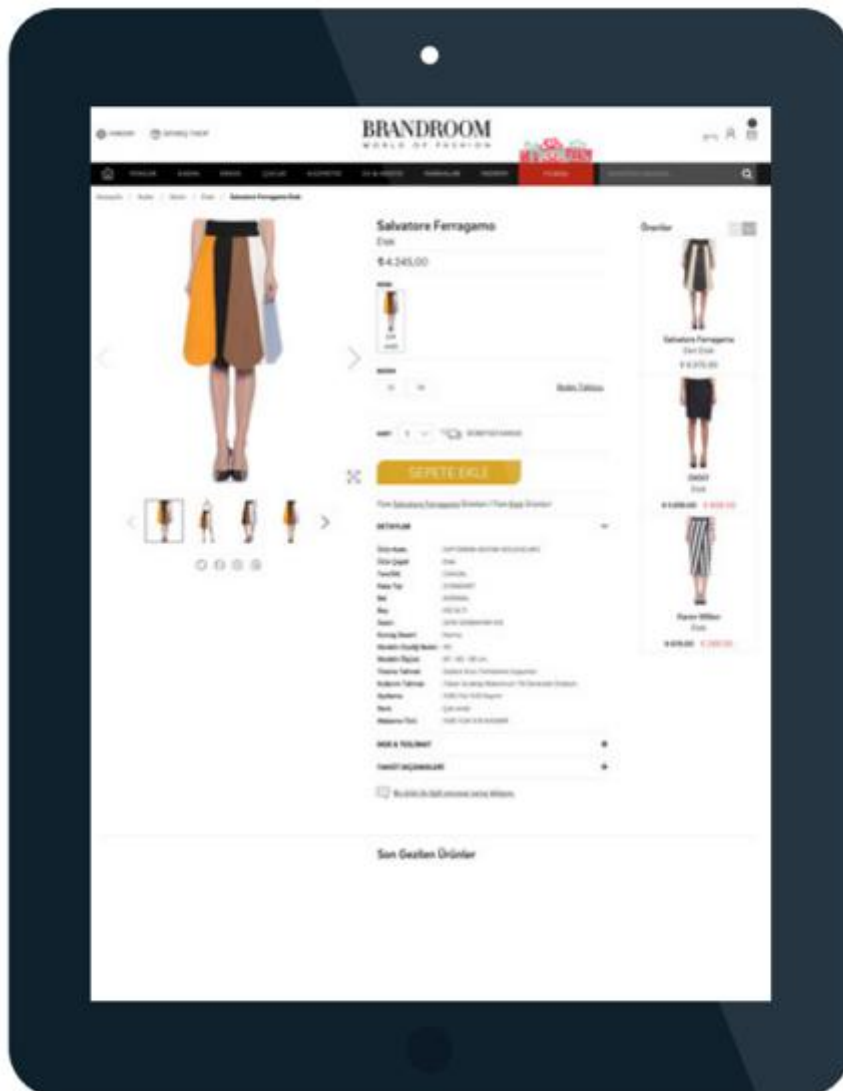
CHALLENGE

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.
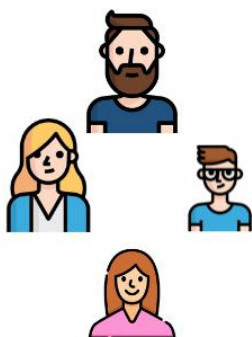
SOLUTION

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%

Are you a small online business owner?
Or a professional eCommerce manager?

It doesn't matter!

Get Perzonalization and start uplifting your profits!

START YOUR TRIAL NOW

THANK YOU

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DISCOVER

PERZONALIZATION