

Customer
Success Story

Data-Driven Product Recommendations: Higher Online Sales With Intelligent Product Segmentation

Online Product Placement on the Basis of Topseller Selection:

How Betty Barclay Reaches Operational Excellence in On-Page Promotions

As one of the leading companies for women's outerwear, **Betty Barclay** offers contemporary collections for the modern woman and transports lifestyle worlds with a high identification potential. The online shop is an important pillar for the fashion retailer to bring the products to the woman, thus the company relies on a precise and efficient customer approach and above all on a perfectly coordinated product selection and product placement in the online shop.

In order to make more targeted use of the product recommendations concept, the company has developed a separate section for this on the homepage of the online shop: A single-line slide show with coordinated product recommendations – selected data-driven with minubo's topseller product segmentation.

BETTY BARCLAY
G R O U P



Leverage On-Page
Product
Recommendation



Increase Shopping
Cart Size and Sales
Ratio

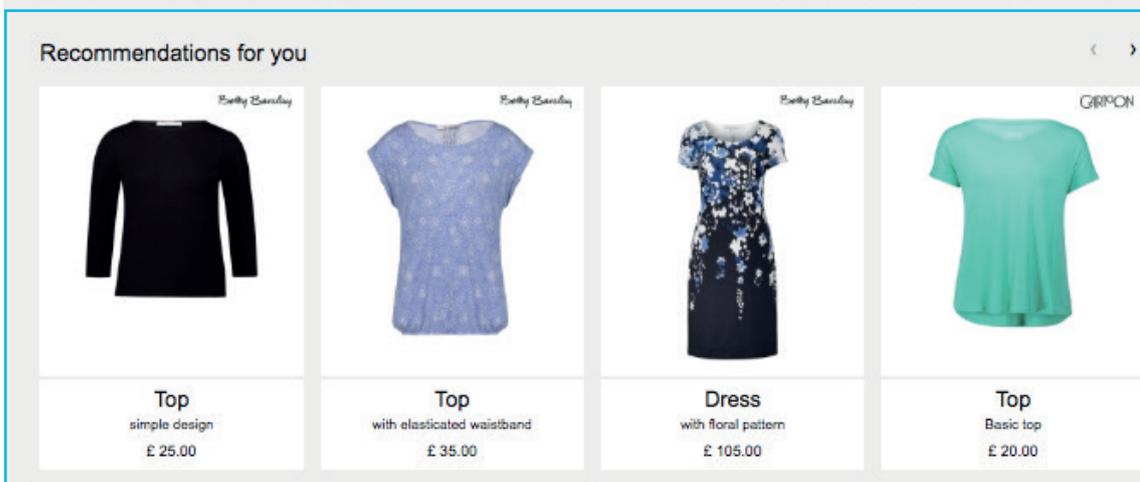
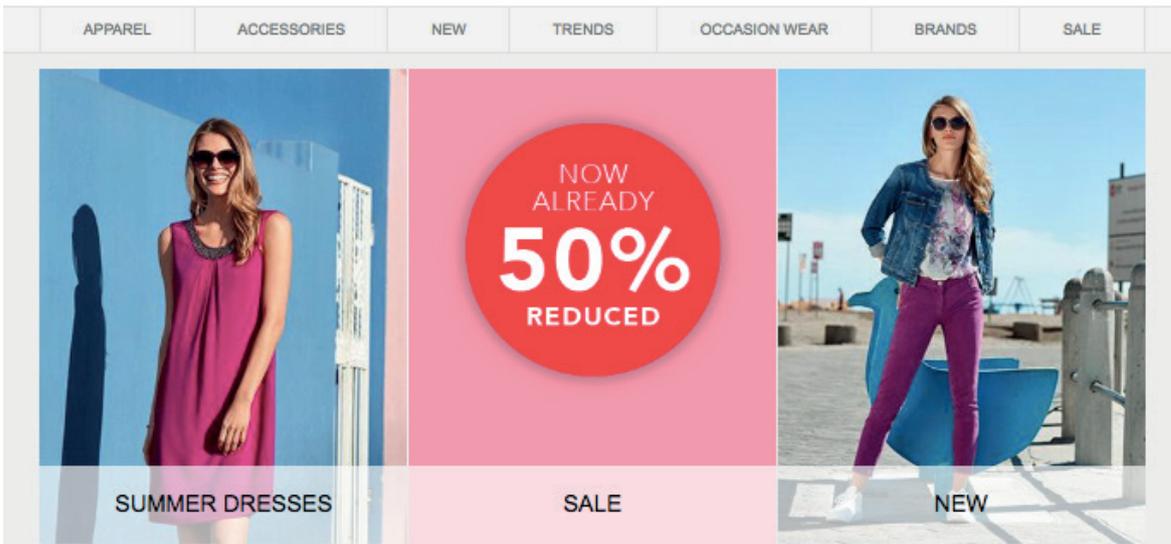


Grow the
Number of Repeat
Customers

In order to offer exactly the right products within the recommendation section and thus and thus exploit the full potential of this form of sales promotion, a process must be established that selects the right products quickly, easily and above all accurately.

The right product presentation and targeted product placement have a great influence on full shopping carts and large order volumes. Also, the optimization of the product selection and product recommendation helps to realize the goal of increasing sales ratios.

Loyal customers are a constant source of sales. But in order to motivate customers to rebuy in the online shop it is important to give customers a feeling of being understood and cared about – the right product recommendations have a great impact on that.



The single-line slide show “Recommendations for you” is an important and strong tool to uplift shopping cart sizes and sales ratios – the more important it is to select the right products in an intelligent and data-driven way. Thus no sales potential remains untapped.

Betty Barclay uses minubo to link all relevant product attributes with the central measures to sort the list of recommended products according to the important key figures. Based on this, the company can choose the products according to their current goals – for example the ones with the lowest number of returns. Key measures Betty Barclay uses for their product selection:



COMMERCE REPORTING STANDARD

Items ordered

The number of ordered items.

Items Sold (ID)

The number of sold items. Time reference is the invoice date.

Items Returned (RD)

The number of returned items. Time reference is the return date.

Original Merchandise Value in Orders

The cumulated value of all orders expressed in terms of the original pricing before deductions of any kind.

Merchandise Value in Orders

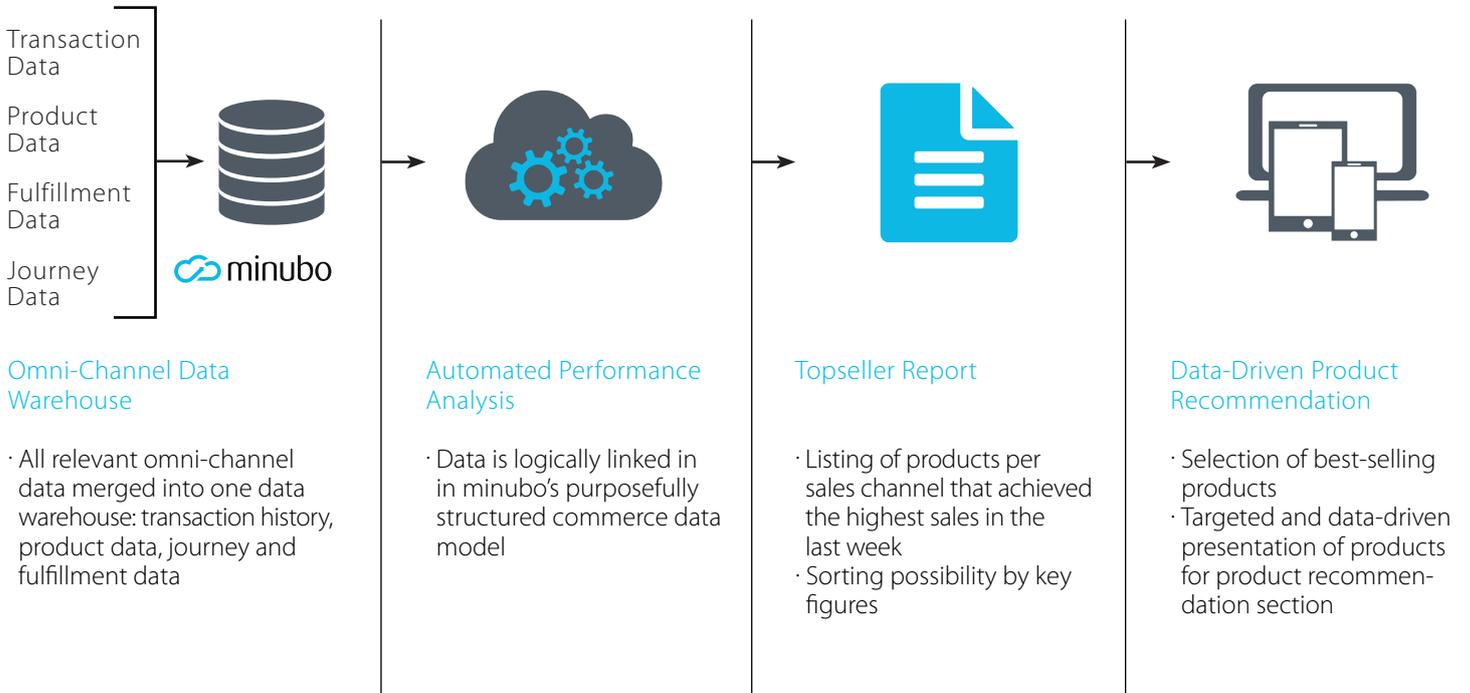
The cumulated value of all orders expressed in terms of pricing after deduction of markdowns.

Discounted Merchandise Value in Orders

The cumulated value of all orders expressed in terms of pricing after deduction of markdowns and discounts.

Online Product Placement With Automated Performance Analysis

minubo offers the possibility to monitor the performance of products easily – with the minubo Commerce Intelligence Suite all metrics, e.g. gross sales, sales quantity and return rate are calculated and displayed for every individual product and their variations resp. SKUs. Thus, operational teams at Betty Barclay are able to target the customers with the right product offerings and achieve operational excellence.



Further Application Areas:



Individual Product Recommendation



Mapping of Product Trends



Data-Driven Shop Assortment

Learn More About minubo: Sign up for a free Discovery Call!

Today is the day to be proactive about your data challenges: Sign up for a free Discovery Call and find out what minubo can do for your business. During the call, we will...



...talk about your challenges and requirements
 ...work out the added value minubo can provide
 ...demo our solution with a personal product tour

Sign up at
minubo.com/discovery

Or contact us directly at
 ✉ contact@minubo.com
 ☎ +49 (0) 40 – 398 06 75-101