



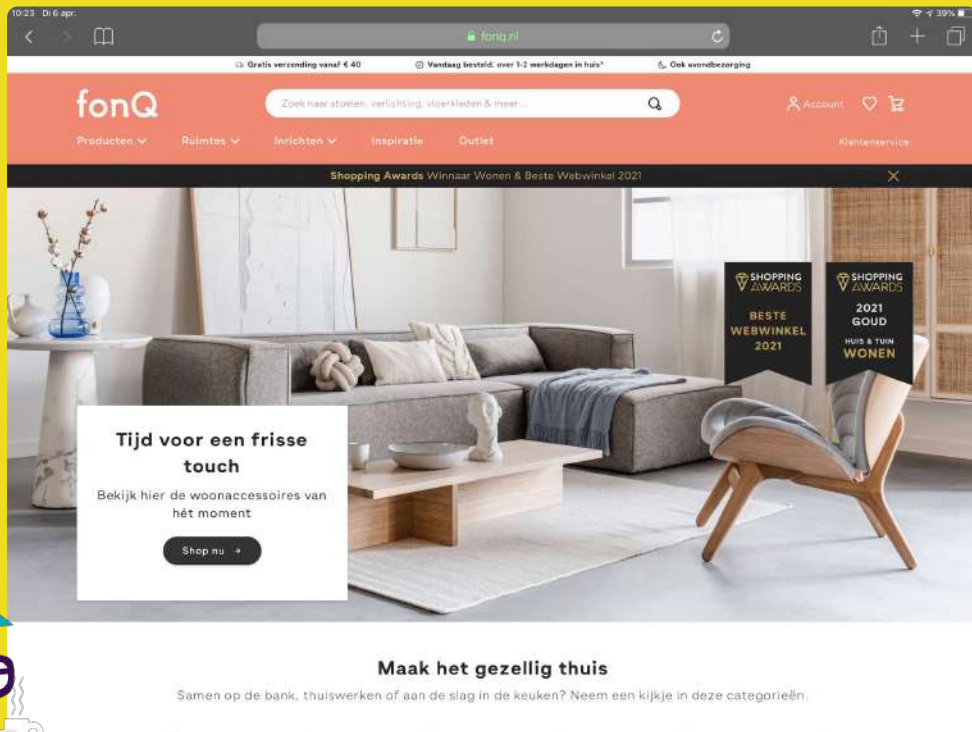
Hoe Zonnebrillen.com hun conversie en ROI significant verbetert door personalisatie





Even voorstellen: Tweakwise



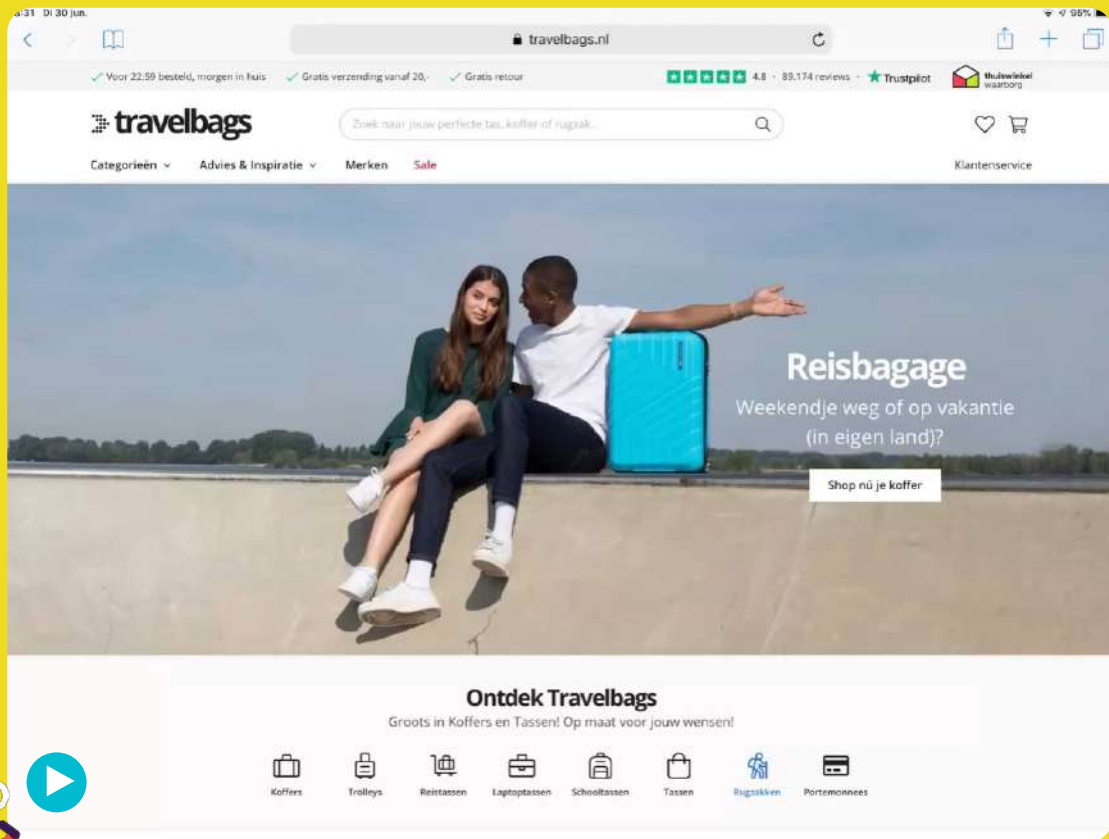


Introductie Tweakwise

- ✓ **Gespecialiseerde SaaS Product Discovery Suite:**
 - ✓ Site Search
 - ✓ Merchandising
 - ✓ Recommendations
 - ✓ Personalisatie
- ✓ Na setup geen development meer nodig
- ✓ Business user centered
- ✓ E-Commerce First
- ✓ Grote conversie impact (>15%)
- ✓ Actief Customer Success Management
- ✓ Platform onafhankelijk

We're on a mission

To provide the best product discovery experience to every individual shopper

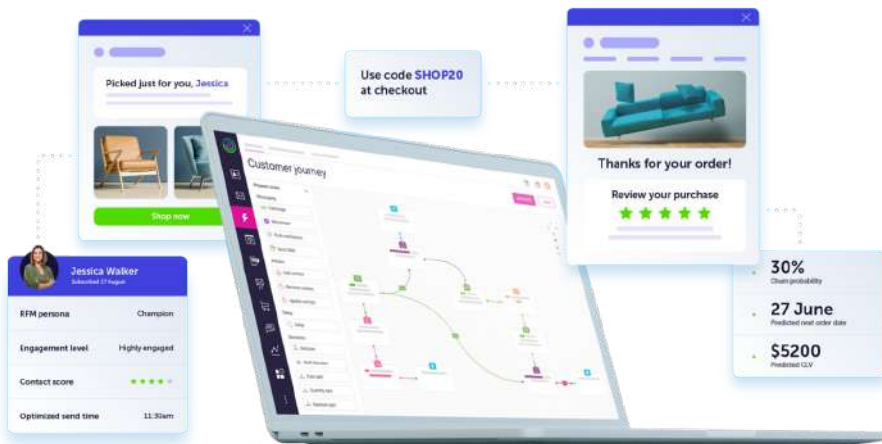




Even voorstellen: Dotdigital



Dotdigital: Customer Experience Data Platform



- **Centraliseer je klantendata**

- Webshop
- Offline
- CRM
- Beoordelingen
- Loyaliteit

- **Laat je data het werk doen**

Automatische segmentatie
Predictive analytics

- **Automatiseer cross-channel customer journeys**

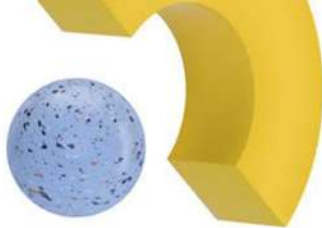
E-mail, SMS, Push Berichten, Live Chat,
WhatsApp, Social Media, Google en meer!





Even voorstellen: Zonnebrillen.com





- Onderdeel van GrandVision en EssilorLuxottica
- Binnen 5 jaar gegroeid naar een multibrand store met meer dan 55 merken zoals Ray-Ban, Prada en Oakley
- Beschikbaar in 7 talen
- Specialist fashion en on-trend zonnebrillen
- E-commerce techstack: Magento 2, Dotdigital, Trusted Shops, Tweakwise, Hypernode
- Shopping award winnaar 2021 en 2022



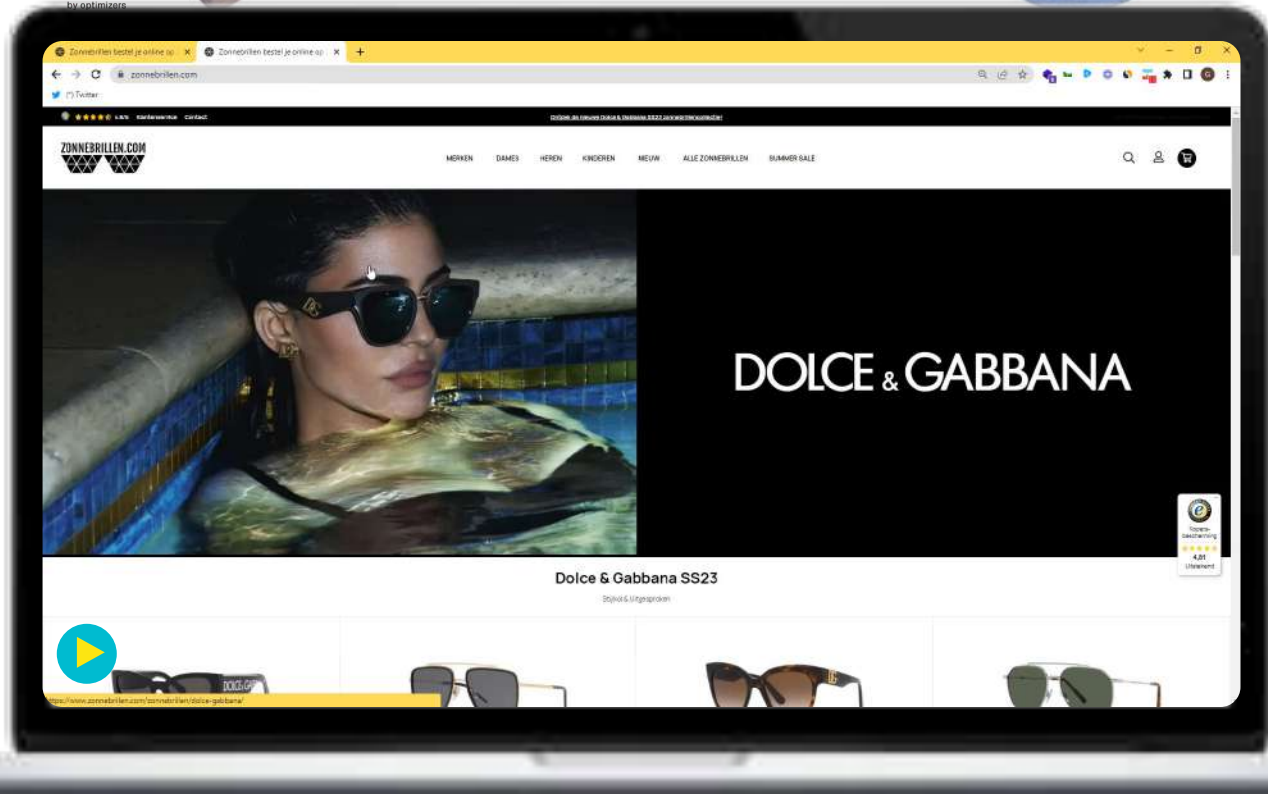




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- Stellingen – **15 minuten**
 - Even voorstellen: Tweakwise, Dotdigital & Zonnebrillen.com – **10 minuten**
 - Succesverhaal Zonnebrillen.com – **15 minuten**
 - Vragen? – **5 minuten**
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Stelling 1:

**Personalisering draagt
slechts mondjesmaat bij
aan hogere conversie**

Stelling 2:

**Personalisatie heeft direct
prioriteit nodig om je
conversie te optimaliseren**

Stelling 3:

**Data acquisitie: De beste
tactiek voor nieuwe
subscribers is een
kortingscode**

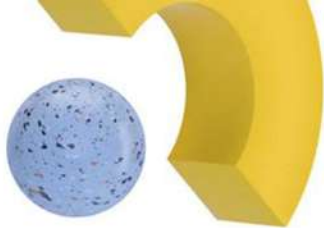
Stelling 4:

**Op dit moment wordt
personalisatie nog teveel
per kanaal toegepast**



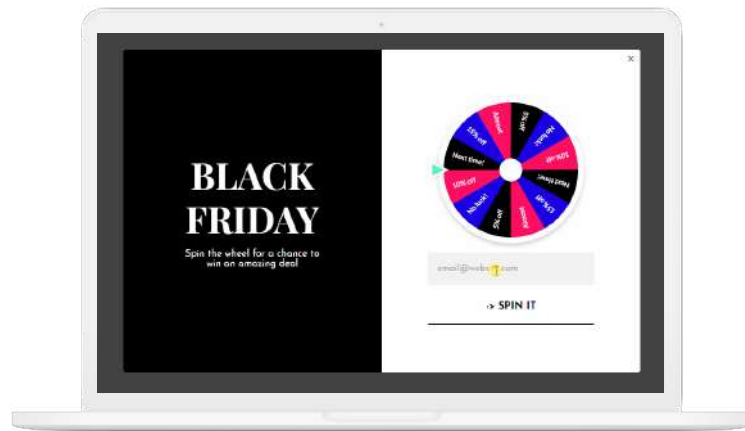
Dotdigital





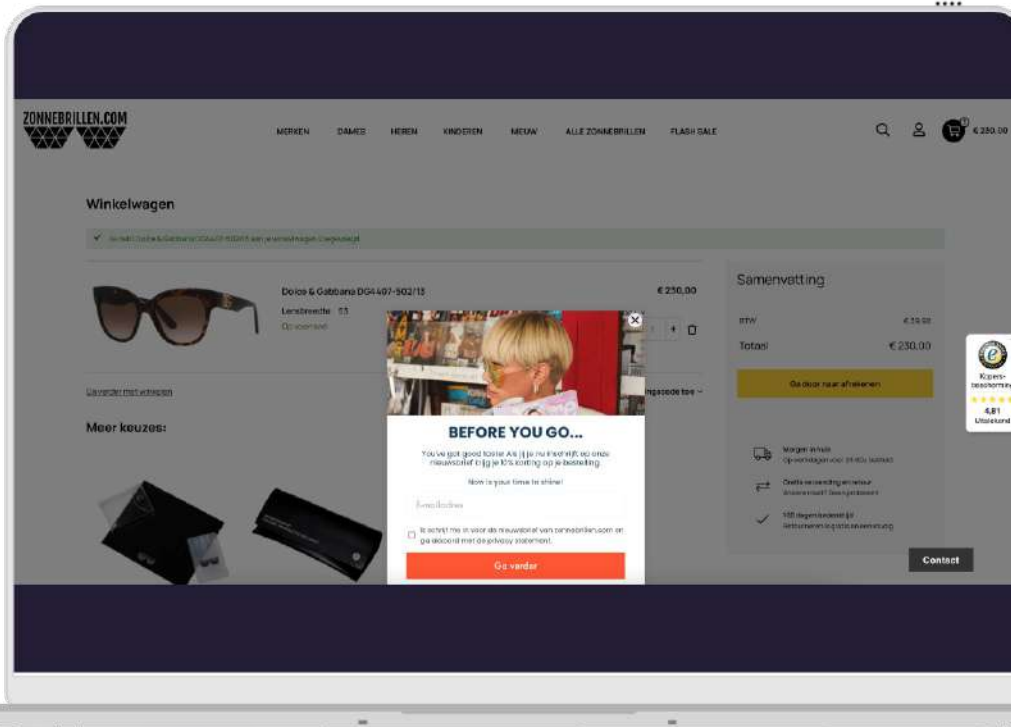
Data acquisitie 1/2

- Online interactie
- Gamification
- Win-actie
- Cruciale bijdrage aan de **700% groei** van Zonnebrillen's **klantenbestand!**



Data acquisitie 2/2

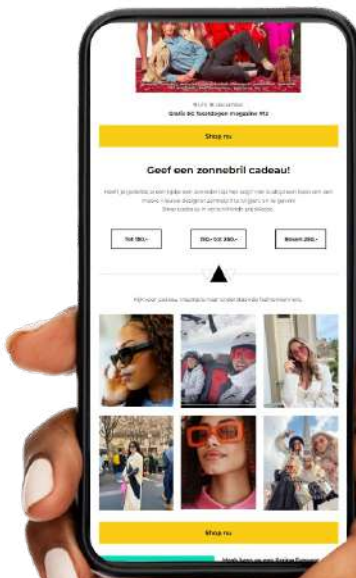
- Exit Pop-up
- Timing
- Relevantie
- Herhaling

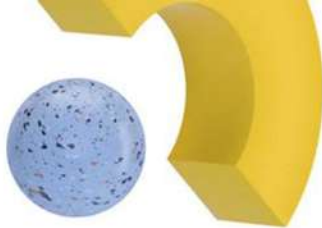


Profiel verrijking

Op basis van 'clicks'

- Voorkeuren verzamelen
- Compleet profiel creëren

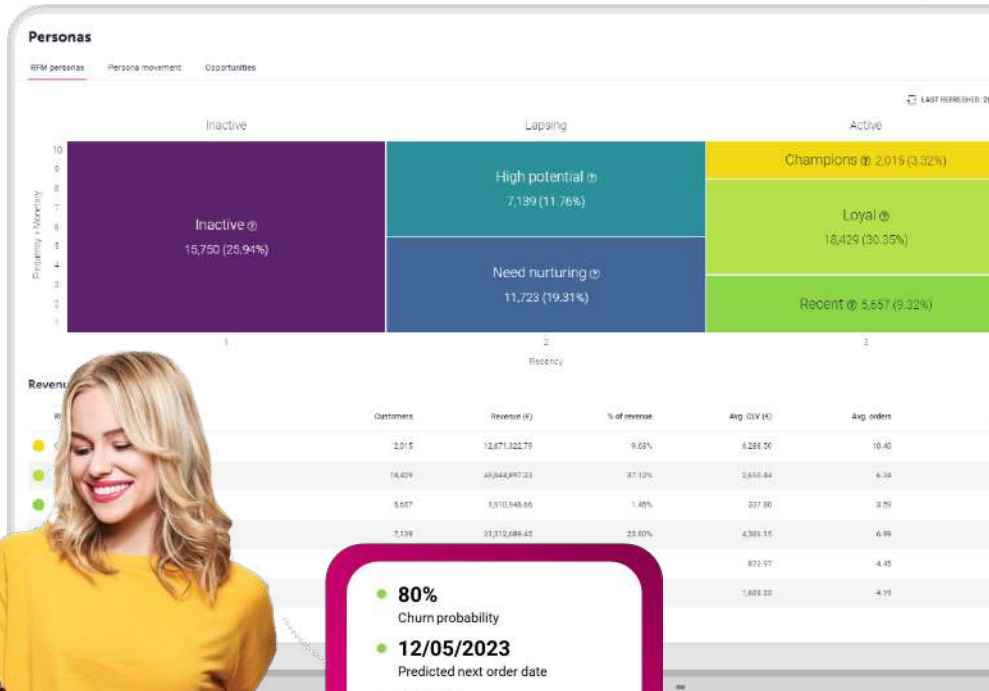




Slim segmenteren

- RFM: Koopgedrag
- ERFM: Koopgedrag x interactie
- Voorspellende segmenten
 - Volgende besteldatum
 - Kans op churn
 - Customer Lifetime Value

82% meer CTR voor Zonnebrillen.com



- **80%**
Churn probability
- **12/05/2023**
Predicted next order date
- **£6,543**
Predicted CLV



Tweakwise



Growth accelerator

Tweakwise is a true growth accelerator, including perfectly tailored levels of product discovery features matching your ambitions and making Tweakwise is the most powerful SaaS merchandising orchestration & engagement platform in the market.



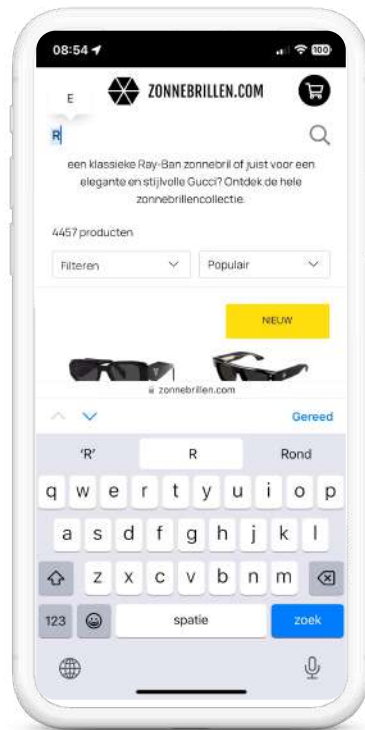
Conversieverbetering voor het gros van de bezoekers

1. Sitiesearch
2. Navigatie (filtering & sortering) + GA4
3. Merchandising

Sitesearch

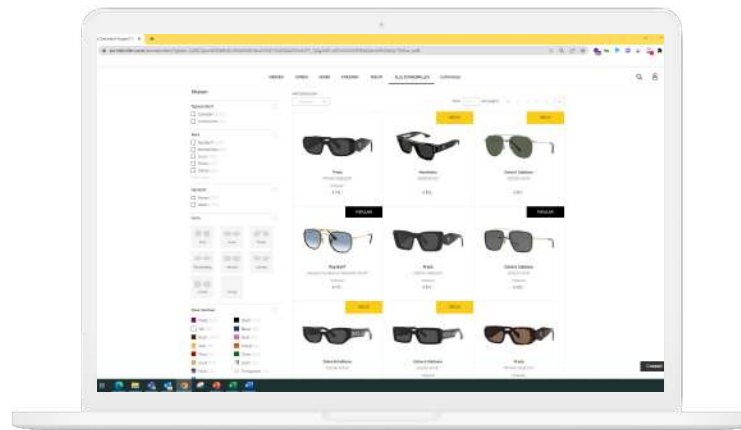
- Autocorrectie (typo's)
- Autocomplete (suggesties)
- Beheer algoritmes
- Synoniemen
- Redirects

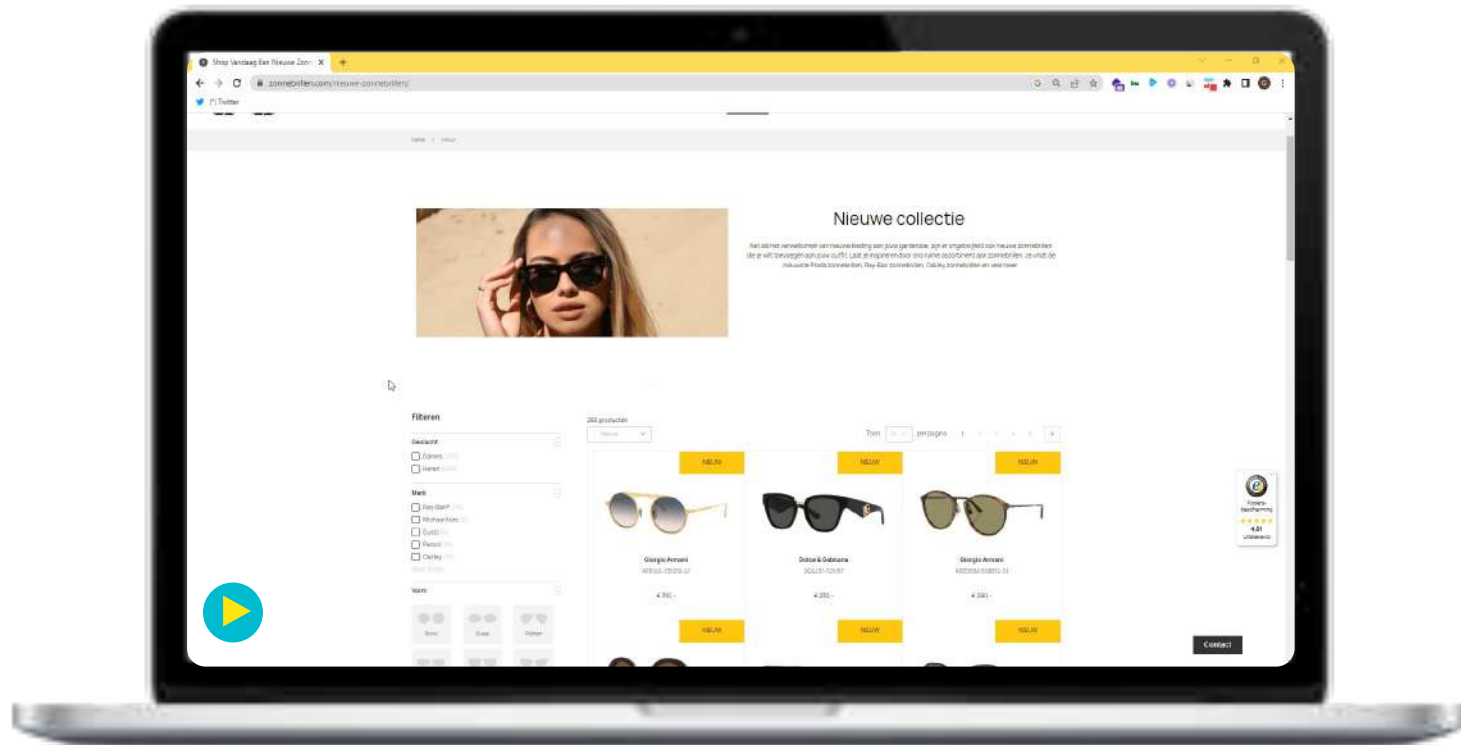
	Oud	Nieuw
Fuzzysearch	28%	10,65%
Geen resultaat	19%	10,69%

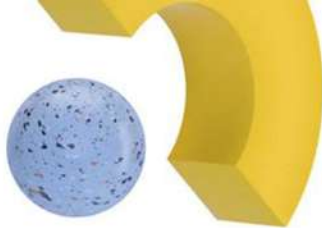


Filtering

- Filtertemplates per land en per (sub)categorie
- Colorboxes, sliders en filters met afbeeldingen
- Dynamische smartfilters

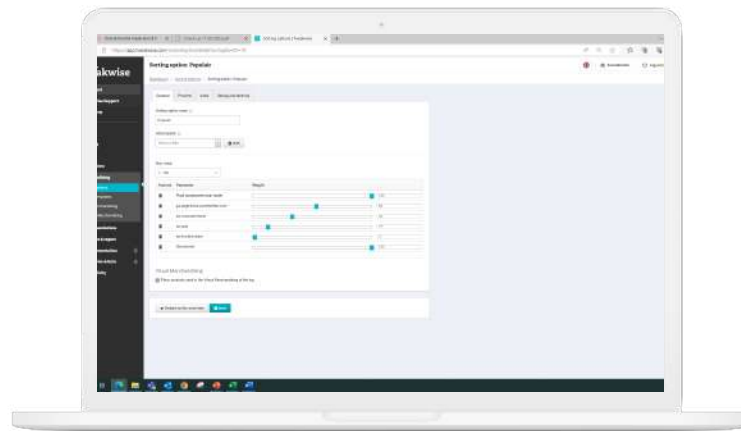


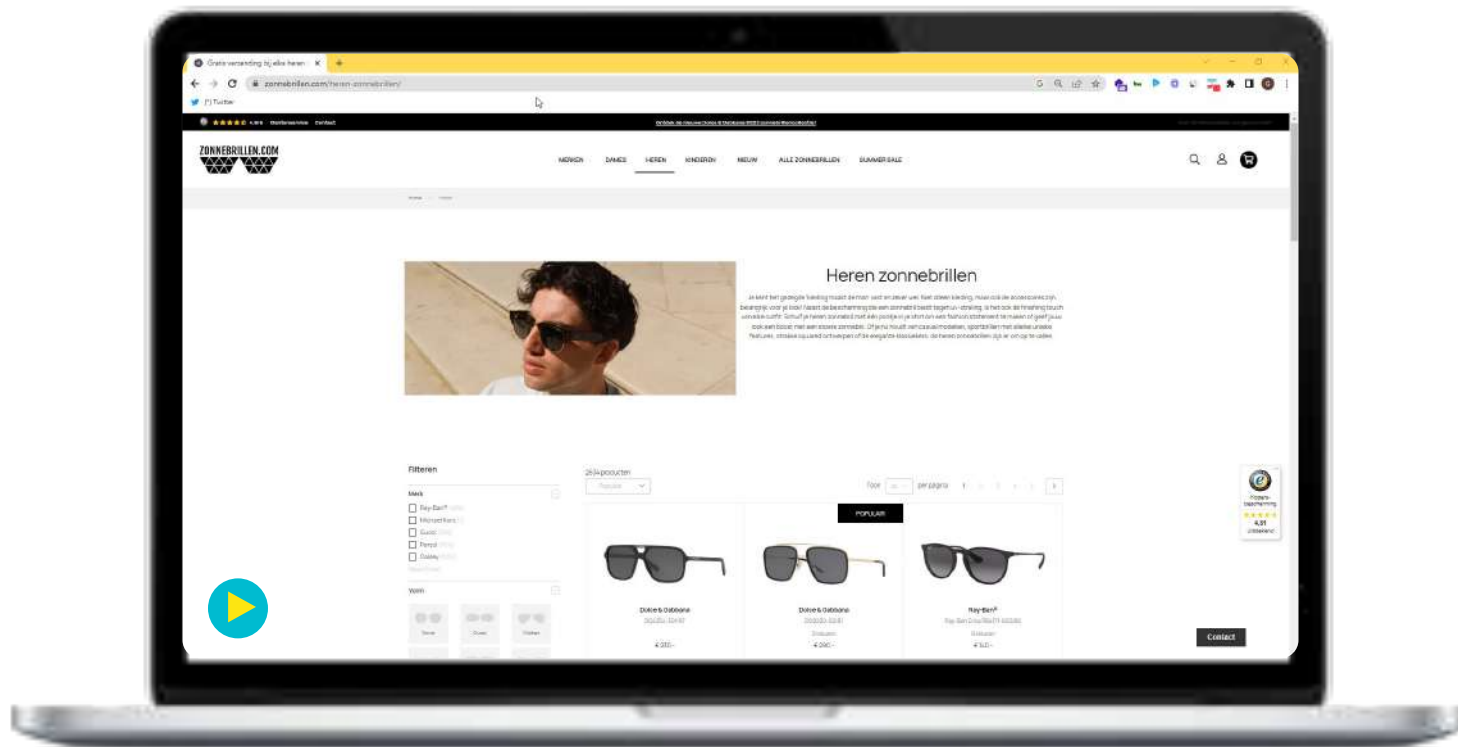




Sortering

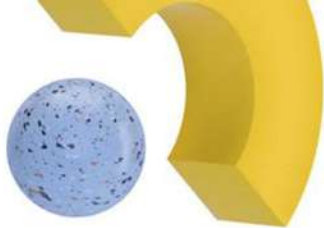
- Verschillende sorteropties
 - Populair = default = intelligent
 - Nieuw
 - Sale
 - Prijs hoog-laag
- Sorteertemplates per taal en per (sub)categorie
- Automatische sortering op basis van data (BI + GA)
- Overruling d.m.v. visual merchandising





Personalisatie

- Personal Merchandising
- Volledige controle op productopbouw van de grid
- Gepersonaliseerde lister op basis van gedrag

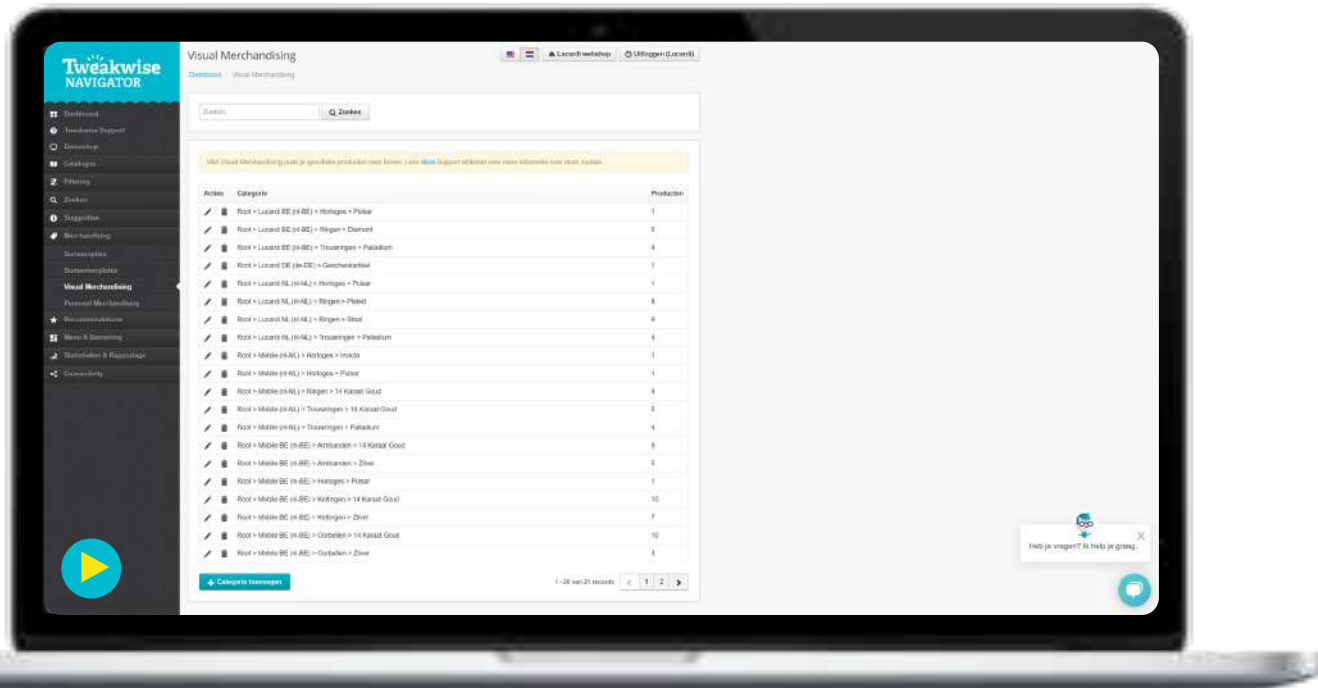


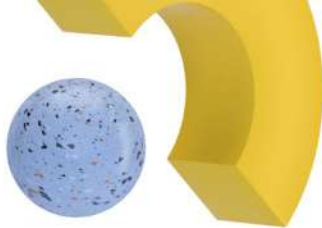
Personal Merchandising

-  Default sorting algorithm
-  Visual merchandising
-  Personal merchandising
-  Sale item
-  Bestseller
-  Bought instore
-  Last viewed
-  Style preference



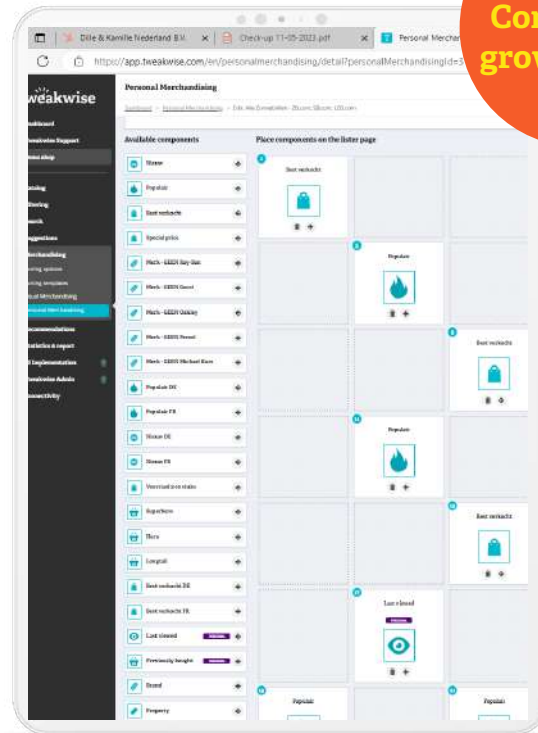
Visual Merchandising





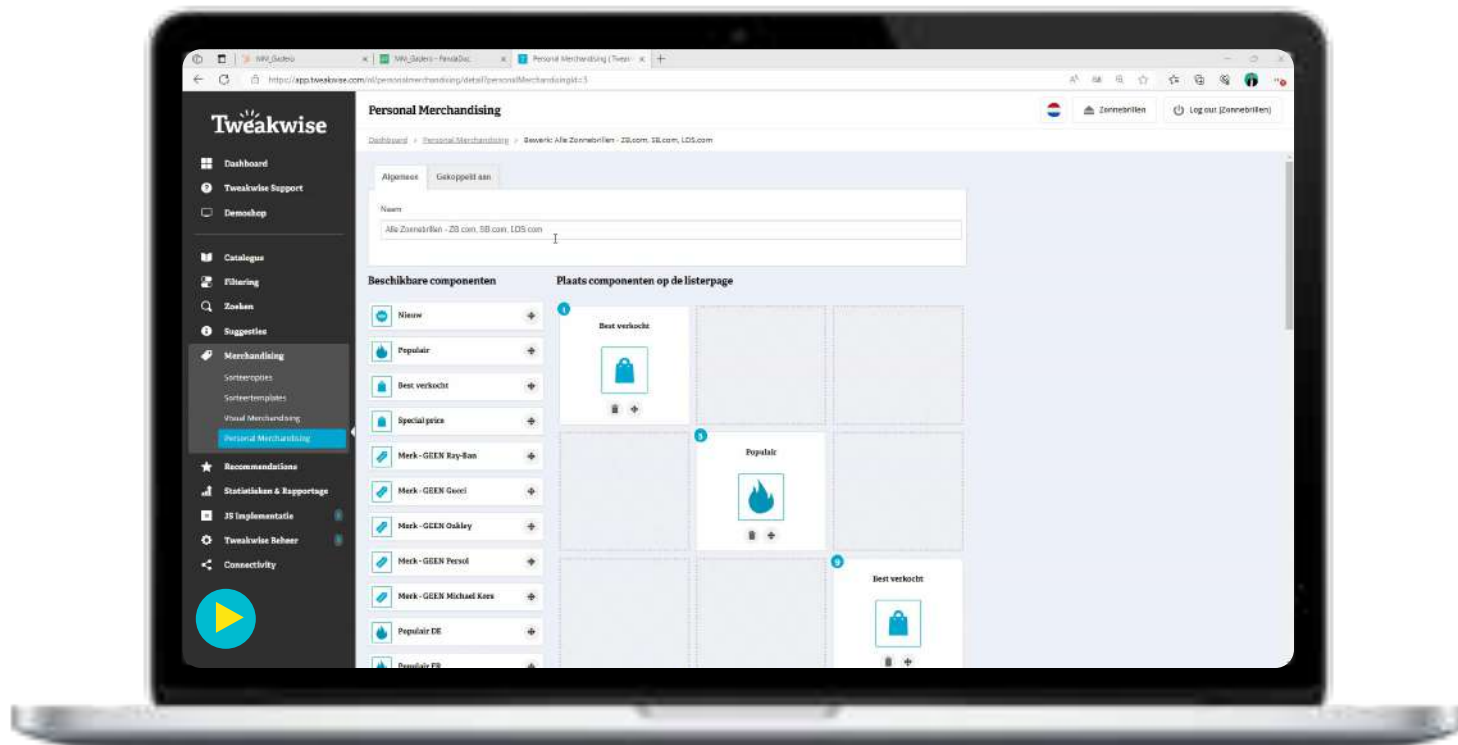
Personal Merchandising

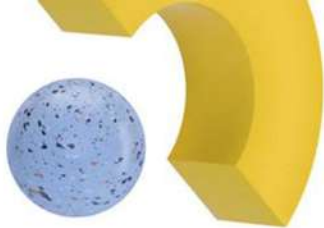
- Default sortering aangevuld met specifieke product tegel componenten:
 - Best verkocht
 - Populair
 - Merk
 - Laatste bekeken



+ 106% Conversion growth after start



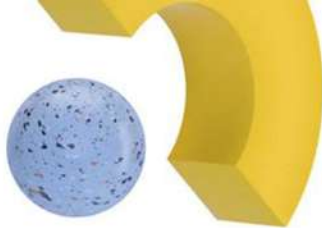




What's next: Tweakwise

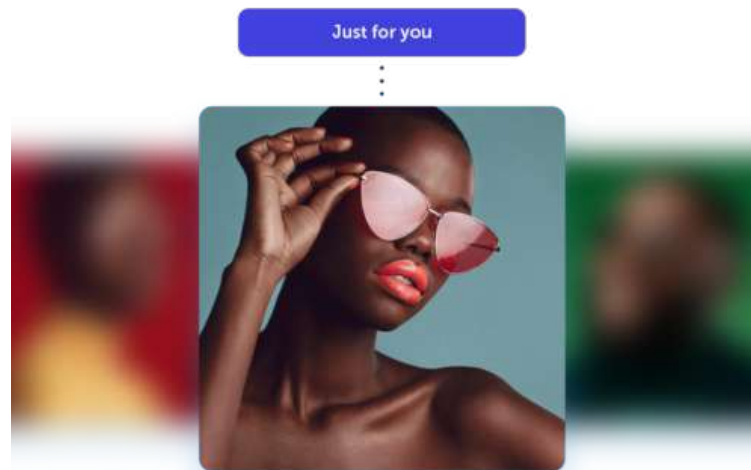
- Personal filtering
- Personal recommendations (in alle kanalen)
- Guided selling





What's Next: Dotdigital

- Automatische programma's
 - Post-Purchase
 - Heractivering
 - Back-in-stock
- Predictive analytics & Productaanbevelingen
- Experimenteren met kanalen
 - Mobiel: SMS, WhatsApp
 - Social Media retargeting



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