Personalization and marketing automation for Electrolux

Swedish home appliance manufacturer Electrolux is one of Niteco's most satisfied customers and consistently extends its requests for Niteco's expertise on optimizing its online business.

THE CHALLENGE

To reach out to more of its customers and increase conversion, Electrolux wanted to use its customer behavior data more efficiently. The company settled on using Lytics, a customer data platform (CDP), as the brain of its marketing automation and personalization campaigns.

THE SOLUTION

We used the aforementioned Lytics to collect user information and leverage this data to implement marketing personalization and marketing automation campaigns.
Electrolux and Niteco's experts worked together on a number of specific use cases to apply these campaigns. For instance, we designed and coded a popup on the website for new and returning users to show three products that are personalized for them, based on their previous browsing behavior. This resulted in an upturn of +186% in web conversions for new users and + 36.3% in web

conversions for returning users.
Similarly, we personalized a You May Also Like section to show products that users were more likely to click on. This resulted in 37.5% higher web conversion rates.
In addition, we integrated Lytics with Iterable, an email and instant messaging platform, to run automated email campaigns. The email campaigns received an average open rate of 26% and a click-through-rate of 22%. These numbers, high for Commerce-related mailing campaigns, were a result of the personalized content.

THE RESULT

These campaigns significantly improved the customer journey and increased web conversions and interactions on the web. In the long run, this will increase customer loyalty towards the brand. Another benefit is that since these campaigns are automated, they save time and resources for Electrolux, but still increase and improve the company's interactions with its web users.