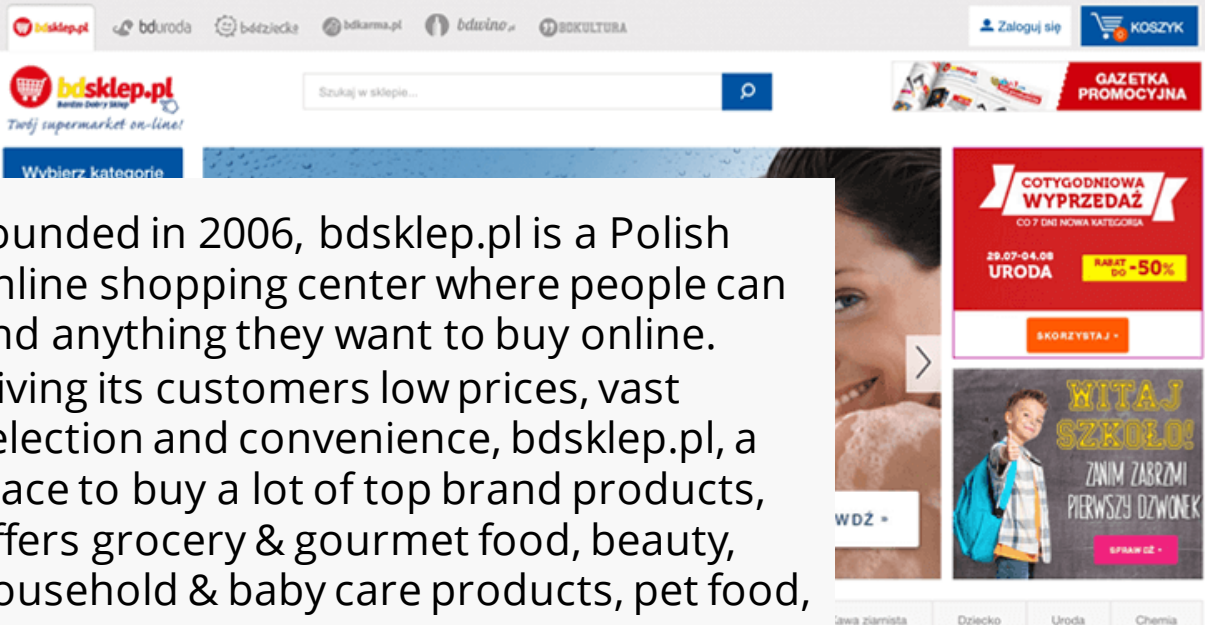


27,2% conversion rate uplift with personalized incentives for CPC visitors



Founded in 2006, bdsklep.pl is a Polish online shopping center where people can find anything they want to buy online. Giving its customers low prices, vast selection and convenience, bdsklep.pl, a place to buy a lot of top brand products, offers grocery & gourmet food, beauty, household & baby care products, pet food, wine and a lot of others.

“Here at bdsklep.pl being the most customer-centric company is what we strive the most. Insider is exactly helping us achieve this. With Insider we are able to create personalized solutions and optimize our marketing decisions. We are more empowered to truly understand our visitors and create campaigns, matching their needs to drive more sales.”

Paweł Paszkowski - Managing Director

Challenge

With Cost-per-click (CPC) marketing, brands are able to reach leads and prospects, who are searching for their products, service or content and it is a highly effective way to drive targeted traffic to a website. The real story begins here. Since CPC marketing means paying for each click on ad, it can be costly if the traffic generated through it is not converted. bdsklep.pl is running a CPC campaign with Ceneo, Poland's largest price comparison shopping platform and visited by 7 million users monthly. The traffic coming through Ceneo consists of visitors, who show great interest in a product; therefore they might be considered as the segment, which is more close to purchase than any other. Yet the other side of the coin reveals a different challenge: These visitors are strikingly aware of the competitors' products as well and they are price-sensitive.

bdsklep.pl was looking for a solution to personalize the shopping journey for this valuable segment and convert CPC traffic into sales.

Segment

Visitors coming from Ceneo and showing dominant signs of non-purchasers.

Implemented Personalization

Given that CPC traffic is relatively price sensitive, non purchasers are targeted with personalized discount offer to move forward with their shopping journey. In order to nudge non-purchasers further for a purchase, the discounts are offered for a limited time, creating a sense of urgency.

Result

Insider's personalization solutions for CPC traffic delivered successful results. The conversion rate uplift is measured as 27,2%, driving more CPC conversions.

Solution

Having in depth visitor data gives brands insight into which consumers should be targeted and creating a customer-centric business strategy needs good analytics at hand. Understanding visitor behavior and personalizing the experience for each individual are key to success. Insider's real-time analysis and behavioral targeting capabilities helped bdsklep.pl identify preeminent non purchase behaviors, signaling a potential purchase and encourage those visitors to complete their sales funnel with personalized incentives.

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Złóż zamówienie
w ciągu 20 minut
i odbierz dodatkowe
10 zł rabatu
na zestaw mleka
6x Nestle NAN!

OK, WŁĄCZ ODLICZANIE »