AKILLI ÜRÜN TEKLİFİ UYGULAMASI (PRODUCT RECOMMENDATION)

Akıllı Ürün Teklifi Uygulaması ile, her bir kullanıcının anlık ve geçmiş alışveriş hareketlerini baz alarak çeşitli kurallar vasıtasıyla kullanıcıya en uygun ve en efektif önerileri sunuyoruz. Bu öneriler web sayfasının çeşitli yerlerinde yer alabiliyor. Mesela şu an Koçtaş'ta anasayfa, ürün sayfası, kategori sayfası, arama sayfası, sepet sayfası ve sepet onay sayfalarında kullanıcıların ilgi alanlarına özel kişiselleştirilmiş otomatik ürün önerilerini gösteriyoruz.

İlk kez Koçtaş'ta hayata geçirdiğimiz bu uygulamanın getirdiği başarılı sonuçlar sayesinde IBM, Koçtaş ile business case yapma talebinde bulundu.

Koçtaş'ın Product Recommendation ürünü ile sağladığı kazanımları şöyle sıralayabiliriz:

- Önerilen ürün satışları, toplam satışların 14% üne ulaştı

- Öneri ürününü içeren sepetin ortalaması, içermeyene göre %20 daha fazla

- Öneri ürününü inceleyen kullanıcıların alışverişe dönüşüm oranı (Conversion Rate'i) (buyer/visitor) 49% daha fazla.

- Önerilen ürünleri görüntüleyen kullanıcıların sitede geçirdikleri zaman %113 daha fazla

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"Axion ile başlattığımız ürün tavsiye motorunun canlıya geçmesiyle, sepet ortalamalarında ve e-ticaret dönüşüm yüzdesinde artışlar gözlemledik. Başarılı iş sonuçlarımız IBM tarafından başarı hikayesi haline getirilmiştir."

Serhat Uğur

"

AKILLI ÜRÜN TEKLİFİ UYGULAMASI (PRODUCT RECOMMENDATION)

HEDEFLİ PAZARLAMA

- Hedefli Pazarlama araçlarımızdan biri olan otomatik e-mail uygulamamız ile kişileri sitelerde ilgilendikleri sayfalara ya da baktıkları ürünlere göre gruplayarak, ilgili segmente giren kişilere belirlenen içerikte otomatik e-mail gönderimleri yapıyoruz.

- Koçtaş'ta kullandığımız otomatik email uygulamamızdaki geri dönüş başarısı sayesinde mass e-mailing (toplu atılan e-maillere) gönderimlerinin azaltılması kararı alınmıştır.

"

"Axion'un sağladığı hedef kitlelere otomatik olarak gönderilen emailler ile hem e-ticaret dönüşüm yüzdemizi artırdık, hem de toplu email gönderimlerimizi adetsel bazda azaltarak gereksiz yere katlanılan maliyetlerimizi düşürdük."

Serhat Uğur

"

Koçtaş

Boosting average online order values with a 120 percent increase in upsell conversion rates

Overview

The need
To boost average order values on its e-commerce channel, Koçtaş wanted to capitalize on upsell opportunities. Delivering personalized product recommendations for every customer was the answer – but how?

The solution
Working with IBM Business Partner Tani, Koçtaş deployed IBM® ExperienceOne solutions. The company can now deliver tailored product recommendations automatically, both online and in its email campaigns.

The benefit
By personalizing and enhancing the customer experience based on real-world insights into online behavior, Koçtaş has increased upsell conversion by 120 percent and cut cart abandonment by 15 percent.

Founded in 1996 in Bornova, Turkey and part of a joint venture with Kingfisher plc, Koçtaş is Turkey's leading home improvement retailer. Today, the company has cultivated a mature network of domestic and international suppliers, and markets tens of thousands of brands through an e-commerce site and more than 40 multi-format retail outlets.

Target recommendations to drive growth
As part of its long-term business growth strategy, Koçtaş wanted to increase the average value per customer on its e-commerce channel. The company realized that personalized product recommendations could help boost conversion rates and deliver the targeted financial benefits, but putting the strategy into action presented challenges.

In the past, Koçtaş relied on a manual approach to digital marketing. Product recommendations on the e-commerce site were refreshed on an ad hoc basis, and required the time and effort of a dedicated resource within the business.

Determining individual customer preferences is a powerful tool to drive sales. "Using dynamic product recommendations, we can highlight complementary items in our sales catalog that customers may never have discovered otherwise – encouraging upsell without increasing our manual workload," says Serhat Uğur, Omnichannel Manager at Koçtaş.

Solution components

Software
- IBM® ExperienceOne
  - IBM Digital Analytics
  - IBM Product Recommendations

IBM Business Partner
- Tani

As well as increasing operational costs, the reliance on manual effort limited scalability. Recommendations were static, and based on a narrow assortment of the best-selling products in each category. It was therefore impossible to ensure that the recommended products would be relevant to each individual website visitor, which reduced the chances of conversion.

To generate new upsell opportunities and maximize conversion, Koçtaş wanted to uncover hidden affinities across its entire product catalog, and present the optimal recommendations to every customer.

Selecting IBM ExperienceOne solutions

To increase the effectiveness of its digital marketing process, Koçtaş selected IBM Digital Analytics and IBM Product Recommendations software, part of the IBM ExperienceOne Customer Analytics solution set. These solutions enable Koçtaş to engage with its customers as individuals – helping to attract new customers, satisfy existing ones, and maximize lifetime value.

Working together with its trusted IBM Business Partner Tani, Koçtaş configured the IBM ExperienceOne solutions to detect affinities by identifying correlations between customers' browsing patterns, propensity to purchase and propensity to abandon.

Next, the company designed the business logic to deliver personalized recommendations based on deep insight into real-world customer behavior. By harnessing a set of proven algorithms and fine-grained business rules, merchandisers can refine the recommendations engine to maximize the effectiveness of the marketing strategy.

In less than three months, Koçtaş went live with a fresh digital marketing strategy across its online and mobile e-commerce channels. Today, the company uses IBM Digital Analytics to identify customer behavior based on current browsing patterns, browsing histories and purchase histories. Based on this insight, IBM Product Recommendations delivers tailored, relevant suggestions to every e-commerce visitor in real time.

Sales from product recommendations, which previously stood at 9 percent of e-commerce sales, have now rocketed up to more than 13 percent – a 40 percent improvement.

Realizing the benefits

With IBM ExperienceOne solutions powering its marketing processes, Koçtaş is on course to realize its e-commerce objectives.

By presenting a greater assortment of product recommendations, Koçtaş offers website visitors a more engaging and relevant shopping experience. Rather than displaying a static list of its best-selling products to every e-commerce visitor, the company can now showcase the most relevant products with the highest affinities from across its full catalogue.

The effect of personalized marketing has been dramatic – the number of pages that users browse per session has already increased by more than 15 percent. Sales from product recommendations, which previously stood at 9 percent of e-commerce sales, have now rocketed up to more than 13 percent – a 40 percent improvement.

Increasing upsell conversion by 120 percent

Koçtaş is now using IBM ExperienceOne solutions to deliver product recommendations in new ways. For example, if a customer adds an item to their basket but then ends their browsing session, the company sends an automated email with alternatives that the customer may not have otherwise considered.

Customers who interact with recommended products are not just more likely to convert, they are also more likely to add extra items to their baskets. In fact, Koçtaş has increased its upsell conversion rates by 120 percent – boosting average value per order substantially.

Ready for the future

As the next step of its digital marketing journey, Koçtaş plans to augment its recommendations strategy with offline transaction data from its bricks-and-mortar stores. By moving towards an omni-channel marketing strategy, Koçtaş aims to enable its in-store personnel to make tailored product recommendations based on each customer's online behavior – enhancing the customer experience and creating new sales opportunities.

For more information

To learn more about IBM Smarter Commerce solutions, contact your IBM representative or IBM Business Partner, or visit the following website: **ibm.com**/smartercommerce