

 minubo

MAX YOUR PROFIT

DATA-DRIVEN PRODUCT RECOMMENDATIONS

HIGHER ONLINE SALES WITH
INTELLIGENT PRODUCT SEGMENTATION

HOW BETTY BARCLAY REACHES OPERATIONAL EXCELLENCE IN ON-PAGE PROMOTIONS

BETTY BARCLAY
GROUP

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.



LEVERAGE ON-
PAGE PRODUCT
RECOMMENDATION

In order to offer exactly the right products within the recommendation section 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.



INCREASE SHOPPING
CART SIZE AND
SALES RATIO

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.



GROW NUMBER
OF REPEAT
CUSTOMERS


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.



15% GUTSCHEIN FÜR SIE! ▾

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.


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Neu

Betty Barclay Kapuzenpullover mit Seitenschlitzen


69,99 €



Neu

Betty Barclay Sommerhose mit aufgesetzten Taschen

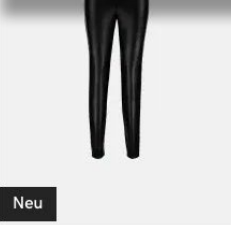
79,99 €



Neu

Cartoon Strickpullover langarm

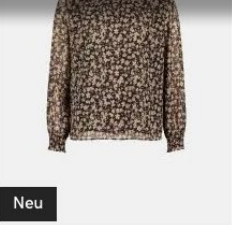
69,99 €



Neu

Vera Mont Leggings unifarben

69,99 €



Neu

BETTY & CO Schlupfbluse mit Print

69,99 €

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:

Items ordered	Items Sold (ID)	Items Returned (RD)
The number of ordered items.	The number of sold items. Time reference is the invoice date.	The number of returned items. Time reference is the return date.
Original Merchandise Value in Orders	Merchandise Value in Orders	Discounted Merchandise Value in Orders
The cumulated value of all orders expressed in terms of the original pricing before deductions of any kind.	The cumulated value of all orders expressed in terms of pricing after deduction of markdowns.	The cumulated value of all orders expressed in terms of pricing after deduction of markdowns and discounts.

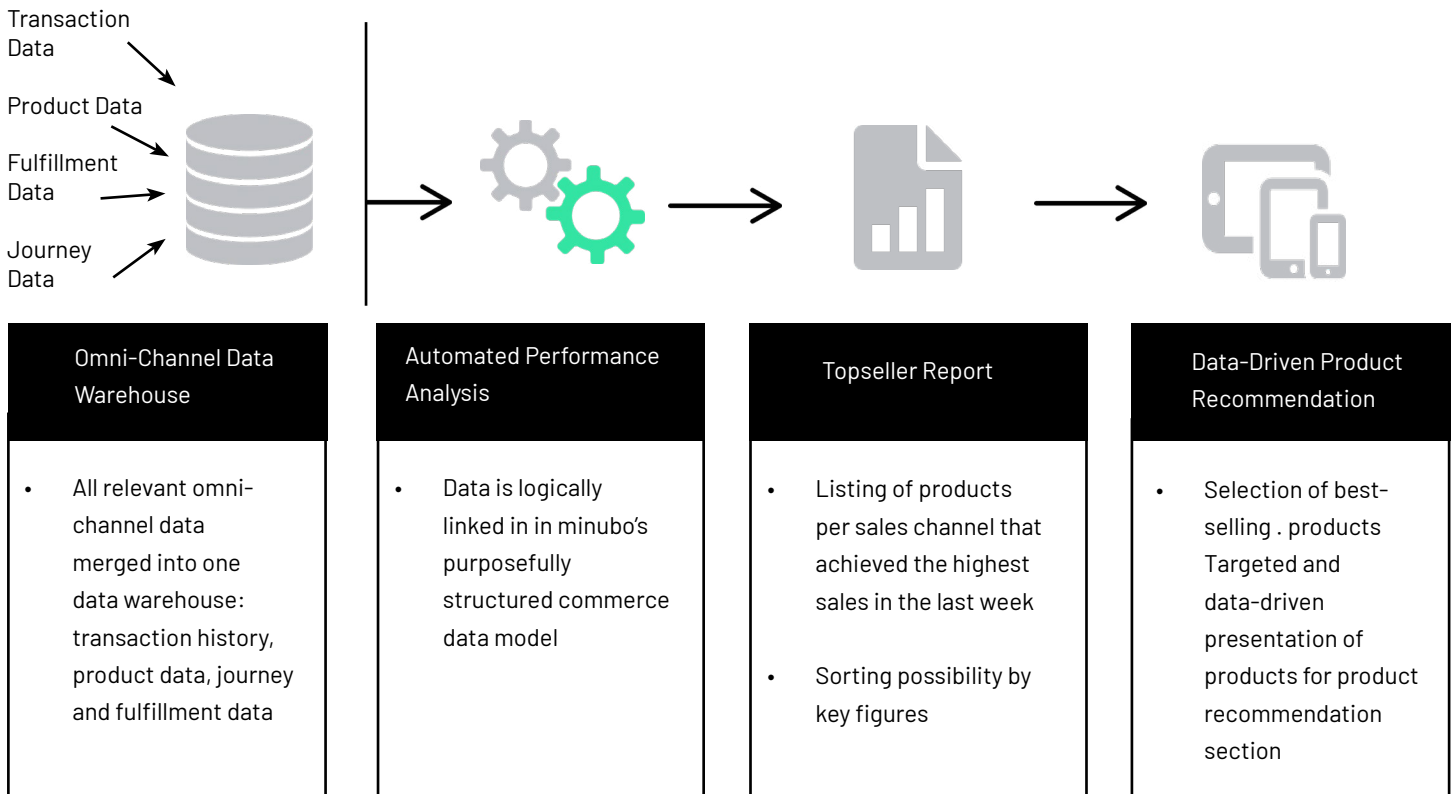


COMMERCE REPORTING STANDARD

All transaction metrics in minubo are in line with the Commerce Reporting Standard of transaction metrics. Get the complete overview of all transaction metrics and their time references at commerce-reporting.com/transaction-metrics.

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 Recommendations



Mapping of Prdoduct Trends



Data-driven Shop Assortment

BETTY BARCLAY
GROUP

MANFRED CARSTEN, HEAD OF ECOMMERCE:

"minubo enables us to offer an exceptional product selection on the homepage of our online shop - with a decreased time for the evaluation and increased impact on the bond between the customer and our online shop."

