Title of campaign: € 200,000 additional monthly revenue through personalisation
Brand / advertiser: Plein.nl
Media Agency: Fingerspitz
Creative Agency: Fingerspitz
Awards:

- Campaign Effectiveness - Gold

Campaign video: https://www.youtube.com/watch?v=znDYTQlQMFc&feature=youtu.be

Campaign Summary

Plein.nl is a webshop with care products for the entire household. As the number 94 online retailer in the Netherlands. Plein.nl is 'At home in care' and wants to guide people into the world of care products through a combination of information and temptation. The challenge is to do this at exactly the right time and place for each individual. Therefore, we introduced and implemented a customer data platform. In doing so we not only managed to create a 360-degree customer view for Plein.nl. We also enabled them to communicate with their visitors and customers on an actual 1:1 individual level. For example, by showing personal product recommendations based of each individuals' shopping history combined with a customised product feed we connected to the platform. The added value for the Plein.nl shopping experience becomes apparent when looking at the results for the 10 experiments that have been A/B tested within 4 phases of the Plein.nl customer journey. The combined result of these experiments is that Plein.nl increased their monthly turnover by €207,270 per month! With a 30x ROI.

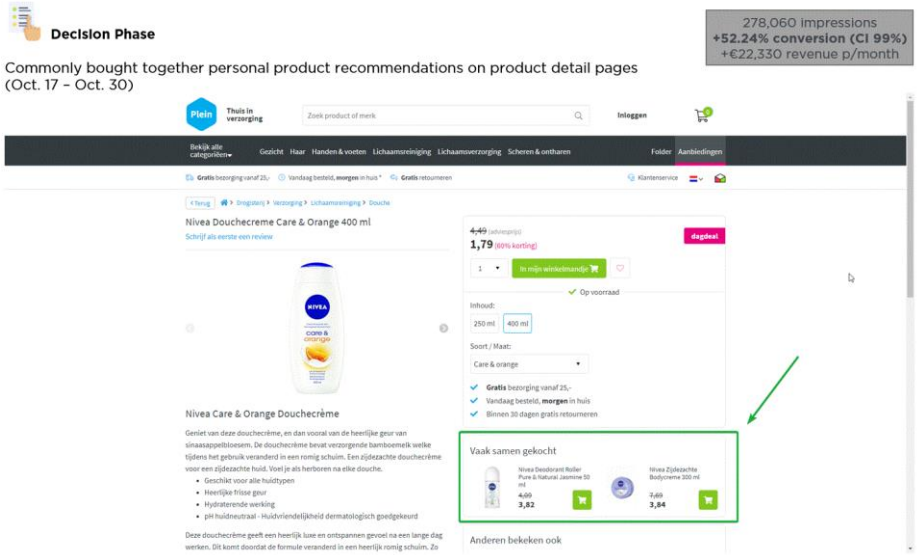
Objectives and Strategy

The campaign objective was to improve the customer experience by increasing relevance, personification, and temptation. Conversion Rate Uplift was the main KPI. For the campaign to be successful we needed a 15% uplift in ecommerce conversion rate and a positive ROI on the entire campaign.

Execution and Media

Step by step the execution process can be described as follows:
1. Determine project objective (15% conversion rate uplift)
2. Brainstorming use cases together with client
3. Prioritisation of use cases against the objective (potential vs. ease)
4. Implementation of Datatrics Customer Data Platform via Google Tag Manager
5. Collecting and enriching visitor and customer data to improve customer profiling
6. Creating segments to be targeted via personalised touchpoints (website, email and ads)
7. Creating experiment hypotheses
8. Developing touchpoints (HTML/CSS/JavaScript)
9. Running A/B tests (50-50%) for a period of 2 - 6 weeks
10. Evaluation (reporting, analysis, publishing).

We implemented Datatrics and linked it to Plein's tailormade webshop, Trustpilot (reviews), Zendesk (customer service), MailChimp (email), Facebook and Google Ads. Utilising this aggregated data, we created segments of visitors with different persuasion- and interest profiles. Which in turn we targeted with "touchpoints" throughout 4 different phases of the customer journey.



Creative

Utilising the machine learning algorithms from the CDP we could identify in real-time at which stage of the customer journey the website visitor was and subsequently serve them compelling content that triggered them to move forward. We served the following creative touchpoints throughout the 4 stages:

Orientation Phase:

- Personalised social proof message
- Newsletter opt-in pop-over trigger

Comparison Phase:

- Personalised trust message
- Embedded product recommendations in pet category
- Dynamic product recommendations on the homepage

Decision Phase:

- Personalised scarcity message
- Embedded frequently bought together product block (product detail pages)
- Personalised abandoned shopping cart campaign

Evaluation Phase:

- 'Follow us on social media' message.

Innovation

We enabled Plein to personalise their entire customer journey by implementing a Customer Data Platform. Utilising its machine learning algorithms, we determined the buying phase (from orientation to evaluation) of each individual and served them highly targeted personalised messages. For instance, “others also bought” products. Furthermore, we also increased the temptation (one of Plein.nl's branding aims) using Cialdini's persuasion principles authority, social proof and scarcity. The added value for the Plein.nl shopping experience becomes apparent when looking at the results for the 10 experiments that have been A/B tested within 4 phases of the Plein.nl customer journey. The statistically significant uplifts in conversion rate vary from 18% to 52% and Plein.nl now demonstrably generates over €200K additional revenue from personalisation each month. All conversion rate uplifts involve the Google Analytics ecommerce conversion rate (unless mentioned otherwise) and are tested with at least 90% statistical significance (some even 95% or 99%).

Results

The campaigns started providing value in the second month after the implementation and we A/B tested (50-50%) all campaigns to measure the conversion uplift and additional revenue via Google Analytics. In doing so we excluded external effects and can be sure the campaign actually contributed

to Plein’s bottom-line. With a total budget of €7K per month (including software license fee, agency and employee costs) we managed to implement the platform and run 10 successful personalisation campaigns in which we seduced users throughout the entire customer journey. When looking at the A/B testing results, these 10 campaigns have collectively provided Plein.nl an incremental revenue of €207,270 per month. That is a 30x ROI. To put it in context, this is about 16% on top of their regular monthly turnover. This case already won the Dutch Search Award 2019 in the category "Best CRO campaign". See https://dutchsearchawards.nl/.