

userwerk - The specialists for e-commerce optimization

Year founded: 2017

Headquarters: Ulm, Germany

Employees: 40+

Management: Dr. Markus Kalb (CEO), Daniel Speyer

Business sector: E-Commerce Platform, Checkout Marketing/ Media, Data Analytics and Consulting, Technology/ Development

E-Commerce and Checkout Marketing/ Media

- Extension of the customer journey and the customer contact ecosystem by using the order confirmation pages of online shops (checkout)
- Exclusive products ("thank you offers") for the targeted promotion of subscription models and product samples
- Digital customer acquisition and loyalty solutions with a focus on the exit experience partner network with more than two million end customers per month

Data Analytics, consulting and creation

- Customized e-commerce and checkout marketing concepts
- Definition and development of targeted campaigns
- A/B testing
- Operational analysis, performance optimization and KPI control
- In-house design department for optimized conversion within omnichannel advertising media and microsites
- Personalized VIP service with one-on-one support

Technologie/ Development

- Data verification and enrichment
- Personalized product recommendations with proprietary, cookie-free technology
- Dynamic content delivery through microservice infrastructures
- One-click purchase via data prefill
- State-of-the-art container technology for an optimal checkout experience

Industry sectors

Baby- und Kinderbedarf, Konsumgüter, Finanzdienstleistungen, Gesundheit & Healthcare, Sportartikel, Textilwirtschaft, Retail/ Handel, Consumer Electronics, Verlage/ Medienhäuser, Agenturen, Marketing Service Provider

Customer list (excerpt)

Avanzia, Audible, Brands4friends, Frankonia, GEFRO, Hubert Burda Media, Limango, Media Markt (D und AT), Medikamente-per-Klick, Saturn (D und AT), Stiftung Warentest, Weltbild (D und AT)

CONTACT

Jonathan Hancock

userwerk LLC
Sarasota, FL
United States

Phone: +1 800-930-7571
Mail: hello@userwerk.com
Web: www.userwerk.us