

userwerk

Digital Experience Engineers

userwerk is a young e-commerce company and an expert in the field of checkout marketing.

Founded in 2017 and grown dynamically since then, the Digital Experience Engineers have specialized in the development and implementation of success-oriented marketing concepts and solutions for customer acquisition and retention on the order confirmation pages of e-commerce providers from all industries and sizes.

The focus is on the targeted increase of brand awareness and sales for brands and online stores via exclusive, personalized products ("thank you offers") for online shoppers after the order has been placed. With this data-based interlinking of shopping and exit experience, the sales promotion specialist, expands the customer journey with high-quality touchpoints for a targeted customer approach and engagement. In this way, userwerk generates untapped sources of revenue for product providers (brands) and e-commerce providers (retailers) at the digital point of purchase (PoP): Shopping platforms can not only carry out powerful one-click upselling directly in the purchase phase, but their retail Media portfolio can also be efficiently monetized under attractive conditions.

In view of rising Customer Acquisition Costs and decreased performance of classic acquisition channels, brands benefit from new possibilities for the efficient generation of new customers. userwerk's 360-degree portfolio for innovative checkout marketing includes not only strategic advice and conceptual implementation with its own in-house creative department, but also extensive data services (analytics, data verification and enrichment, A / B testing, performance optimization and KPI controls) as well as proprietary technology for personalization, recommendation and cookie-free control of the shopper approach and offers.

Since its creation userwerk now collaborates with over 85 partners in Europe maintaining a 99% retention rate and serving 6+ million happy shoppers.

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