

The outfitter with the best gear for checkout

THE SITUATION

Founded in 1908 Frankonia is the leading outdoor & hunting outfitter in Europe. With their impressive inventory of hunting gear, sporting goods and fashionable apparel they attract over 1.3M outdoor enthusiasts to their site per month. Frankonia looked to userwerk for an enhanced digital brand experience, optimization of their checkout process and an increase in customer lifetime value. In addition they were looking for a solution that allowed for data-based personalization of promotional offers as well as the option to display relevant content such as seasonal articles.

WHAT WE DID

userwerk implemented a new intelligent checkout marketing platform that focused on three key areas:

1. For a more target group-oriented approach and a better brand experience, the checkout layer was harmoniously designed in the look & feel of the Frankonia online store.
2. A selection of „thank you“ offers was adapted much more precisely to Frankonia's core product range and customer needs (e.g gourmet dog food samples and trial subscriptions to the best hunting magazines). The number of offers was also reduced from 100 to 12 relevant products using our proprietary product recommendation engine.
3. For maximum transparency, a detailed dashboard with central KPIs was implemented in real time, ensuring a holistic mapping of the sales funnel and allowing customer messaging to be optimized at any time according to the arriving data.

TESTIMONIAL

"The checkout marketing solution from userwerk has clearly exceeded our expectations. Not only does it allow us to perform powerful one-click upselling directly in the purchase phase, but it also demonstrates the versatile leverage that intelligent Point of Purchase marketing can develop. No e-commerce company should let this great potential go unused."

Johannes Hack

Online Marketing Manager Frankonia

THE RESULTS AT A GLANCE

100 %
increase in CPM
monetization

150 %
increase in conversion
of test offers on the
vendor side

12 %
conversion on
the hunting offers

+3
years of partnering
in 3 countries