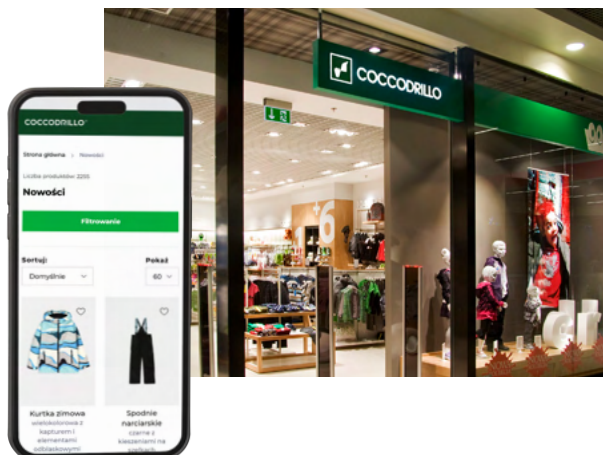


Personalizing and improving Coccodrillo's shopping experience with Persooa



About Coccodrillo



Coccodrillo is a Polish brand that offers clothing and footwear for children. It has been on the market for more than 20 years. Its owners, as parents, perfectly understood the needs of customers, which resulted in the creation of a strong international brand. It is present in such countries as Austria, the Czech Republic, Hungary, Slovakia, Romania, the Baltic States, Saudi Arabia, Mongolia, Libya and many others.

Challenge

Increase online store revenue and customer loyalty and satisfaction.

Introduction

The Coccodrillo brand has a wide range of clothing and shoes for both boys and girls. In order to make shopping easier for customers and increase profits, Coccodrillo decided to partner with Persooa – a leader in integrating and operating Marketing Automation, personalization and loyalty programs with extensive experience in operating the Synerise technology platform.

I have had the pleasure of working with Persooa and I can confidently say that they maintain a high level of quality and fulfill their responsibilities in a timely manner. The team is professionally competent and works with great dedication, actively seeking new solutions to increase sales, often going beyond the scope of their duties.

Katarzyna Zielińska
Omnichannel Director

What have we done?

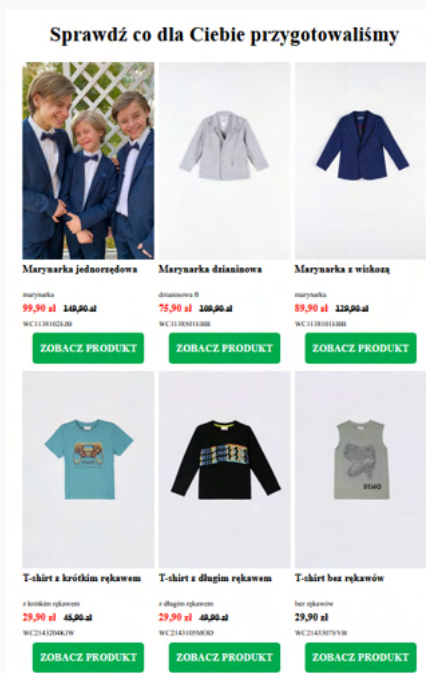


Purchase probability prediction and personalized email campaign

Based on the prediction module, we performed an analysis of the probability of purchase by assortment category and the gender for which the customer most often buys clothes. The analysis allowed us to create a segment with those customers where the probability of purchase was high. An email campaign with personalized recommendations was directed to this group.

In addition, we enhanced the campaign with a dispatch time optimizer. It is based on the analysis of the customer's behavior in relation to the reaction to the sent campaigns, so that each customer received an e-mail at the optimal time, tailored to him individually.

The result of the activities carried out is an increase in the precision of targeting of regular and potential customers, more efficient use of the marketing budget, an increase in the ROI of advertising campaigns, and increased customer satisfaction through personalized offers.



Personalized offerings based on user preferences



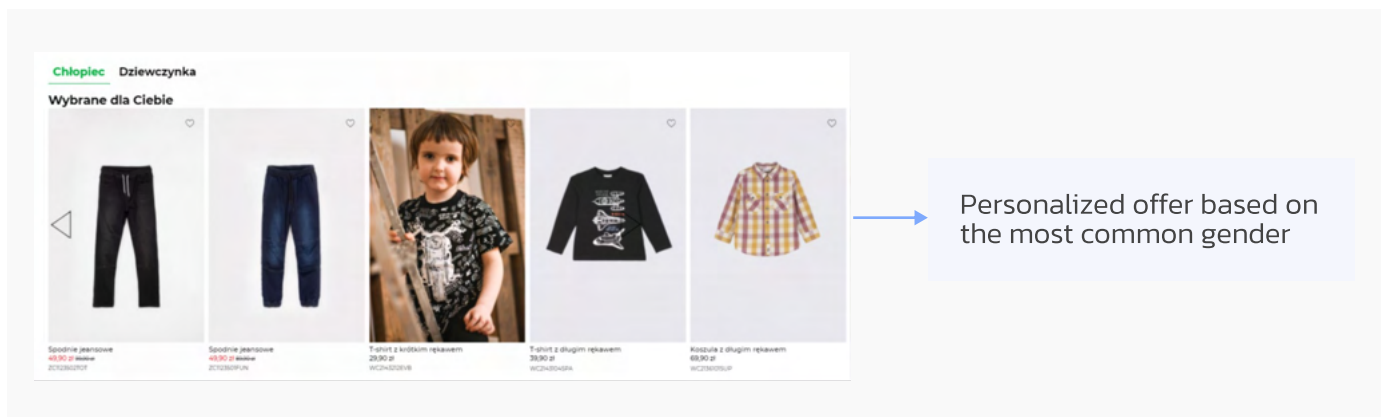
1:1 personalization

Through the use of data and advanced AI analytics, we personalized the offer and tailored the content to current customer behavior and purchase preferences.



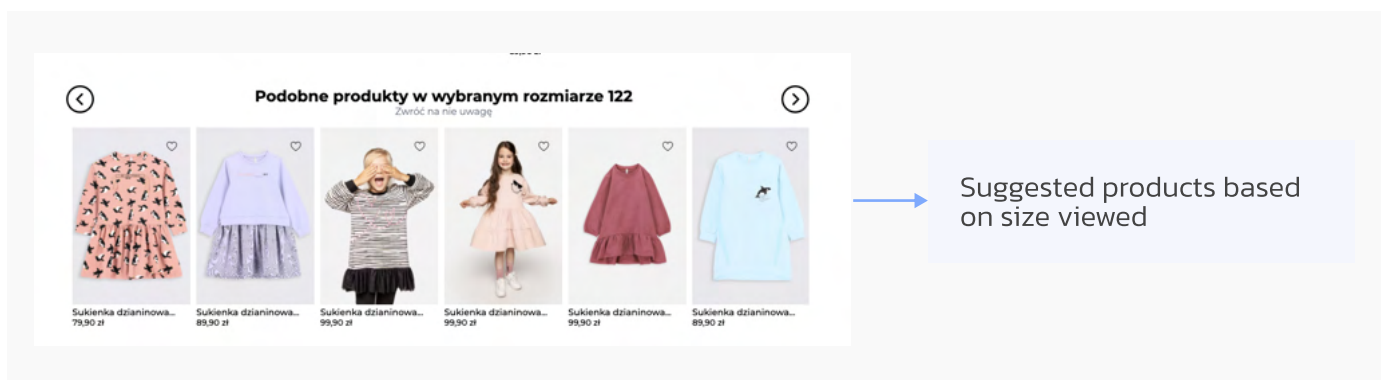
1. Product selection by gender

We based the recommendations on an AI engine. As a result, they were tailored to individual customer preferences, based on purchase or browsing history. In addition, we enriched them with a breakdown by gender. For customers who shopped for both genders, we created the ability to switch between tabs with recommended assortments for girls or boys. On the other hand, for consumers who are focused on choosing clothes for only one gender, the recommendation presents the offer for the single most frequently chosen gender.



2. Selection of products by size

Similar products, which are presented when browsing a specific offer, adjust to the size the customer is looking for. This means that if a user is looking at products in size 122, such clothes will be offered to him.





Create personalized campaigns for diverse customer segments based on RFM analysis

Using RFM analysis, we prepared campaigns to activate key customer segments, selecting content and flexible promotional campaigns that adapt to individual customer preferences.



1. New Customers

A welcome campaign with personalized content depending on the products selected for the gender and a satisfaction survey after the first purchases.



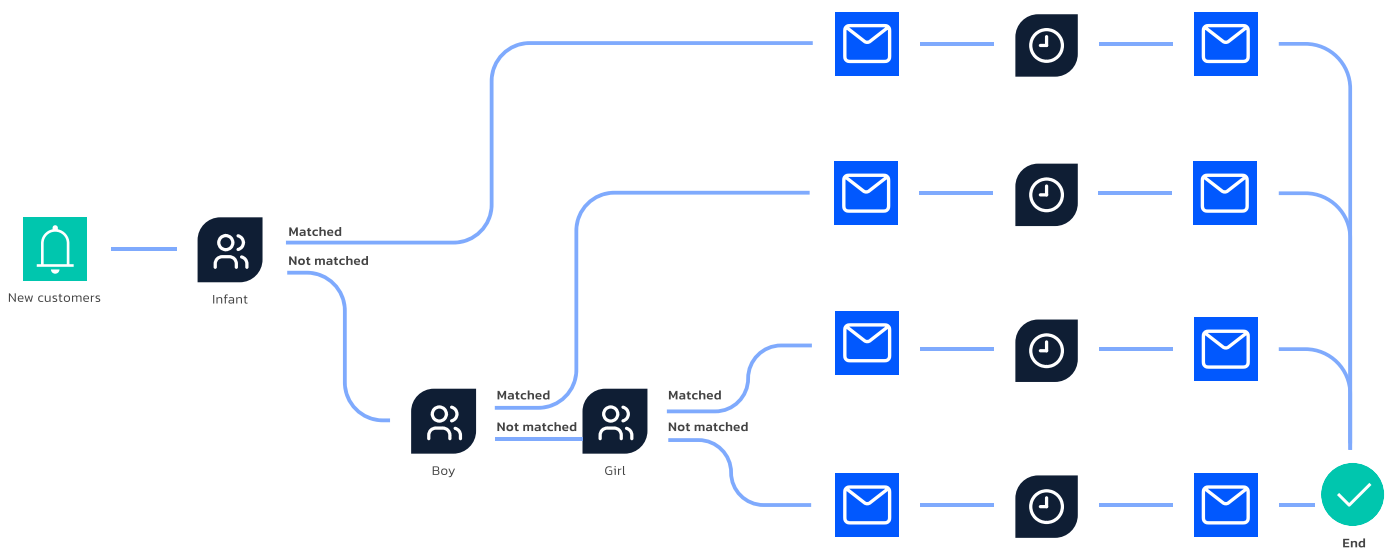
2nd Churn

A campaign based on the most frequently purchased products for a given wage and the amount of previous purchases.



2. Heavy Buyers

A campaign based on a mechanism for predicting the timing of future purchases. Uses A/B testing for selecting the most effective type of recommendation.





Building long-term and stable customer relationships through a loyalty program

We have implemented numerous automations within the loyalty program. This ranges from inviting customers to join the loyalty program through welcome campaigns or campaigns informing customers of their account balance and the level of points earned under the program, to campaigns that engage and activate loyalty customers.

In addition, the integration of Synerise's technology with offline stores, which are responsible for registering more than 80% of loyalty program enrollments, allows cross-channel communication with the customer.

Zobacz w przeglądarce

COCCODRILLO®

Darmowa dostawa od 100 zł w klub.
30 dni na darmowy zwrot

Witaj Karolina!

Tylko 746,19 zł dzieli Cię od wymiany e-karty na złotą **1253,81 zł**
25% **Twoje e-konto**

Dziękujemy za zakupy i że jesteś w Coccodrillo Club!
Aktualny stan Twojego e-konta w Coccodrillo Club to 1253,81 zł.
Zobacz, co nowego przygotowaliśmy dla członków naszego klubu.
Pamiętaj, że za wszystkie zakupy z kartą Coccodrillo Club otrzymasz 8% rabatu

Zapraszamy na zakupy!

Communicating with customers via email

Model: ZCZ13210FOK-01

Bluza dresowa
zielona z printem w zwierzęta

Bluza dresowa dla chłopca. Print na całość. Do rozmiaru 98 napły przy dekolcie. Bluza dresowa dla chłopca Wygodna i przyjemna w dotyku bluza dresowa to... [czytaj dalej](#)

Zobacz całą kolekcję: **FOREST KIDS**

49,90 zł
Najniższa cena z 30 dni przed obniżką: **79,90 zł**
Cena regularna: **79,90 zł**

Kolor: zielony

Rozmiar: [Tabela rozmiarów](#)

club.
Do Złotej E-Karty
brakuje Ci: **746,19 zł**
Zyskaj większy rabat 10%.

club.owicze mogą skorzystać z dodatkowych rabatów oraz darmowej dostawy przy zakupach za min. 100zł [Dowiedz się więcej >>](#)

Communication with the customer on the product card



Analyze 360

One of Coccodrillo's main challenges was to get to know the customer as well as possible, analyzing their behavior, needs and preferences for the best personalized offer. Using available data and the analytics module, we conducted a customer analysis across all communication channels, resulting in the creation of a 360 customer view in one place and updated in real time.

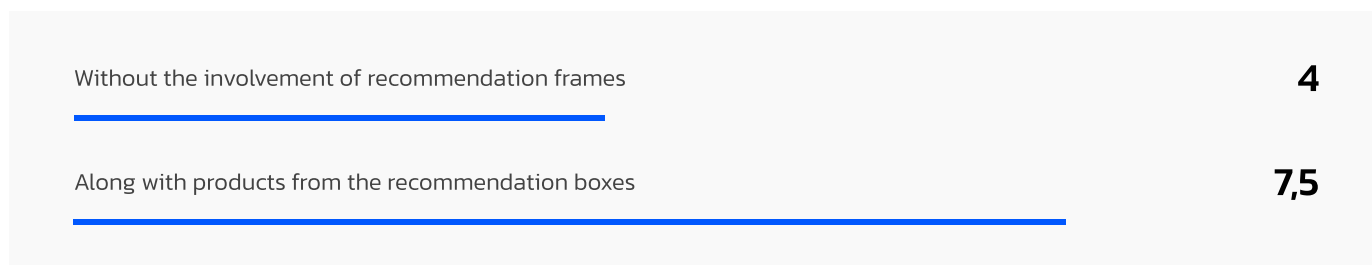
The analysis included:

- communication channels
- demographics
- behavioral behavior
- technical data of the devices used by customers
- campaign effectiveness

Customer analysis has helped to understand customer behavior, preferences and needs. It has become the basis for making marketing and operational decisions to increase sales and customer satisfaction.

Results

Number of products in the cart:



Revenue growth with products purchased from recommendation frames



Basket value growth



Growth in transactions from product recommendations

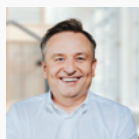


Summary of cooperation

The right technology platform, the use of data and the expertise of our experts have made every step of the purchase path at Coccodrillo personalized. This allows us to increase key metrics such as conversion and customer satisfaction. Using segmentation based on domain knowledge and AI, we achieve precise target groups, ensuring effective communication. Channels and campaign delivery times are now individually tailored to each user. To sum up – the ability to fully personalize, automate campaigns and real-time analysis of results through dashboards, as well as the use of A/B testing, have made us achieve the goal set at the beginning of the cooperation.

"Coccodrillo is a store with a wide range of products of excellent quality. The missing piece of this puzzle was marketing automation, which allows customers to receive personalized offers, increasing conversions and customer loyalty.

After implementing the right technology and launching the campaign, we were able to see results very quickly, which only confirms that the owners of Coccodrillo made a great decision."



Arkadiusz Seredyn
CEO Persooa