Courage to innovate – ecommerce marketing transformation at homla.com.pl with Persooa

persooa

About Homla

N2H owns the Homla brand, which sells home furnishings. They have **62 showrooms** nationwide and conduct online sales. **Homla reflects the latest trends** – customers can buy products for the living room, bedroom, kitchen, dining room, bathroom, children's room, as well as thousands of decorations and gifts for everyone.

The challenge

Increase online store revenue by increasing the purchase value of existing Homla customers.

Introduction

The brand is well known in Poland and the website is visited by thousands of users every day. The challenge was to increase revenue and make better use of existing traffic, not to attract new users. The product range is extensive and it's easy to get lost in it, so personalizing recommendations proved crucial and that's where we started.

"In our quest to strengthen the ecommerce and omnichannel strategy, we relied on data and AI to improve the customer experience and drive better business results. In the area of marketing automation and personalization, Persooa proved to be a great choice. It was one of the few companies that could guarantee the effectiveness and timeliness of the measures implemented and the fulfillment of the ROI we expected."

Krzysztof Świerzak
Ecommerce Director

What did we do?

Optimized the customer path in Homla's product range

Optimizing the shopping path among thousands of products was one of the key challenges to make it easier for customers to find what they are looking for. We focused on reducing the shopping time, increasing the value of the shopping cart, and increasing the number of products in the shopping cart to improve sales performance and customer shopping experience. To meet this challenge, Homla implemented the following dynamic scenarios:

✓ **1. Recommendation frame on the home page**

An algorithm was used to personalize recommended products in real time based on user preferences. This allows customers to see the products that best match their interests as soon as they enter the site.
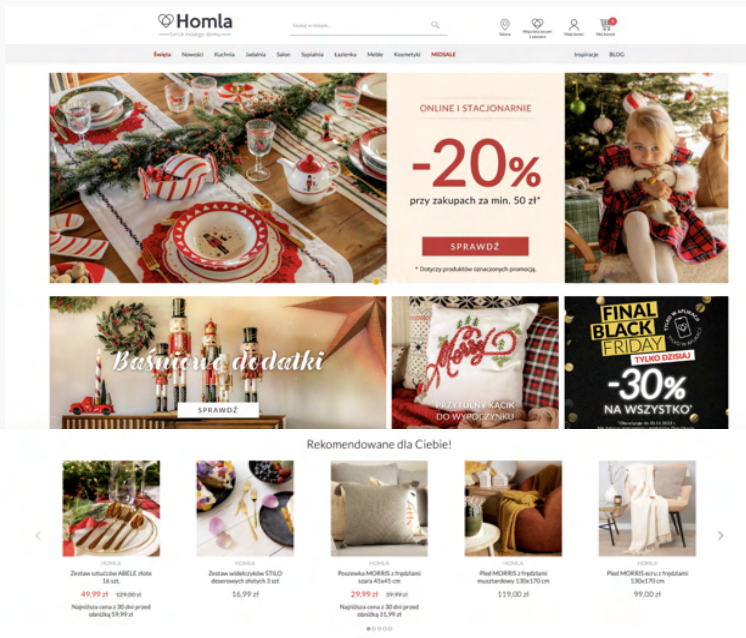
**Personalized offers** based on user preferences

✅ 2. Recommendation frame of similar products on the product card

This type of recommendation presents items with similar characteristics to those the customer has previously purchased or browsed. This makes it easier for visitors to discover products they may be interested in based on their previous interactions with the site.

Product suggestions based on previously viewed/bought products
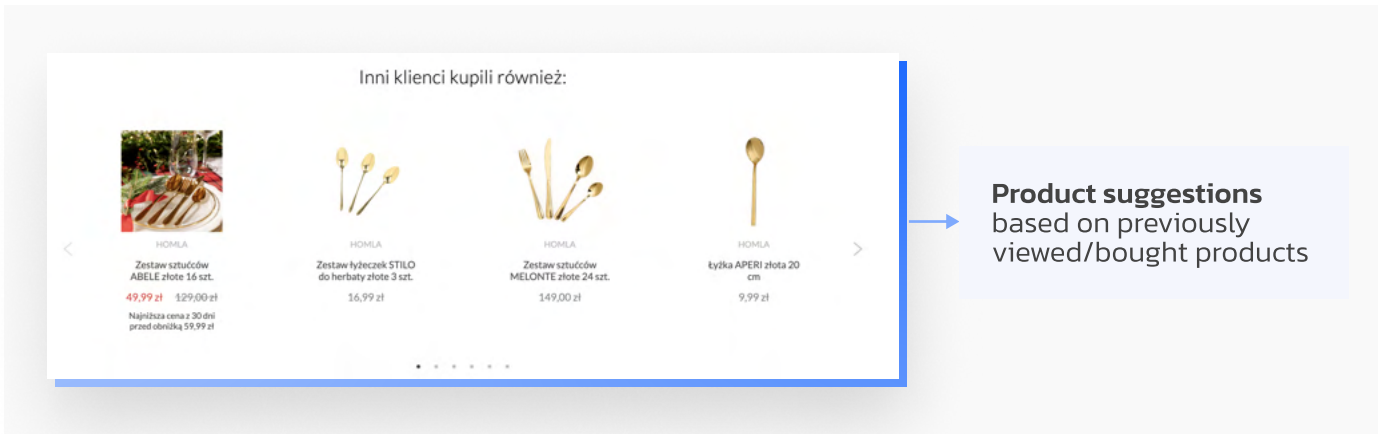
✅ 3. A widget to remind visitors of recently viewed products or products left in their shopping cart

This scenario works in two ways. If the user has not added any products to the cart, the widget displays a frame of recently viewed products.

**Products recently viewed** by the user
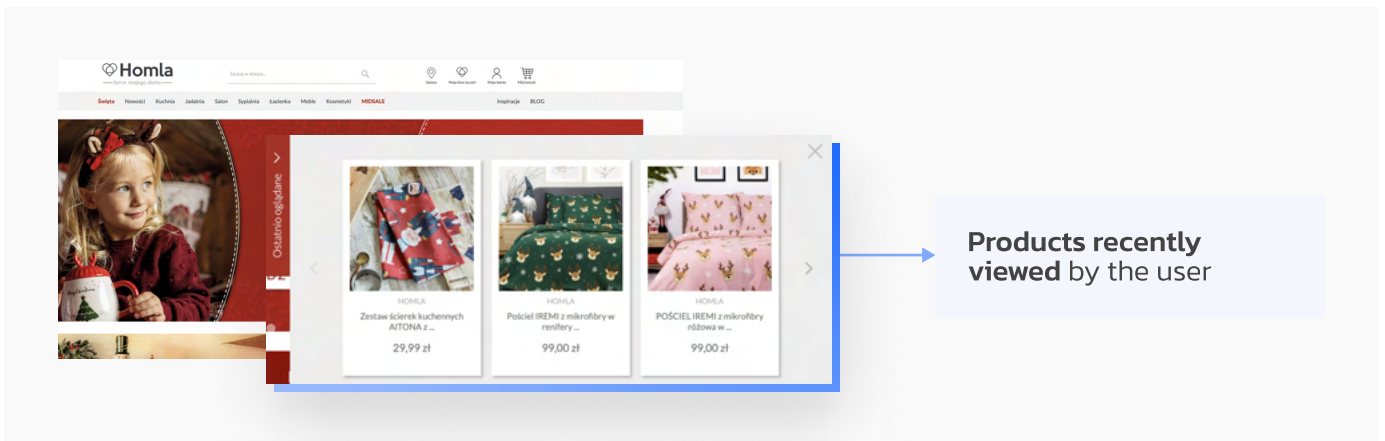
However, if the user has added products to the shopping cart, the widget will display products 'left in cart'. This allows customers to quickly access the products they are looking for throughout their shopping session. This scenario works for both recognized and anonymous users.

Products left in the shopping cart by the user
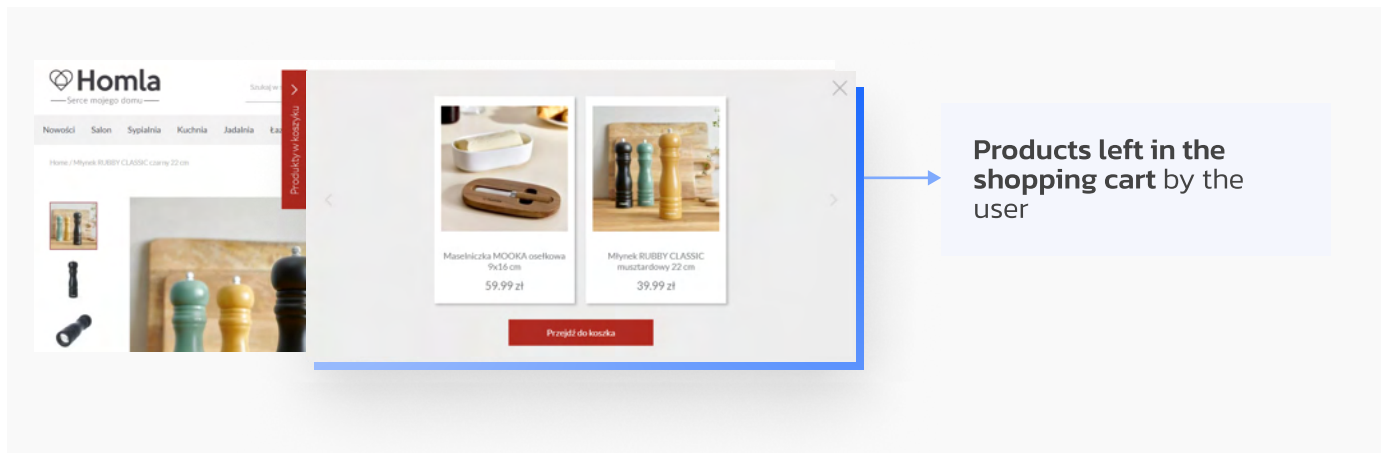
Another type of recommendation displays items that have been added to the shopping cart. However, the range of items in the recommendation frame is different for each customer – they receive a unique offer tailored to their preferences.

Personalized offer displayed in the shopping cart
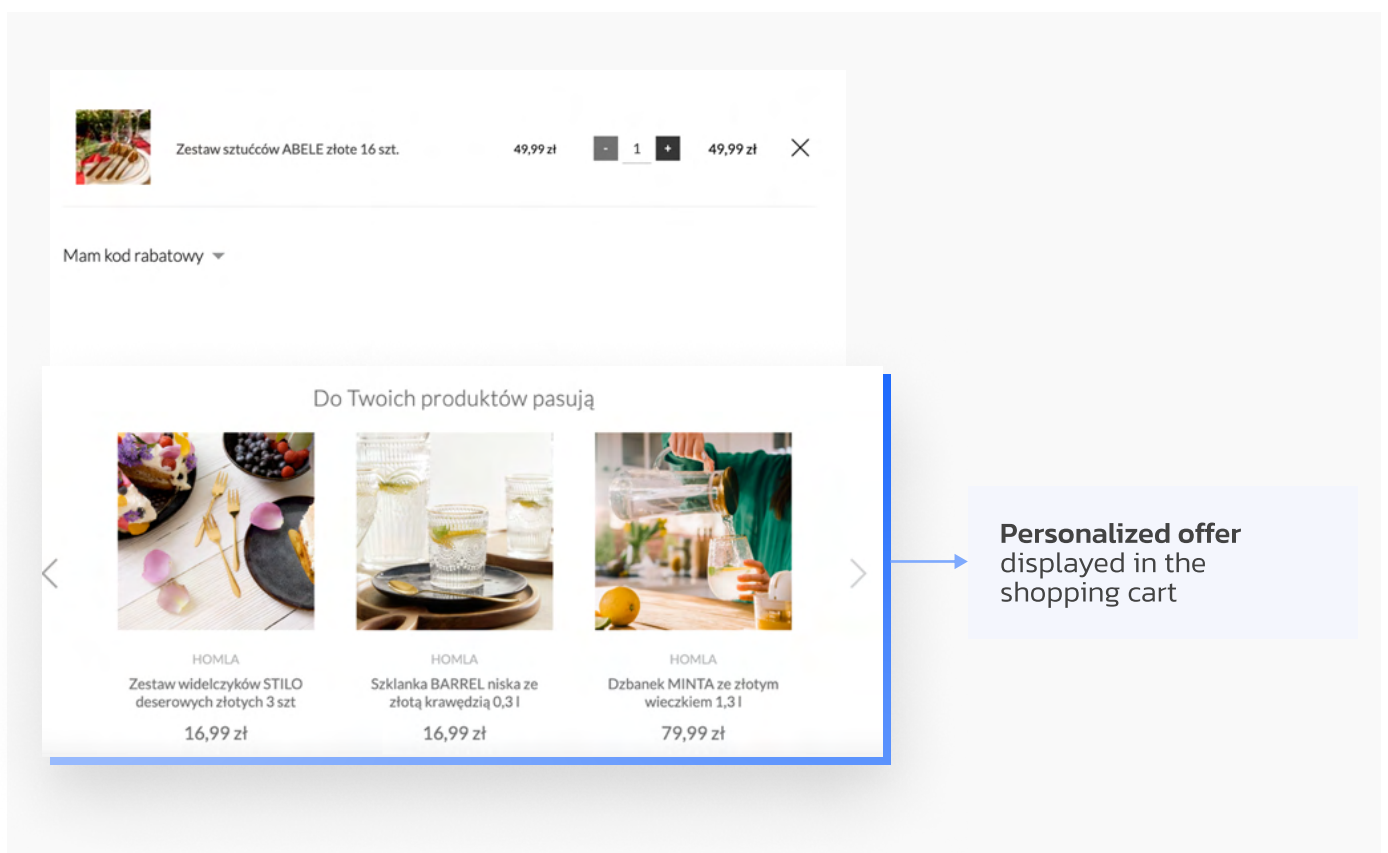
Checking the effectiveness of activities

As part of the project, we implemented the Synerise platform. We created a plan for achieving each goal, along with a timeframe. We implemented a number of tactics and campaigns to improve the customer experience. As part of the effectiveness verification, we conducted a 7-day A/B test comparing two scenarios.

50%

Option A

Three product recommendation frames and an anonymous returning user widget were used. The goal was to personalize the shopping experience.

50%

Option B

Elements from Option A were removed to assess the impact of the lack of personalization on user engagement and sales results.

The test was designed to determine how much of a role personalized recommendations play in the site's effectiveness.

Results of our A/B testing

14%

Increase revenue per user

The implemented solutions resulted in a 14% increase in average revenue per current user over the comparison group.

8%

Increase the number of transactions

Shopping cart abandonment reminders and recommendations increased the number of transactions by 8% over the comparison scenario.

10%

Increase average order value

Recommendations led directly to a nearly 10% improvement in average order value.

These results show the benefits of optimizing recommendation frameworks with the AI algorithms behind Synerise. Revenue per user, number of transactions and average order value have all increased – showing the great potential that comes from existing customers.

"We believe that testing is an integral part of optimizing ecommerce campaigns. We see the results as confirmation that our activities are effective in making it easier for customers to find the right products and more likely to make a purchase. A/B testing can also provide valuable insight into what needs improvement and motivation to find better personalization tactics."

Kacper Chodak
Head of Business Development

Sylwia Berkowska
Marketing Automation Specialist

Key findings of the study and key development perspectives for Homla

Effectiveness of personalization

By using Persooa's comprehensive Synerise–based services, Homla was able to significantly increase the scale of personalized shopping, resulting in better customer engagement and more effective marketing strategies.

Significant growth in key performance indicators

Homla experienced significant growth in key performance indicators, including average order value, number of transactions and revenue per user, which directly impacted the company's revenue growth.

Competitive advantage in the industry

The technology used has great potential for further development and implementation of more solutions. This is the basis for gaining a technological advantage over competitors.

✔ Ambitious plans for the future

Together with Persooa, Homla is planning further innovative activities, including the launch of groundbreaking marketing campaigns and the development of new customer loyalty strategies, to strengthen its position in the home and decoration ecommerce market.

"I'm proud of our collaboration with Homla. Together we have implemented ambitious plans that have resulted in concrete achievements. This cooperation is just the beginning of a journey towards innovation and even better results."

Arkadiusz Seredyn
CEO Persooa