



# Personalization as a tool for successful ecommerce

Kristina Lagerroos and Björn Rogde

**reima**

**In today's world,  
kids are not moving  
enough – our  
mission is to change  
this.**





**Reima stands for  
Joy of Movement.  
We champion an  
active childhood –  
to raise a  
generation ready  
for the world to  
come.**



# Company overview

## THE LEADING SPECIALIST IN ACTIVE KIDSWEAR

- Reima sells over 7 million products annually
- Over 80% of sales come from international markets
- Approx. 15% of sales from own digital channels
- Net sales of 141 MEUR in 2019
- Reima employs ~500 people



# Reima Global Ecommerce

- 15 (17) ecommerce stores globally
- On SAP Hybris platform, Bitrix and Shopify (headless)
- First store opened in 2011, latest a few weeks back. Reima Ecommerce now delivers to app. 45 countries
- Operated by an international teams in US, Europe and Russia
- We also work with different marketplace platforms that have been integrated to our systems

## Europe (Webstores using Frosmo)

- 163 000 packages shipped in Europe YTD 2020.
- 3,165 million users YTD 2020
- 6,6 million sessions YTD 2020



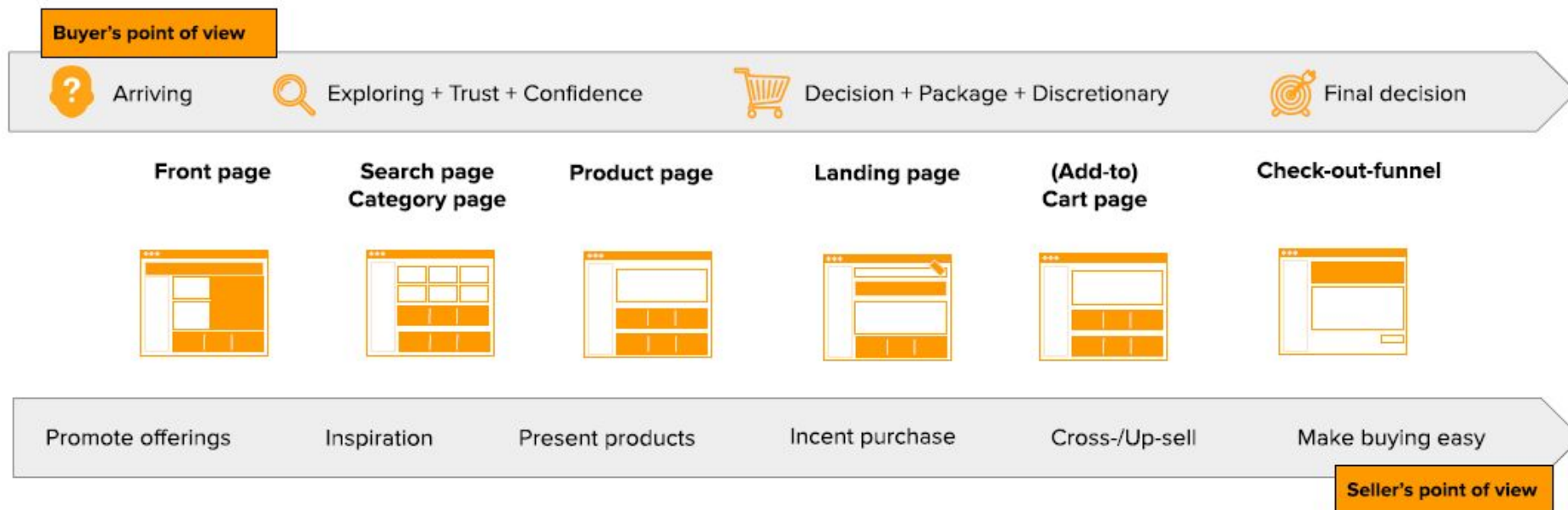
# Is personalization a competitive advantage?

- today's consumer expect that we know them – they are digitally savvy and know what is possible
- While customers clearly want brands to understand what they want and offer personalization, they are turned off when businesses become too invasive with their personal data.
  - Most people are still willing to share their data if you are open about how you are using it
- Most customers are willing to receive personalized offers, coupons etc



# Why we think personalization is important

- Reima delivers a large range of products for different age groups and different seasons. Therefore we think it can be beneficial to take the step beyond generic marketing, content and product recommendations to communicate based on customers behavior and affinity to be more relevant.
- We hope this will give the user a smoother experience, and at the same time increase our sales, CR and AOV.
- In order to win consumers back for the 2<sup>nd</sup> purchase we need to be relevant – and personal



# Where do we personalize

- Recommendation strategies with Frosmo
- Automated e-mail programs to specific segments
- Weather App clothing tips based on weather on location
- Digital marketing





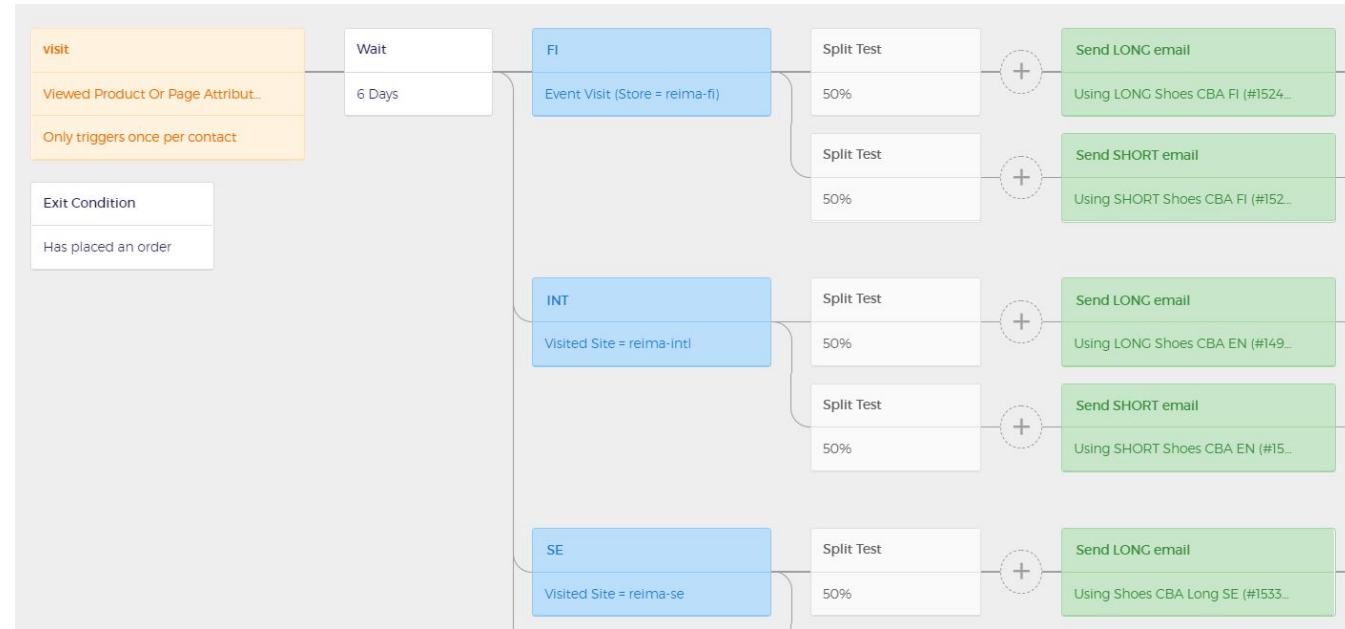
# Personalized automated email programs

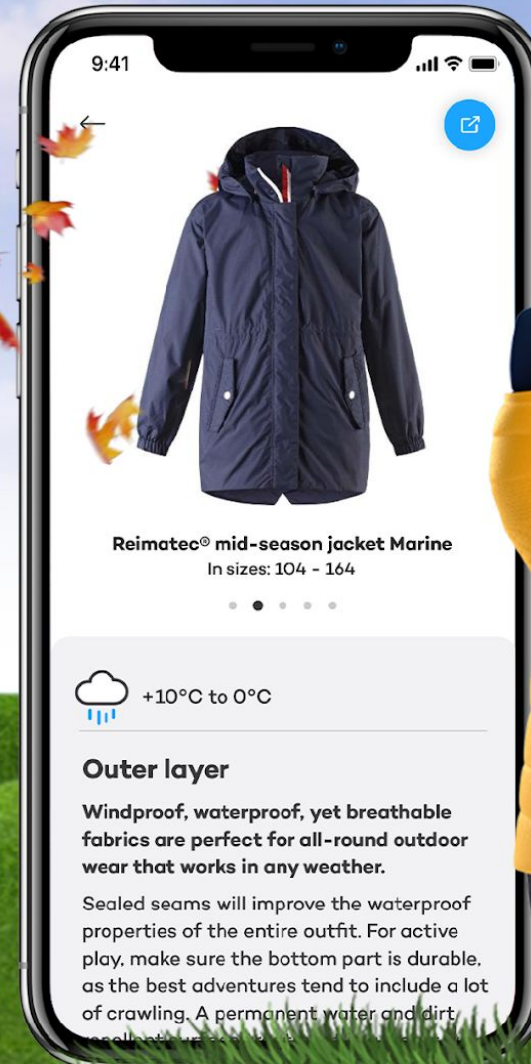
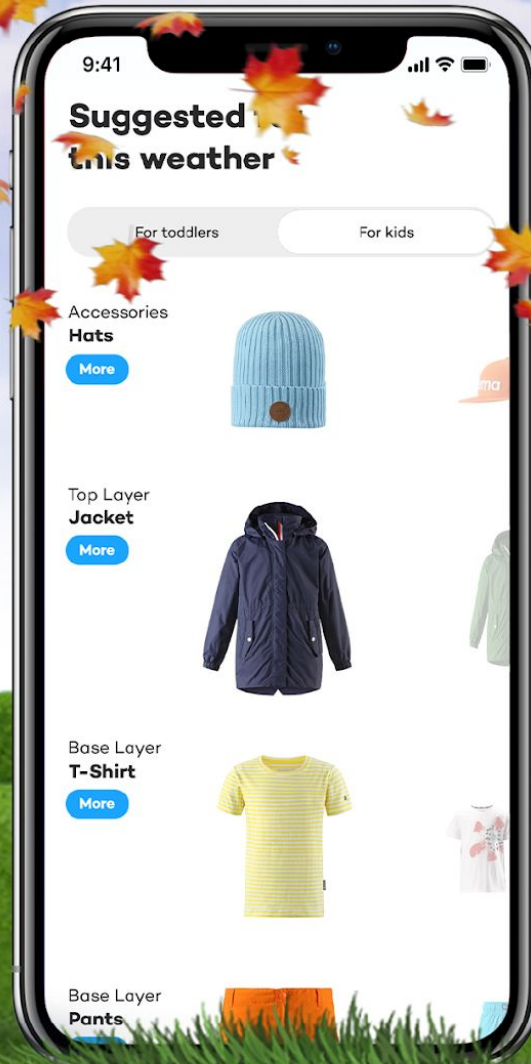
- People want relevant info.

Broadcast campaigns around 26 % open rate

Automated campaigns around 55 % open rate

- Broadcast e-mails towards different customer segments: Loyal, at risk, lapsed, Test Patrol
- AB-test content within campaigns
- One automation campaign can be duplicated to all countries.



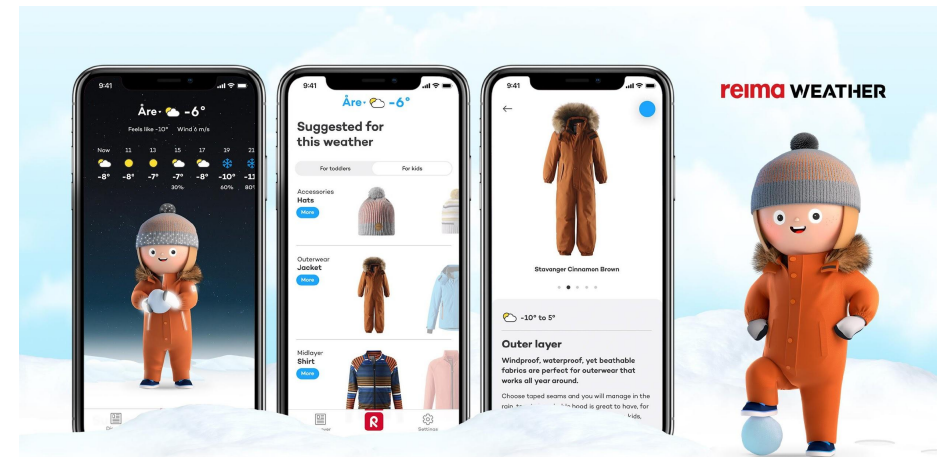
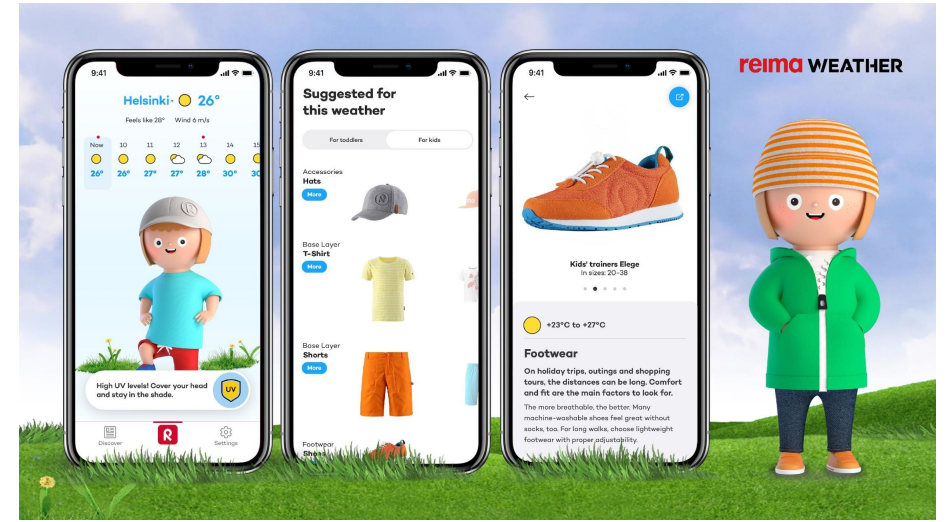


# Reima Weather App

Fun, useful and personal tips for how to dress my child for any weather!

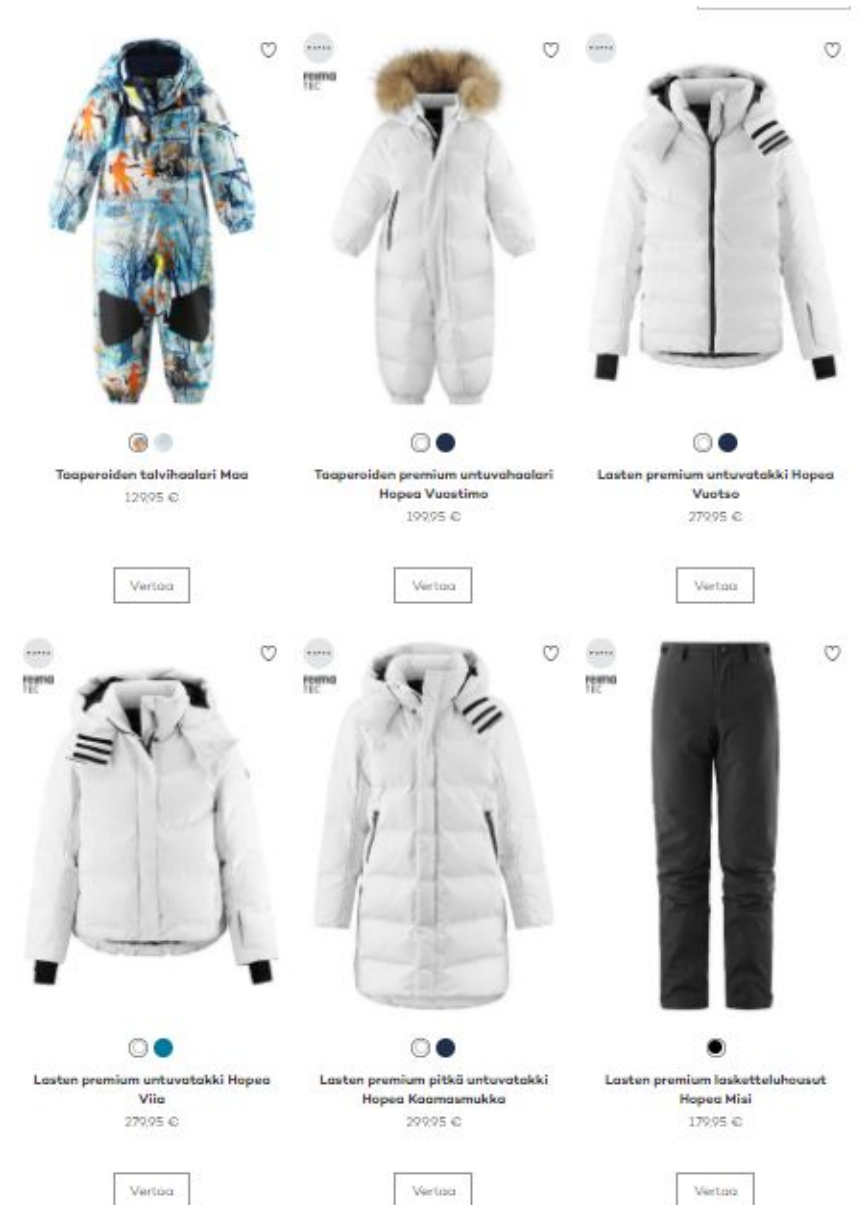
Inspirational content and surprises to our loyal consumers.

- Reima Weather app is an **easy and frequent touch point with our key consumers** with relevant content every day for any conditions.
- App is a **key player in the Omnichannel and Loyal customer** experience.



# Reima and Frosmo

- **Segments**
- **Product recommendations**
- **AB-testing**
- Pop-ups
- Recreation of basket
- API to Weather app
- Registration forms on product cards
- Product tags (Reimatec, 3in1, Anti-Bite, Hopea)
- Discount tags
- Free delivery notifier



# Create segments

## Do:

Create the segments right away and start collecting data.  
Brainstorm on segments you can see useful in the future.  
Keep it simple

## Don't:

Create too detailed segments or set time frame too short.

User has filtered with color gray 1 x 1 day

sgmt\_56960 / User has chosen to filter with the color gray once during the day.



## Example of segments:

Visited category

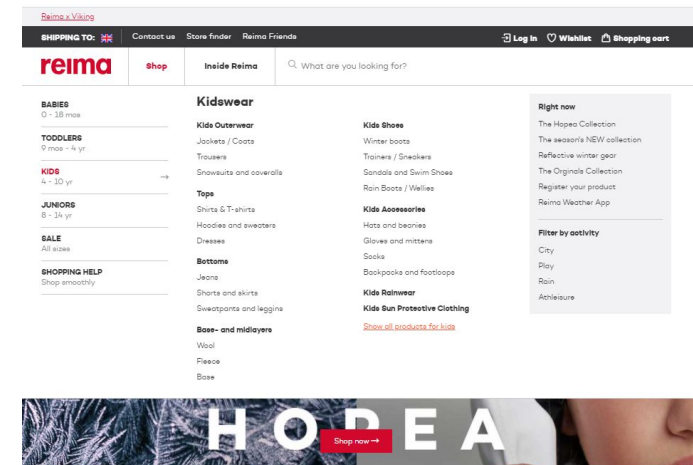
Last visited category

User visited the site 3 times in two weeks

User visited the site during the last 30 days

User landed from source xxxxxxxx

User landed from Reima Weather App



# Recommendations are working

- We already see good ROI on current set up.
- Recommendation stats from Finland Jan-Oct 2020:

## Category page reco

Viewed more than 3 seconds: 172 002

Clicks: 64 182

## Product page reco

Viewed more than 3 seconds: 81 685

Clicks: 36 448



# So we want to make them better and personal

## From:

- Front page – Most popular or curated
- Product page – Similar products
- Category – Most popular in category

## To:

### **Trending products**

Most viewed and converted products in the last 24h from up to 3 categories **that the user has viewed**

### **Others also viewed**

Bundle of products viewed 30d and converted 60d **with the currently viewed product**

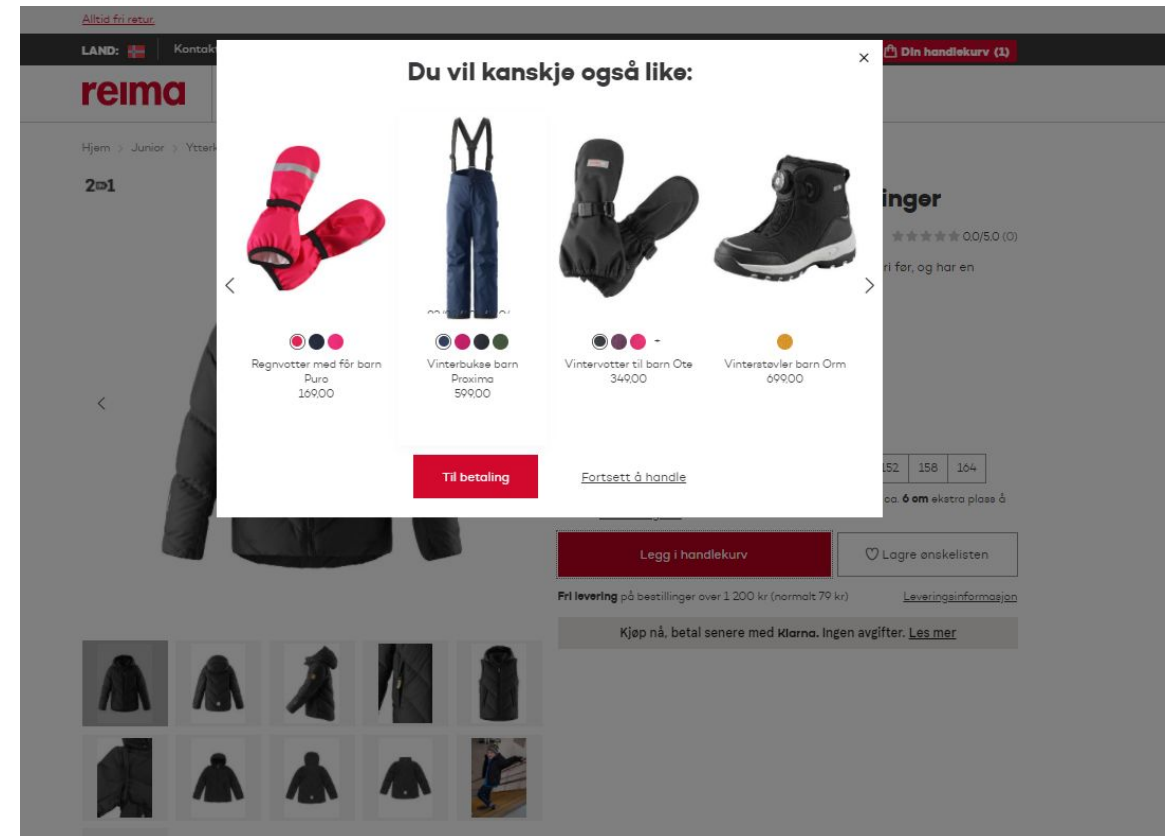
### **Popular for you**

Bundle of products viewed 30d and converted 60d **from last 3 categories viewed, excluding products from currently viewed products category**



# Example case: Add to basket recommendation

- Our first semi-personalized recommendation.
- Recommend products that other customers have bought together with the product added to basket. Most popular as fallback.
- 50/50 AB-test run against original content.
- Results from Norwegian shop based on 1700 transactions:  
CR up from 9.22 % to 9.90 %  
AOV up from 93.25 € to 94.85 €





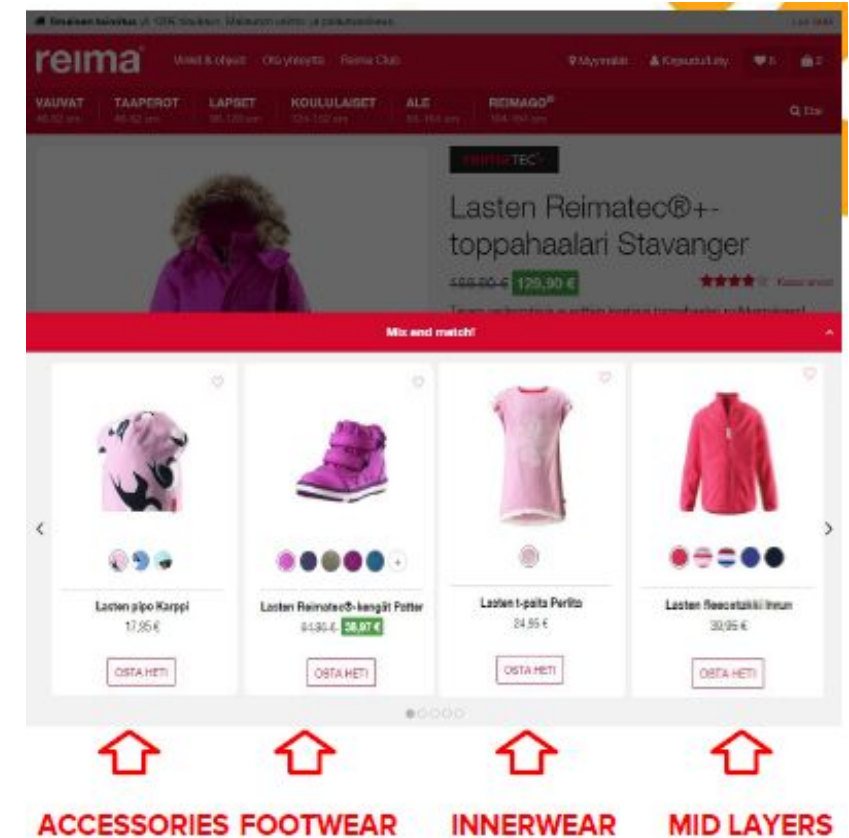
# Recommendations for recommendations

## Do:

- Personalize your recommendations
- AB-test all the changes you do to hunt the %
- Let it go if the data proves no improvement

## Don't:

- Overdo the layout for getting customer attention. Example sliding recommendation.
- Combine too many changes in one AB-test.



# Key learnings

- Start today – at least with something, you can build more detailed programs later on
- Keep it simple in the beginning, things are only as complicated as you make them
- Test what you do and do what you tested – trust your figures





**Small changes everything**

[reima.com](https://reima.com)