

CASE STUDY

BOKUS.COM *automated* *bookselling* AROUND THE CLOCK



BOKUS NEWSLETTER "RECOMMENDED FOR YOU"

Average turnover for every
opened mail increased by 100%



PANEL ON SITE "NEW BY CATEGORY"

Average turnover per visitor
increased by 91%

YOU'RE A COMPANY WITH A TURNOVER OF SEK 550M, YET ASTONISHINGLY YOU HAVE ONLY 30 EMPLOYEES. HOW HAVE YOU ACHIEVED THIS AND WHAT ROLE HAS TECHNOLOGY PLAYED?

It's the nature of the products we sell that ultimately dictates our strategy. To succeed, we need to keep our overheads to a minimum, which we achieve through a combination of prudent outsourcing, lean business processes and adopting the right technology. All three are critical, but technology underpins everything we do, so getting it right matters.

HOW HAS APPTUS HELPED IN ACHIEVING YOUR GOALS?

As well as keeping overheads down, we're always looking at conversion, seeking incremental improvements throughout the customer journey. Conversion optimisation is in Apptus eSales' DNA, and as we use Apptus eSales to manage product assortments across search, navigation and recommendations, we can be confident that we're making the best use of all our screen real-estate.



“Conversion optimisation
is in Apptus eSales' DNA” ”

JOHAN WALLDOV
IT- Manager, Bokus

YOU RECENTLY UPGRADED YOUR SITE TO USE APPTUS ESALES' LATEST BEHAVIOURAL ALGORITHMS WHICH CAPTURE AND ANALYSE EVEN GREATER AMOUNTS OF CUSTOMER DATA. COULD YOU ELABORATE ON THE CHANGES YOU MADE AND THE EFFECTS YOU HAVE SEEN?

We're gradually adding personalisation to more and more areas of our site and marketing campaigns. Personalisation is obviously the right thing to do for the customer, but there are real business benefits, too. For example, we recently

added personalised recommendations to our email newsletters and for each email opened revenue increased from 4.27 SEK to 8.53 SEK, which is a really significant improvement!

WHAT WOULD YOU SAY TO A SCEPTICAL AUDIENCE ABOUT APPTUS? WHAT WOULD YOU SAY TO CONVINCe THEM THAT WE'RE WORTH A LOOK?

We've been a long-standing client of Apptus, and it's a really nice system to work with. It points out where we need to look to further improve conversion, and helps the marketing team prioritise their activities. Apptus may come across as a bit 'geeky', but they're very knowledgeable and very competent. They know their stuff!

FIGURES BASED ON EARLY A/B TESTS AFTER CHANGING TO APPTUS eSALES LATEST ALGORITHM BASED ON FULL BEHAVIOURAL DATA. BEFORE BOKUS USED DATA BASED ONLY ON SALES.

Bokus Newsletter "Recommended for you"

Average turnover for every opened mail increased by 100%

Panel on site "You may like"

Average turnover per visitor increased by 38%

Panel on site "Fits together"

Average turnover per visitor increased by 24%

Panel on site "New by category"

Average turnover per visitor increased by 91%

“Apptus eSales points out where we need to look to further improve conversion, and helps the marketing team prioritise their activities”

About BOKUS

- Founded in 1997 by Kajsa Leander and Ernst Malmsten
- The business is head quartered in Stockholm, Sweden with the IT-section in Malmö
- A turnover of SEK 550M and has 30 employees on its payroll

ABOUT APPTUS

Apptus has been at the cutting edge of high-performance computing, search and navigation technologies, recommendation engines and online behavioural analytics since its launch in 2000. Today its ground-breaking, AI-powered eCommerce Optimisation software – Apptus eSales – is redefining online merchandising and enabling some of the worlds' leading retailers to dramatically improve sales performance, reduce cost, and drive organisational efficiency. A single, unified solution for intelligent product exposure, Apptus eSales draws on big data and machine learning to constantly tune exposure strategies aligned to wider conversions, revenue and profit driven goals. It transforms previously reactive, manual and rule-based merchandising – enabling automated, predictive merchandising that works with even the biggest product ranges to display the right products in the right context at the right time. With a rapidly growing client base across the Nordics, United Kingdom, Germany and the US, Apptus is headquartered in Lund, Sweden with offices in London and Munich.

