

We use WakeupData for all our marketing integrations. Therefore, we are able to adapt to new channels rapidly, and filter and enrich our feeds for even better performance.

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Century old Danish brand trusts WakeupData's integrations

Kaufmann was aiming to improve the quality of the traffic on their online store, reach more of their target audience and increase digital sales in the period of 6 months.

WakeupData approached the challenge by allowing Kaufmann map their whole product data to right segments and transform their entire catalogue, so it could match searches from their potential customers.

Increasing product amount by crawling? Now, possible!

Delivering Kaufmann with highly customised product feeds and optimising their product categories, WakeupData provided incredibly higher click and conversion rates.

WakeupData manages integrations for multiple Kaufmann brands in countless channels and we constantly maintain and optimise their feeds.

