



Babymarkt.de Boosts Click Rate with Personalized Product Recommendations

Babymarkt.de is a digital company specializing in baby and childrens equipment in Germany. With over 100,000 items offered at family-friendly prices, the company is focused on tested brand quality and competent service.

Challenge

Babymarkt.de regularly sends out categorybased newsletters to customers 20 days after they made a purchase in the online shop. The corresponding products for the product recommendations in each category were manually assigned to the customer segments which was well-received but required a lot of effort.

In a bid to personalize their newsletter to the child's age, the company turned to AB Tasty to help them generate a knowledge base based on artificial intelligence to make more relevant recommendations.

Implementation

In order to meet babymarkt.de's requirements for the category-based newsletter, babymarkt. de's existing rule concept was first transferred to the AB Tasty knowledge base, which provided the basis for alculating the product recommendations for the respective categories in the newsletter.

Subsequently, a technical process was developed for the parameter transfer with regard to child age and categories, which causes the automatic widget creation. This was generated via the email delivery system and sent to the AB Tasty knowledge base.

Increase in the Newsletter Click-Rates

+85%

Increase in Sales from Category Newsletters

+95%



"With the individual recommendations from AB Tasty, we are able to offer a personal shopping experience to a large number of customers ... Like the product recommendations for customers, AB Tasty's products are not off-the-shelf."

Nils Macher
Head of Dialog Marketing
babymarkt.de GmbH

Results

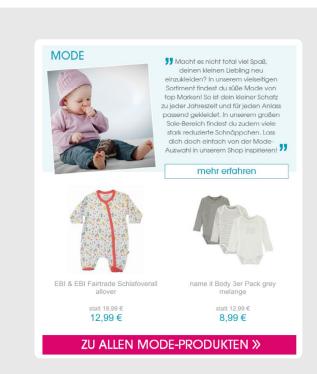
The evaluation of the key figures over 3 months produced impressive results.

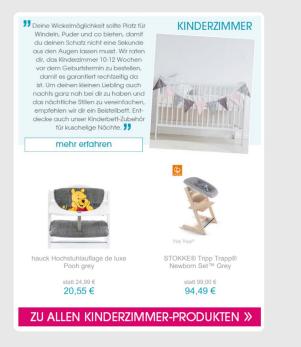
To start, there was an 85% increase in the click rate of the newsletter with the switch to the personalized recommendation widgets.

Additionally, babymarket.de saw a whopping 95% increase in sales from the category-specific newsletters.

Takeaways

Thanks to the personalized, category-related product recommendations in the newsletter and the inclusion of the child's age, babymarkt.de can now make the most of the strengths of its product range with regard to the needs of the baby.





Product Recommendations