

GK AIR Personalization for BADER

Precisely tailored
recommendations
for quality
products achieve
high customer
resonance



Quick Facts

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Challenge

To increase the quality of recommendations and acceptance by customers

To determine ideal placement of recommendations in online stores and newsletters

To improve click-through rates and turnover

Solution

Analysis of customer behavior in real time for the online store and newsletter

Automated playout of product recommendations in real time for the online store and newsletter

Optimal placement of recommendations throughout the customer journey

Result

An increase in the quality of recommendations and customer response via online stores

An increase in click rates in newsletters and a reduction of manual effort

An increase in revenue from recommendations compared to the previous recommendation strategy

Overview

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The AI Personalization Service plays out relevant product recommendations in the online store and newsletter, which improves the shopping experience for BADER customers.

BADER stands for quality products in the fashion, home and living segments. For over 90 years, the B2C retailer has been impressing its customers with well-selected products. In addition to the classic mail-order catalog, BADER reaches its customers via the online store and various newsletters. In order to offer its customers an individualized shopping experience, the company relies on artificial intelligence (AI) from GK Artificial Intelligence for Reail AG in the online store and newsletter.

“The AI Personalization Service has impressed us. Our customers are routinely inspired by the product recommendations calculated in real time. This is reflected in the click-through rates of the recommendations in the online store and newsletter, as well as in the sales figures.”

Laura Bader, Authorized Signatory and Head of Marketing E-Commerce, BADER

Solution

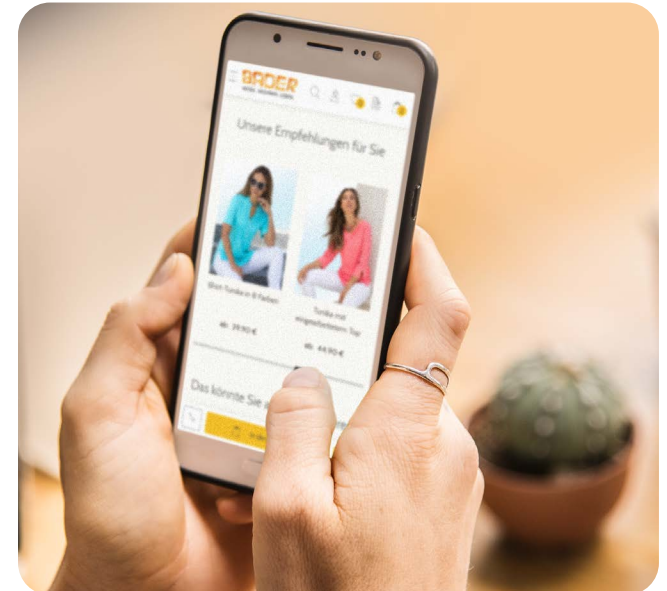
Solution

The challenge

BADER's goal was to increase traffic and customer loyalty in the online shop and achieve higher sales through enhanced recommendations and strengthened personalization. The company decided to implement the GK AIR Personalization in the online store and newsletter to evaluate the reactions of its customers.

The solution

Until now, BADER had not used an AI-based solution for personalization in the online shop. In a four-month proof of concept, the company tested GK AIR Personalization against the existing recommendation system. The AI solution analyzed the interests of customers on the basis of current behavioral data and historical transaction data. Then, self-learning algorithms adapted e-commerce strategy in real time to the behavior of the customers' behavior. The product recommendations made by GK AIR Personalization achieved a higher response from visitors than the comparison group. This is how the decision was made to integrate the GK AIR Personalization add-on Newsletter within the BADER Group in the long term.



The B2C retailer BADER is in regular contact with the GK AIR project team to place the personalized areas in the online store and newsletter ideally throughout the customer journey.



The result

Through this optimization, BADER is able to satisfy more customers in the online store. Through the enhanced recommendations and the optimal integration of personalized areas in the online store and newsletter, the B2C retailer recorded higher traffic and higher click rates than ever before. Through this project, BADER concluded that the revenue from recommendations could be significantly increased through the use of the GK AIR Personalization.

"Thanks to the cooperation with the GK AIR project team, we also received great feedback for the ideal placement of personalized elements, which help to create a successful customer journey."

Laura Bader, Authorized Signatory and Head of Marketing E-Commerce, BADER

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