



POWER

SUOMEN UUSI ELEKTRONIIKKAJÄTTI

SAMA HALPA

HINTA NETISSÄ
JA MYYMÄLÄSSÄ

DIGITAALISET HINTALAPUT
AINA PÄIVITETTYNÄ
HALVIMPAAN
HINTAAN

ENÄÄ EI TARVITSE MAKSAA LIIKAA



POWER

CASE STUDY

PERSONALIZATION IN DIFFERENT PHASES OF THE CUSTOMER JOURNEY

AI-driven product
recommendation
strategies on their
website pages



FROSMO

ABOUT POWER

Power is one of the leading electronics retail chain stores that belongs to the Nordic Power International AS group. The Power chain has 120 stores in Norway, 12 in Denmark, and 45 in Finland.

<https://www.power.fi/>

Retail
Finland



MOTTO

No more paying too much.
Same cheap price in store and online.

STARTING POINT

GOALS

FOR A RETAILER LIKE POWER WITH 20,000 DIFFERENT ITEMS TO SELL, IT'S CRUCIAL TO HAVE PERSONALIZED AND RELEVANT PRODUCT RECOMMENDATIONS FOR EVERY STEP IN THE CUSTOMER JOURNEY. THEIR STRATEGY OF RELYING HEAVILY ON THE OMNICHANNEL BUSINESS HAS ALWAYS BEEN SUCCESSFUL WITH A CONSIDERABLE MARKET POSITION AND A TURNOVER OF 1.1B EUR.



Have the best personalization software in the market



Deliver personalized and relevant product recommendations for every step in the customer journey



Increase the overall conversion which is their most important KPI to follow

CHALLENGES

01

Creating an optimal customer journey

Every customer comes from different circumstances and has different ways to discover products and make purchase decisions. The whole customer journey needs to be personalized, not just the page where the conversion will happen.

The aim is to help customers find the most relevant product to purchase and advance the customer journey towards better product discovery and conversion.

02

Increasing product discoverability and relevancy

WORKING WITH FROSMO

THE FROSMO PERSONALIZATION SOFTWARE BRINGS PRODUCT RECOMMENDATIONS TO A WHOLE NEW LEVEL BY USING DIFFERENT DATA POINTS ABOUT THE CUSTOMER TO SELECT THE PERFECT AI-BASED RECOMMENDATION STRATEGIES TO SUPPORT THE CUSTOMER JOURNEY IN THE BEST POSSIBLE WAY. THESE DATA POINTS INCLUDE THE CUSTOMER'S LOCATION ON THE SITE, THE PHASE IN THE CUSTOMER JOURNEY, SEGMENT INFORMATION BASED ON HISTORICAL BEHAVIOR, AND CUSTOMER AFFINITY. TAKING THE WHOLE CUSTOMER JOURNEY INTO ACCOUNT MAKES FROSMO THE MOST VERSATILE PERSONALIZATION SOFTWARE IN THE MARKET.

The cooperation with Frosmo and Power started when Frosmo got a chance to prove our product recommendation capabilities against a leading competitor, increasing the overall conversion which is their most important KPI to follow.

To support the whole customer journey, we implemented Frosmo's AI-driven product recommendations strategies for the following pages in their online store: frontpage, category page, product detail page, add to cart pop-up, and search page results.



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We're very satisfied with the increase in conversions and average order values that Frosmo brings us with AI-driven product recommendations. The overall experience of implementing the recommendation strategies and the cooperation with Frosmo has been straightforward and was surprisingly deployed as a turnkey project. I would highly recommend using Frosmo against other competitive solutions.

Jarkko Lehtismäki
CTO, Power International AS

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We've skimmed the surface of Frosmo and have seen a great potential for our business in the near future. Some of the most interesting future aspirations include increasing AOV by tweaking the AI-recommendation strategies and gaining higher organic traffic by combining recommendations with content-crunching NLP.

Jarkko Lehtismäki

OUTCOMES

WITH PRODUCT RECOMMENDATION STRATEGIES IMPLEMENTED ON THE PAGES, THE RESULTS HAVE BEEN PROVEN STRONG AND EFFECTIVE.

RESULTS: PURCHASE CONVERSION RATES HAVE GONE UP BY **170%** COMPARED TO THE GROUP WHO DIDN'T SEE RECOMMENDATIONS. THE AVERAGE ORDER VALUE GOT UP BY **41%** COMPARED TO THE GROUP WHO DIDN'T SEE THE RECOMMENDATIONS.



Friction-free customer journey



Increased product relevancy and discovery



Relevant and effective cross-selling

SOLUTIONS







TACTICS AND STRATEGIES

DIFFERENT RECOMMENDATIONS STRATEGIES FOR FRICTION-FREE CUSTOMER JOURNEY ORCHESTRATION

Personalized and AI-driven product recommendations aim to perfect the customer experience by helping the visitors go through the customer journey as friction-free as possible. Here are the strategies implemented for different Power sites.

The first strategy is to advance the customer journey towards better product discovery and conversion on the front page. Recommendations show the most popular products at the moment, based on most converted and most-visited products by all users. The second set of recommendations shows recently viewed products by the customer.







POPULAR PRODUCTS

 <p>★★★★★</p> <p>SAMSUNG WW92J6600EWE WASHING MACHINE</p> <p>Norm. € 699</p> <p>399</p> <p>Energy class A +++ Filling amount: 9 kg Spin: 1600 rpm</p> <p>✓ IN STORE</p>	 <p>★★★★★</p> <p>SENZ SEACLMINI EVAPORATIVE MINI WITHOUT VIII</p> <p>2990</p> <p>Cool the air by evaporation LED mood lighting Works on USB power</p> <p>✓ Delivery from stores</p>	 <p>★★★★★</p> <p>POINT POFT7036 36 "TOWER FAN</p> <p>9990</p> <p>Size: 36 " Three speed settings Remote control</p> <p>✓ Delivery from stores</p>	 <p>★★★★★</p> <p>SAMSUNG 50 "4K UHD LED TV UE50TU7075UXXC</p> <p>Norm. 549 €</p> <p>349</p> <p>50 "4K UHD LED TV Crystal Processor 4K - optimized image Dynamic HDR10 + - vibrant</p> <p>✓ IN STORE</p>	 <p>★★★★★</p> <p>POINT POAC4109 9000BTU AIR CONDITIONER</p> <p>399</p> <p>The size of the room to be cooled is 18 m² Cooling capacity 9,000 BTU / h</p> <p>✓ Delivery from stores</p>	 <p>★★★★★</p> <p>APPLE AIRPODS 2019</p> <p>129</p> <p>Wireless in-ear headphones Charging case included Apple H1 chip</p> <p>✓ IN STORE</p>
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Power recommendations- popular products



RECENTLY VIEWED

 <p>★★★★★</p> <p>GARMIN VIVOMOVE HR (L) BLACK</p> <p>149</p> <p>In better shape in style Shows steps, calories burned and distance traveled Heart rate measurement</p> <p>✓ IN STORE</p>	 <p>★★★★★</p> <p>SAMSUNG 65 "4K / UHD LED TV QE65Q80RATXXC</p> <p>1499</p> <p>Read more</p> <p>✓ IN STORE</p>	 <p>★★★★★</p> <p>ORAL-B PRO2700 ELECTRIC TOOTHBRUSH</p> <p>6970</p> <p>Removes more plaque than a regular toothbrush The timer tells you when you have brushed enough</p> <p>✓ Delivery from stores</p>	 <p>★★★★★</p> <p>TRIACLE 100 SMART CLOCK / BLACK</p> <p>7990</p> <p>Dynamic heart rate monitoring Color touch screen Hands-free calls</p> <p>✓ IN STORE</p>	 <p>★★★★★</p> <p>APPLE WATCH SERIES 5 40 MM GOLD ALUMINUM</p> <p>43460</p> <p>GPS + Wi-Fi Retina display always on 40 mm: suitable for 130 - 200 mm wrists</p> <p>✓ IN STORE</p>	 <p>★★★★★</p> <p>SAMSUNG QE65Q70RATXXC 4K QLED SMART TV</p> <p>999</p> <p>65 "4K QLED TV Direct Full Array - Controls light and contrast Quantum Processor 4K -</p> <p>✓ IN STORE</p>
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Power recommendations- recently viewed products





GREAT
RESULTS IN
CONVERSION
RATES AND
AVERAGE
ORDER VALUE

In the category pages, the aim is to find the most relevant product to purchase. Two strategies were implemented to make the product discoverability easier. The first set of category page recommendations shows the trending products based on highly-converted and most popular products. To enforce product relevancy and increase average order value, behavioral data is also used to show recommendations based on particular user interests in a specific category and combine it with products viewed or bought together.



Power recommendations- trending products

BOUGHT TOGETHER

			
SAMS HW-	GARMIN VIVOACTIVE	SAMS 65	BOSCH WTW85P49€
€ 499.00	€ 198.70	2 199.00 €	€ 797.00

Basket pop-ups are being developed to include physical store data for recommendations used to raise the level of relevancy and effective cross-selling.



Surface Book 2 is a powerful and versatile laptop, tablet and portable studio. It has a quad-core Intel Core processor and an Nvidia GeForce GTX graphics card. You can work at full power and long battery life. Work on Office files, demanding graphics software and play games without losing any performance. The Surface Book is designed to provide the best user experience with Office and Windows.

Adapts to the way you create and work

The Surface Book 2 works as a versatile portable, powerful tablet as well as an accompanying studio. The laptop has a flexible hinge and a detachable display. You can use the PixelSense monitor as a standalone tablet. By turning the screen all the way back, you can place it on a table and use it in studio mode. Add the Surface Dial * and Surface Pen * style to get to draw and paint like a real artist. The screen can also be detached and turned around for an easy viewing mode that is great for presentations and perfect for watching movies.



Versatile connections




Connect all devices to the USB 3.1 and USB C ports. The laptop has a full-size SD card reader. Use your accessories and connect another monitor if necessary. The Surface Book 2 is compatible with the Surface Dock *, which lets you use it like a powerful desktop.

* Surface PE, Surface Dial and Surface Dock sold separately.




Microsoft Surface Book 2

Media

Others also looked

		
MSI GS66 STEALTH 10SGS-017NE 15.6 "COVER	ASUS ZENBOOK14 UM433DA-PURE4 14 "1024 GB	MICROSOFT SURFACE LAPTOP 3 15 "R5 128 GT
3499	1099	1399
Intel® Core™ i9-10980HK NVIDIA GeForce RTX 2080 MaxQ	AMD Ryzen R7-3700U AMD Radeon™ Vega 10 Graphics	15 "PixelSense touch screen AMD Ryzen™ 5 3580U Mobile Processor
07/15/2020	IN STORE	IN STORE

Popular products

		
ADATA ULTIMATE SU800 M.2 512GT	TOSHIBA P300 PERFORMANCE 3.5 1TB	MOTOROLA VERVEBUDS 110 TRUE WIRELESS VAL
75⁹⁰	53	49
Storage space: 512 GB Size (Form Factor): M.2 (2280)	1 TB Internal HDD 3.5 "	Fully wireless Bluetooth headset Up to 8.5 h battery life
06/27/2020	IN STORE	IN STORE

The product page is all about making sure the conversion happens and that the average order value increases. Traditionally, customers put a lot of effort to choose the product that best suits their needs. To make the choice easier, Frosmo creates recommendation strategies based on relevant products viewed or bought by others and uses historical data of the visitor to recommend other related products.

FROSMO WORKS
WITH RETAIL
COMPANIES
AROUND
EUROPE TO
HELP THEM
EXCEED
CUSTOMER
EXPECTATIONS.



ABOUT FROSMO

Frosmo is a Finnish software company based in Helsinki with offices in Poland and the UK.

Frosmo is the most versatile personalization software, delivering personalized customer journeys 1.5 billion times a day. Frosmo empowers marketing and ecommerce teams that aim for a competitive advantage and unique brand expression by creating unique visitor journeys through dynamic content, recommendations, and AI.



www.frosmo.com