

“Customers' engagement with our special price offers has dropped significantly.

How do we spark their interest and increase conversions?”

Verifică extra-reducerea din Happy Deal și comandă până la miezul nopții!

**With Exponea's marketing cloud platform
and expertise, Elefant.ro achieved an outstanding
26.7% growth in revenue per visitor**

From a small online bookstore to a million orders per year

Elefant.ro is a great example of what an e-Commerce business can achieve with the right product range and the right customer approach in place.

In 2010, the company started out as a local online bookstore and has since grown into a local market leader in online retail. With 1.000.000 orders in 2014 alone, 500.000 customers and over 300.000 products in categories from books, through toys, watches, and perfumes, to footwear and accessories, it is only natural for the client to constantly look for tweaks that would increase their store's performance.

During one of our meetings, Constantin Căpănoaia - the CRM Manager at Elefant.ro - mentioned a specific pain point they were dealing with. Over time, customers grew rather immune to sales offers. Data indicated that although visitors to Elefant.ro saw the special offers' promotion, they showed no interest in them.

Keep on reading to find out how our value delivery experts leveraged the sense of urgency to steer customers' attention in the right direction.

Leveraging urgency to create desire

Our value delivery consultants worked with a hypothesis that out of the six commonly used persuasive techniques, creating the sense of urgency will perform best in case of limited discount offers.

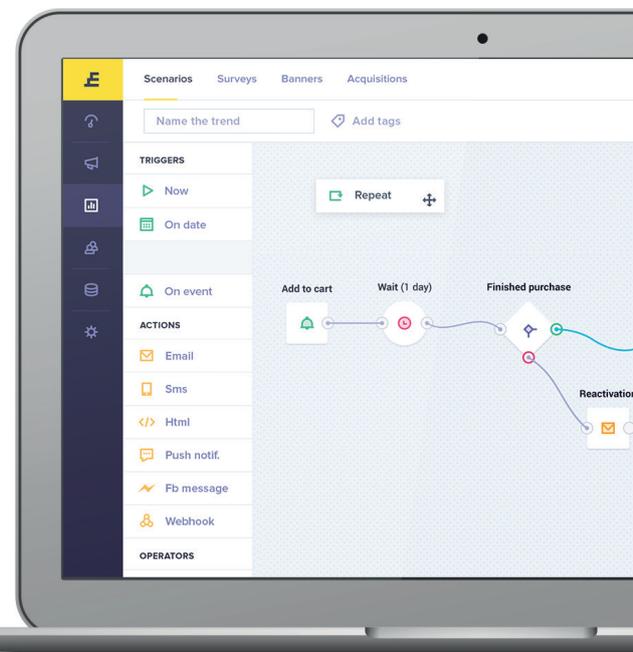
The solution was at our fingertips — we used the flexibility of Exponea Web layers to enrich the special daily discounts with countdown banners, showing each visitor how little time remained until the special price was over.

Exponea marketing cloud is built from scratch to serve as a comprehensive, yet smooth platform to deal with such situations. It comes with an incredibly quick JavaScript, so Elefant.ro could run the banners with no negative impact on their website's load time and with no need to get the IT department involved.



Persuasive techniques can finish the job if someone has shown interest in a product; therefore, we applied one of them to give people the final nudge. While scarcity worked only with specific products, urgency proved to deliver great results across the entire portfolio.

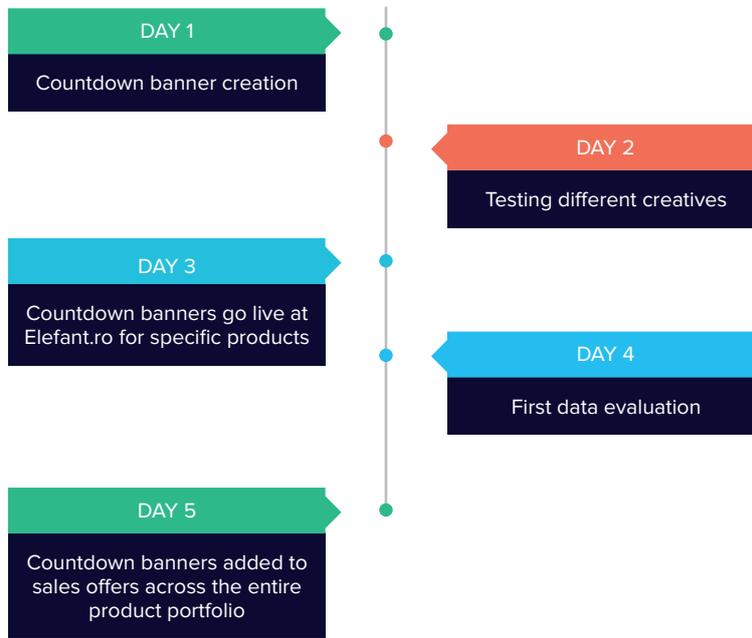
Daniel Viglas, Value Delivery Consultant at Exponea





I never thought it possible to get such great results with so little effort and in such short time. Just when you start to think that your website's performance has peaked, Exponea will show you how things really are.

Constantin Căpănoaia, CRM Manager at Elefant.ro



▲ 37%

Conversion growth

▲ 26.7%

Revenue per visitor growth

5 days

to value

About Exponea

Imagine a platform that **eliminates** all the key reasons for your marketing's **underperformance**.

The lack of comprehensive tools is replaced by one end-to-end solution, slow time to value changes into results within days, and an IT department that is no longer needed in your promotional efforts.

With a team of 80+ professionals operating worldwide, we've built such a platform.

You can find our headquarters in London, the development team in Bratislava, and local offices in Palo Alto, Prague, Moscow, and Melbourne. Clients on 5 continents already share our vision and use Exponea to bring it to life.

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