

Powering Profitable Sales for Techmania.ch

Customer

Techmania.ch is a major player in the highly competitive online market for computers and consumer electronics in Switzerland.



Challenge

Over 90% of Techmania.ch traffic is generated through price comparison sites. Their customers typically buy only the item they have researched and then leave. Prediggo was asked to increase average order values and profitability by turning these "hit and run" buyers into engaged shoppers.

Solution

Prediggo designed an Intelligent Cross Selling strategy for Techmania that covered three key areas.

1. Provide product recommendations in a similar price range to reduce abandoned baskets.
2. Display Accessories and Related Products using our semantic data matching capabilities.
3. Feature Impulse Items and Top Sellers based on user profiling and "Customers Also Bought."

APPLICATIONS

Landing Pages
Internal Search Results
Product Detail Pages
Home or Category Pages
Shopping Cart / Check-out
Reminder Emails / Newsletters

TYPICAL RESULTS

80% Long Tail Items Sold
50% Increase in Basket Size
5x More Page Views
<5 ms to Calculate Recos

INTEGRATION

eShop Platform Modules
Custom API (Java, PHP, .Net)
No Java Scripts
Fully XML Compliant
Up and Running in 2 Days

SOME CUSTOMERS

Payot
Techmania
Dvd-Shop
Exsila
Edipresse Group

GET STARTED

Contact us today for a free
Cross Selling Evaluation.
More info:
sales@prediggo.com
+41 (0)21 550 5135
www.prediggo.com

Gross in der Auswahl, klein im Preis.

Canon 3208B008

Warenkorb
Artikel
Kein Artikel im Warenkorb.
Bestellen
Weiterer Produkte

Bezeichnung:
Canon PowerShot A1000 IS - Digitalkamera - Kompaktkamera - 10.0 Mpix - optischer Zoom: 4 x - unterstützter Speicher: MMC, SD, SDHC-Speicherkarte, MMCplus - Blau

Kategorie:
Digital Cameras Digitale Kompaktkameras

Hersteller:
Canon

Jetzt nur CHF 215.40
Sie sparen 18.96%

Hersteller-Nr: 3208B008
Gewicht: 0.16
Produktsupport: Canon Support
Weitere Infos: PDF Link

Listpreis: 265.8 CHF
unser Preis: **215.40 CHF**
Lager: 0 Stück null
In den Warenkorb

Beschreibung | Spezifikation | Technische Daten | Verwandte Produkte

Canon Digital IXUS 95 221.39 CHF
Sony Cyber-shot 216.67 CHF
Canon DCC-85 - Weiche 24.99 CHF
Canon NB 4-300 34.44 CHF

Performance (November 2009 – January 2010)

- > 150 % Increase in Average Price Per Item added through Prediggo.
- > 100 % Increase in Average Order Value contributed by Prediggo.
- > 11 % % of Purchasers that clicked a Prediggo recommended item.
- > 6 % Prediggo contribution to total sales.

Testimonial

I was skeptical about increasing order size in today's environment, but Prediggo made me believe. Not just because they are paid on increased sales, but also because it works! The best part is that Prediggo is completely "hands-off" for my team, we just sit back and count the extra money!

Andy Gröbli, Managing Director, Techmania AG

