

Prediggo Boosts Exsila Sales and Margin

“Prediggo is an amazing partner helping us boost the visibility of our back catalog and increase customer satisfaction. I’m so satisfied with the service that I’ve deployed it throughout Exsila’s product range.”

“For such a sophisticated technology, it’s surprisingly easy to use. We were able to get it up and running within hours. You simply turn it on, and the magic appears.”

Rouven Küng, CEO Exsila



Intro

Exsila.ch is Switzerland's n°1 site for legal exchanges of media items such as DVDs and Video Games.

The challenge

Making personalized article recommendations on a rapid turnover catalog. On average, items remain available only a few days, and may never reappear.

The solution

Prediggo's patented real time technology does in minutes what other solutions take days to achieve. Prediggo helps Exsila expose back catalog items to all its users while, at the same time, integrating multi-media promotional content.

Achievements

- Customers that click on Prediggo recommendations have an average basket size 43% superior than those that don't
- Over 82% of sales prompted by Prediggo recommendations are long tail items with premium margins
- More than 22% of sales are facilitated by Prediggo recommendations
- The average time to compute a highly targeted recommendation is under 8 milliseconds

Contact us

Prediggo SA, Chemin de la Raye 13, 1024 Ecublens, Switzerland

Phone +41 21 550 5135

Email portenier [at] prediggo com