



When a great deal means a great deal!

A TINYBOOK BY TINYCLUES

Nordic e-commerce leader **CDON** turns to Tinyclues for a new-and-improved connection with customers

DESCRIPTION: Since its creation in 1999, CDON has grown to become the leading marketplace in the Nordics. It's the most recognized e-commerce brand in Sweden, with 100 million visitors each year and a catalog that includes everything from consumer electronics, to home furnishings and toys.

INDUSTRY: Retail

COUNTRY: Sweden

“Tinyclues is perfectly aligned with our mission to be as relevant as possible, and to provide and present products that are really a good fit to our customers’ needs.”

Henrik Jarl
Chief Marketing Officer



CONTEXT & CHALLENGES

Since its creation in 1999, CDON has grown to become the leading online department store in the Nordics. It's the most recognized e-commerce brand in Sweden, with 100 million visitors each year and a catalog that includes everything from consumer electronics, to home furnishings and toys.

As CDON's marketplace has expanded to include outside merchants on top of its own inventory, optimizing their campaign strategy while preserving customer experience have become growing challenges.

Until recently, CDON's weekly campaigns were a combination of batch-and-blast mailings and more targeted campaigns based on in-house segmentation on Responsys. Their CRM strategy was guided by broad product categories and past customer behavior like purchase history, visits, etc. As a result, they found themselves always reaching out to the same people, with the same products and brands.

With a clear mandate and a customer-centric company culture, CDON was on the lookout for ways to increase their marketing relevance and improve the presentation of products to their users. At the same time, they needed to achieve critical business objectives, driving cross-category and cross-brand sales, and meeting demands from internal stakeholders. Beyond just targeting, they were keen to find ways to optimize their weekly campaign schedules.

True to the company's tech-forward, common-sense DNA, CDON marketers quickly recognized the benefits that Tinyclues could bring to their strategy, by helping them to better connect with customers.

When a great deal means a great deal!



SOLUTION & USE CASES

After a brief courtship that included a series of convincing A/B tests, CDON was ready to tie the knot with Tinyclues' Customer Analytics solution. They are now using Tinyclues across all of their campaigns, and within just five months have seen their marketing transformed in significant ways:

- **Scaling the campaign plan:** With strategic insights and improved relevance, they've shifted their approach from broad category-level to product-level campaigns, activating only the most pertinent audiences for any given offer. CDON now uses Tinyclues to optimize existing campaigns, and have added 6 more product-level campaigns to their weekly schedule.
- **Successfully launching new products:** Every year, Apple holds a conference to announce the release of flagship products, and retailers race to launch the new products. For the iPhone 11 release, rather than targeting their entire "electronics" customer segment, CDON got a jump on competitors by using Tinyclues to generate customer demand among the most likely buyers as soon as the phone hit the shelves.
- **Finding inspiration for new campaign topics:** With the "Audience Mapper" feature, CDON now has a strategic view of demand across offers and customers; they're able to check compatibility between offers from their catalog scheduled for the week, and find complementary topics with similar audiences to add to the campaign plan. As a result, they are increasing cross-sell opportunities and diversifying their weekly topics.
- **Changing the way they work around campaigns and adapting to fit local needs:** CDON caters to all four Nordic countries - Sweden, Denmark, Finland and Norway. Because Tinyclues allows for easy campaign orchestration, it has proven especially well-suited to CDON's local marketing process, allowing them to orchestrate more than 70 campaigns per month in 4 languages. With this new level of agility, the team is now organized differently and saves time: while one marketer easily manages all campaign targeting and planning, supported by Tinyclues, the other handles execution on Responsys.

RESULTS

CDON measures Tinyclues' added value through the lens of customer perspective and relevance, and those improvements have translated to major KPI perks across the board:

- **Stronger customer engagement:** +102% open rates and +85% click rates
- **More revenue through better customer reach and scaled campaign plans:** the number of buyers has increased by 31%, and revenue is up by 43%
- **Ability to deliver on any business demands:** Since adopting Tinyclues, CDON's CRM team of three marketers find it much easier to respond to the sales team on requests for specific campaigns. Whether it's excess inventory on a certain product, a high-margin item or a strategic priority, it takes 5 minutes to target and optimize a campaign.

"It's much easier for us to answer the needs of our sales department when they ask if we can help push specific products or categories. For example, if they ask us to promote TVs, we can use Tinyclues' insight features to find which other complementary products we can add to the campaign plan. If computers have a similar audience, we can go see the computer category managers to see which products they want to push."

- Magnus Bark, CRM Coordinator, CDON.com

Contact us to learn more!

Or contact one of our Customer Success Managers at success@tinyclues.com

 @tinyclues

 [linkedin.com/tinyclues/](https://www.linkedin.com/company/tinyclues/)