

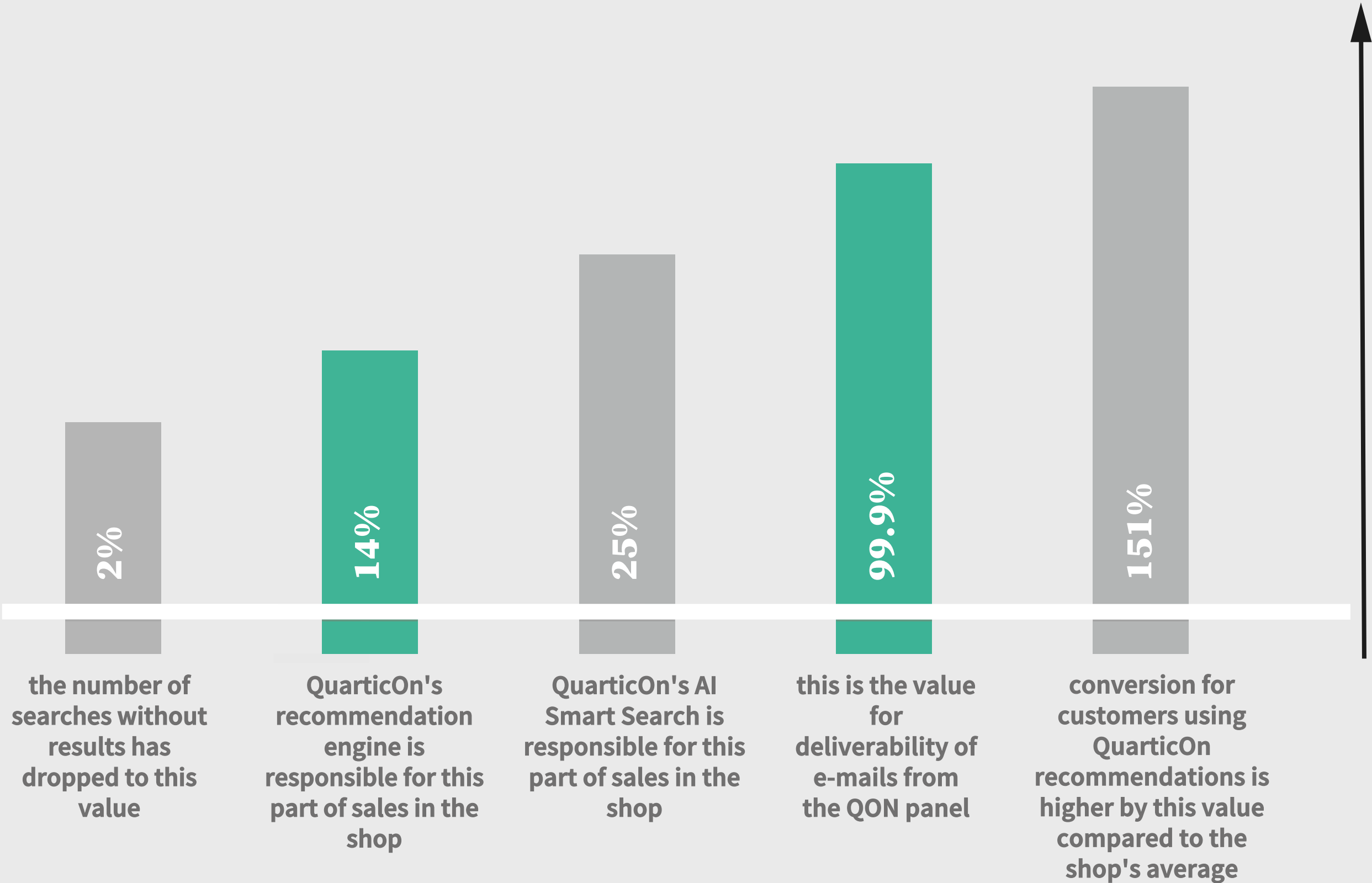
CASE STUDY

THE IMPLEMENTATION
OF QUARTICON TOOLS
IN

DUKA



RESULTS OF APPLIED SOLUTIONS *



*Data for the time period: October 2020 (QuarticOn) compared to January - September 2020 (competitors' solutions)



ABOUT DUKA

The challenges posed by DUKA to QuarticOn is:

- **Boosting conversion by improving the products search process and increasing user engagement on the shop's website;**
- **Increasing the effectiveness of communication with customers;**
- **Finding a solution to an issue related to blocking cookies and 3rd party scripts of the previous MA system by AdBlock programs.**

DUKA is a brand of the interior design sector which originated in Sweden. Its assortment comprises small household items and interior design elements, mainly destined for the kitchen and dining area. It has been on the Polish market since 1999 – currently over 60 shops are open in the best shopping centers in Poland. DUKA's recognition is due to high-quality products and unique patterns derived from the Scandinavian design school. The brand is faithful to tradition, but can combine it with a modern approach, thanks to which it remains open to the latest technologies.

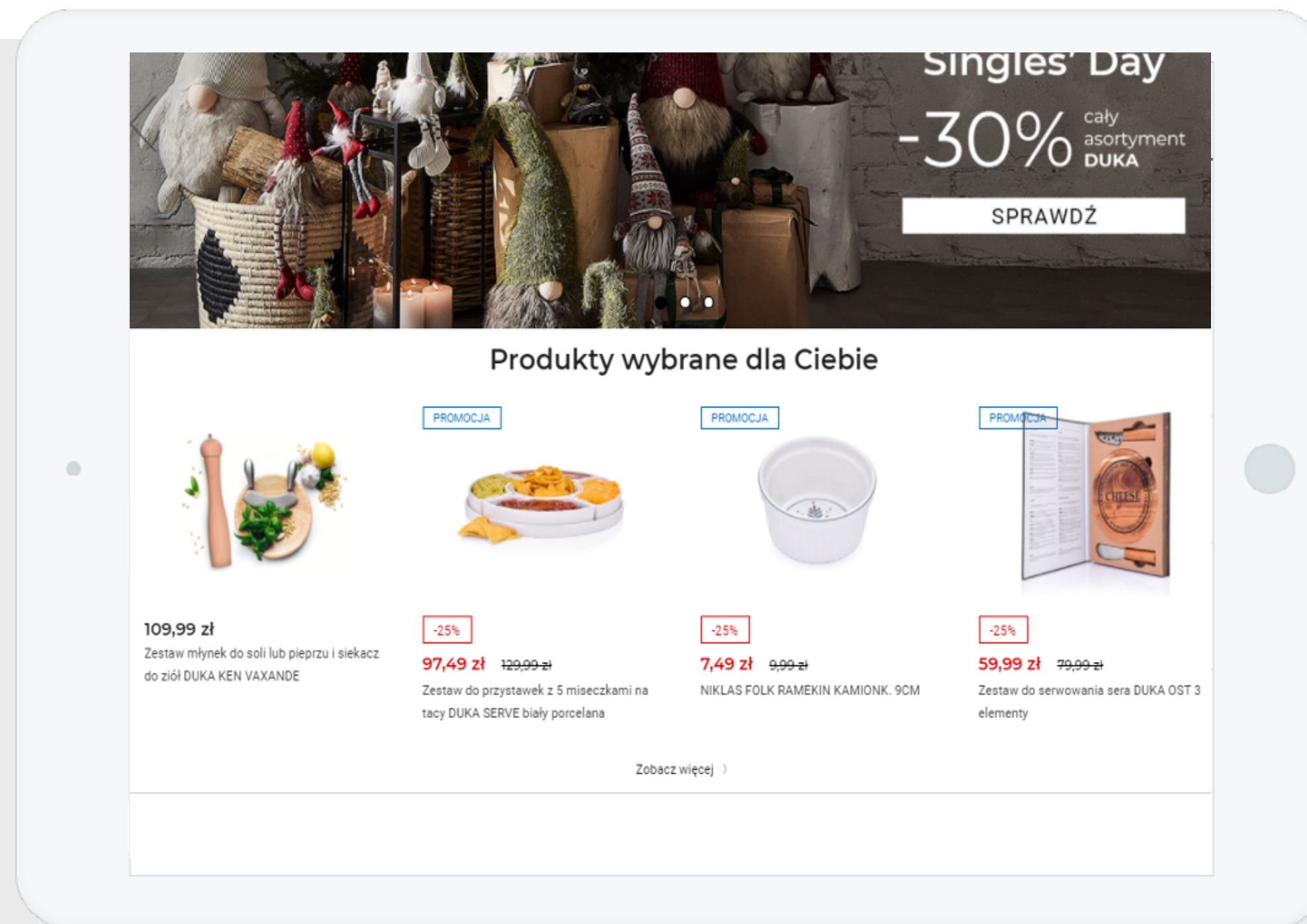


IMPLEMENTED QUARTICON SOLUTIONS

PRODUCT RECOMMENDATION ENGINE

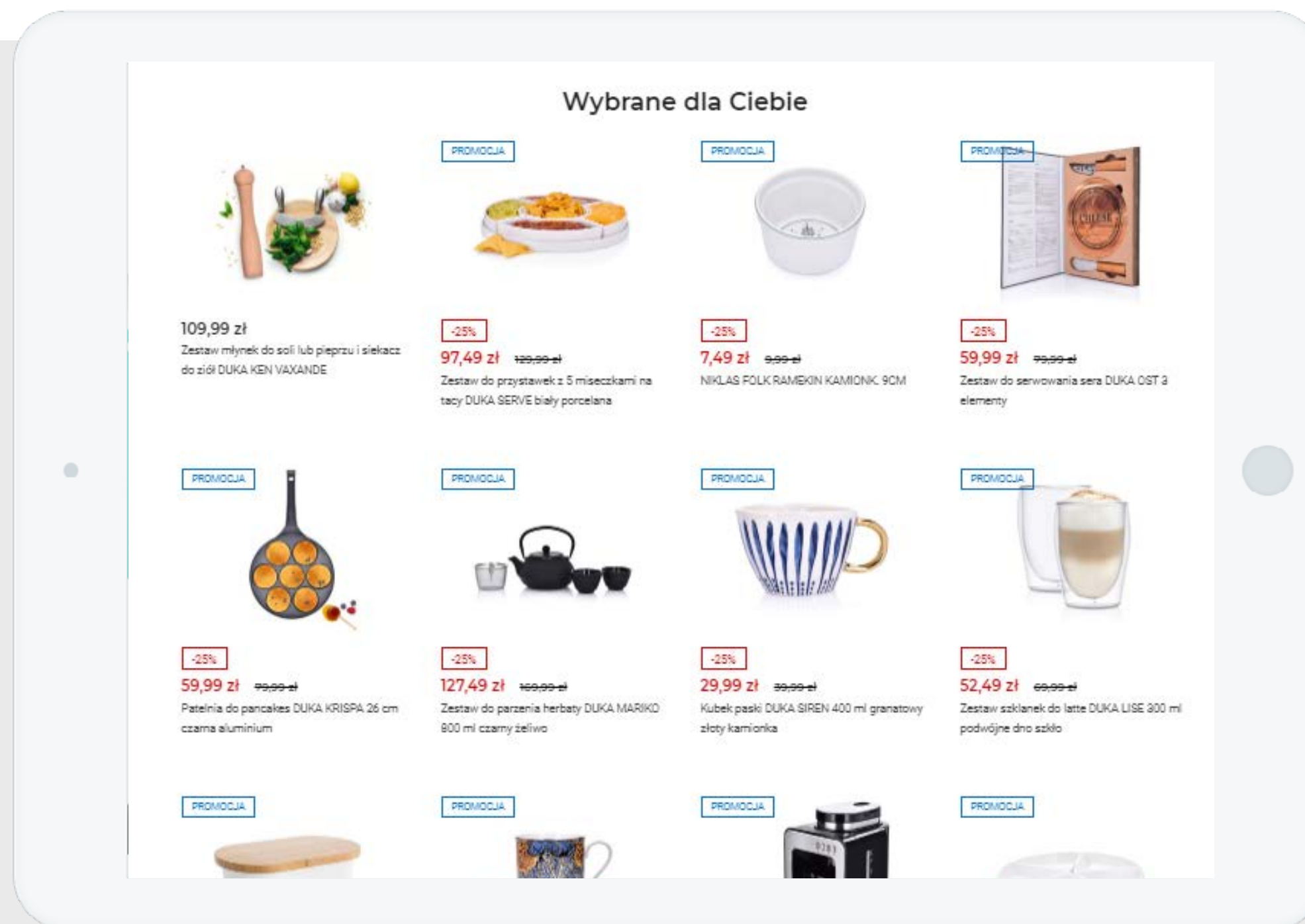
DUKA wanted to increase user engagement on the shop's website, and personalisation of the product offer is the first and most important step towards this goal. Our solution makes it possible to **personalise the entire space of the online shop** thanks to intelligent algorithms that track the behavioural data of each customer, create separate shopping profiles for them, and then display products **tailored to their needs, interests and expectations**. They are displayed in special frames, which, placed in strategic places on the shop's website, **take over the role of an invisible advisor, trigger an additional purchasing impulse and encourage further exploration of the offer**.

The effectiveness of the tool can be measured in the QuarticOn customer's panel, thanks to which the client is able to analyse efficiency reports, check the value of the most important KPIs and refresh the appearance of frames.

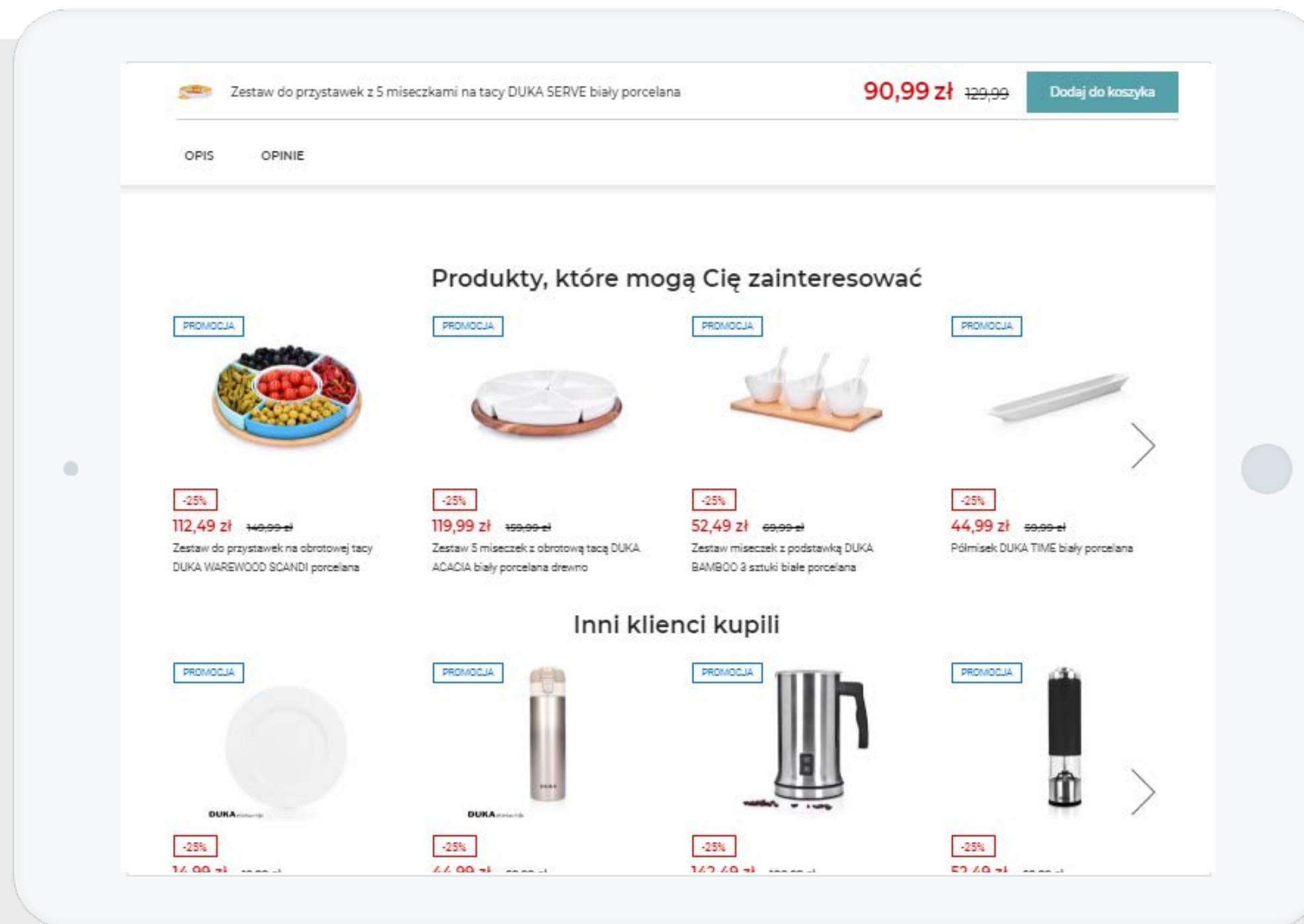


QUARTICON

frame with the **Recommended for you** logic on the home page; clicking on "View more" redirects a user to a personalised landing page

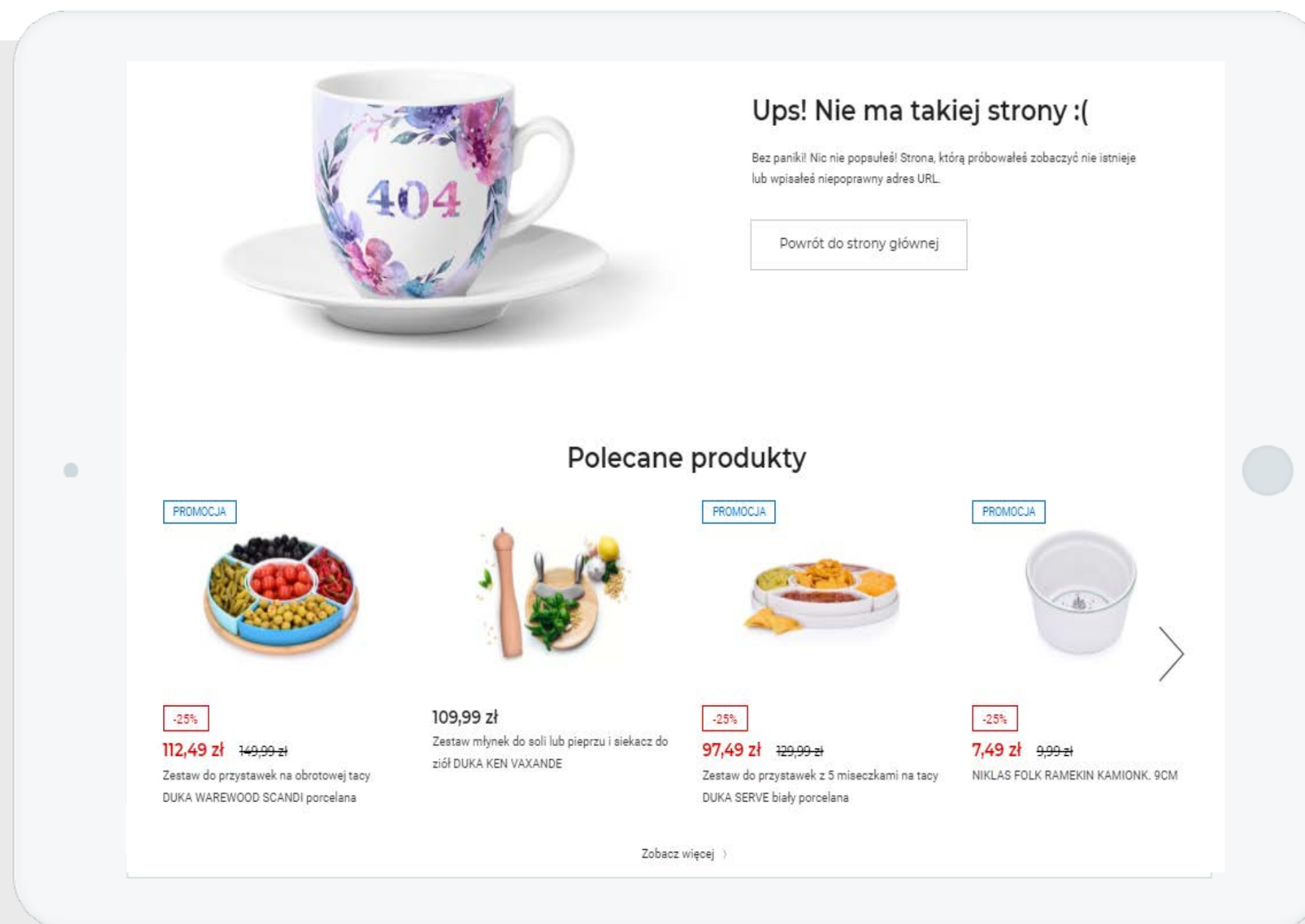


landing page personalised for each user, additionally equipped with an infinite scroll



QUARTICON

frames with the **Similar products** and **Cross-selling** logic on the product page



frame with the **Recommended for you** logic on the 404 error page

RESULTS FOR SESSIONS WITH CLICKS ON FRAMES

	previous solution provider	QON	improvement
conversion	2.41%	4.2%	by 74%
higher than the shop's average	128%	151%	by 18%
PSV (Per-Session Value)	5.83	8.87	by 52%
higher than the shop's average	142%	167%	by 18%

AI SMART SEARCH

AI Smart Search is our reply to the challenge of increasing conversion by improving the product search process. We divided the “improving” into prime factors, identifying the most important features that a search engine should have: **quickness, accuracy and flexibility**, i.e. the ability to fit in with the goal of a given e-business. DUKA has decided to implement the Plus functionality package.

The effectiveness of the tool can be measured in the QuarticOn customer's panel, which is equipped with extensive statistics (charts for individual indicators, number of searches, traffic source, phrases without results), phrases and products report, and a synonym management tool.

QUARTICON

SMART SEARCH

A small search engine (autocomplete) with an additional function of displaying hints...

INSPIRACJE **PROMOCJE** KARTY PODARUNKOWE tal | 🔍



Produkty wybrane

TAL DUKA	 TRZEPACZKA DUKA SKARP STAL NIERDZEWNA -30% 13,99 zł 19,99 zł
TAL STAL	
TAL NIERDZEWNA	
TALERZ	 WYKRAWACZ DO OWOCÓW DUKA SKARP STAL NIERDZEWNA -30% 9,09 zł 12,99 zł
TAL PORCELANA	
TAL BIAŁY	
TAL SREBRNY	 TŁUCZEK DO ZIEMNIAKÓW DUKA SKARP STAL NIERDZEWNA -30% 13,99 zł 19,99 zł
	 ŁOPATKA KUCHENNA DUKA SKARP STAL NIERDZEWNA -30%

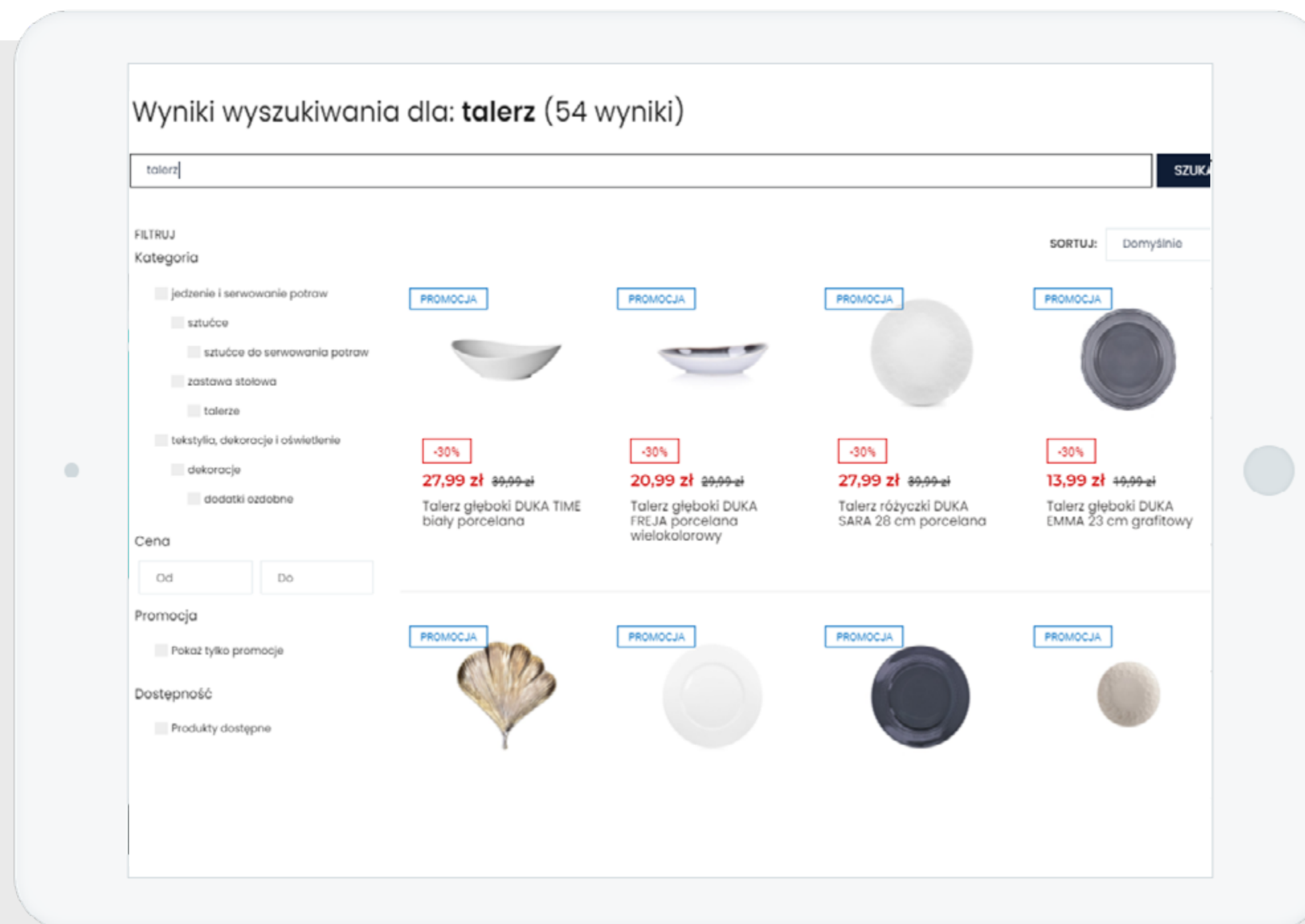
SMART SEARCH

...managing synonyms, recognising errors and various language forms in typed entries.

KARTY PODARUNKOWE

mizka

MIZKA DUKA	 TŁUCZEK DO MIĘSA DUKA SKARP STAL NIERDZEWNA -30% 27,99 zł 39,99 zł
MIZKA MISKA	
MIZKA STAL	
MIZKA BIAŁA	 MISKA RÓŻYCZKI DUKA SARA 600 ML PORCELANA -30% 20,99 zł 29,99 zł
MIZKA BPA	
MIZKA CIRQULA	
MIZKA CZARNA	 MISKA DO GRILLOWANIA Z UCHWYTAMI DUKA GRILL 28 CM CZARNA STAL -30% 34,99 zł 49,99 zł



QUARTICON

full search engine results page (SERP) with advanced filtering and sorting

RESULTS FOR SESSIONS WITH PRODUCT SEARCH



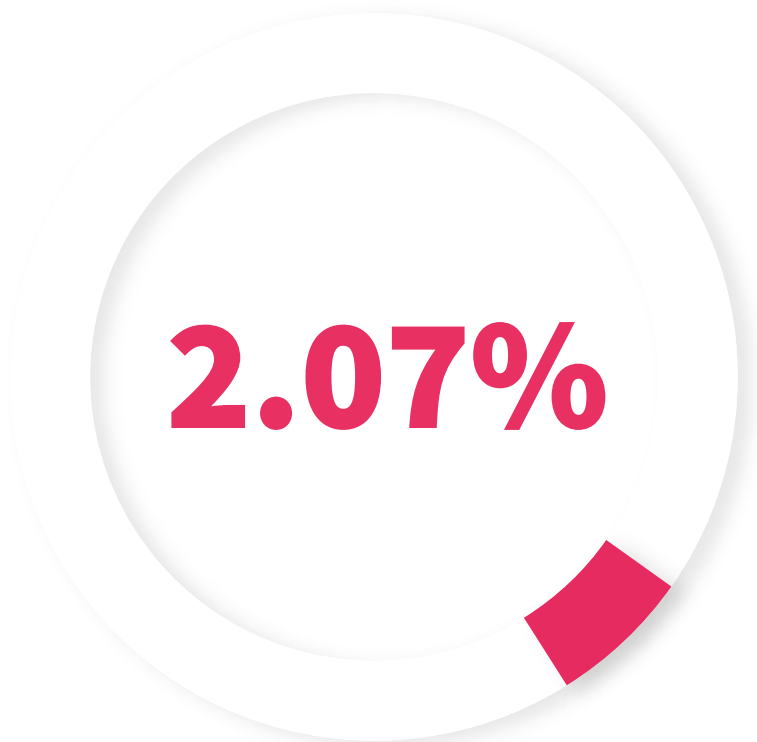
25%

AI Smart Search is
responsible for this part
of sales in the shop



12%

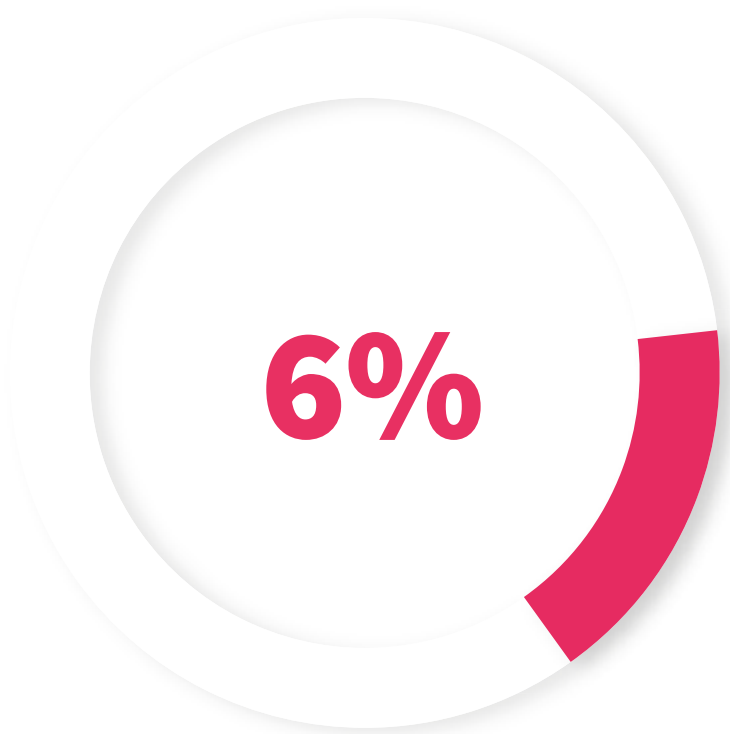
this is the value for
the average CTR
(click through rate)



2.07%

that is the value for the
conversion rate (purchase of
the product after clicking in the
search results)

RESULTS FOR AUTOCOMPLETE

A donut chart with a white background and a grey border. A small segment of the chart is filled with a vibrant pink color, representing 6% of the total.

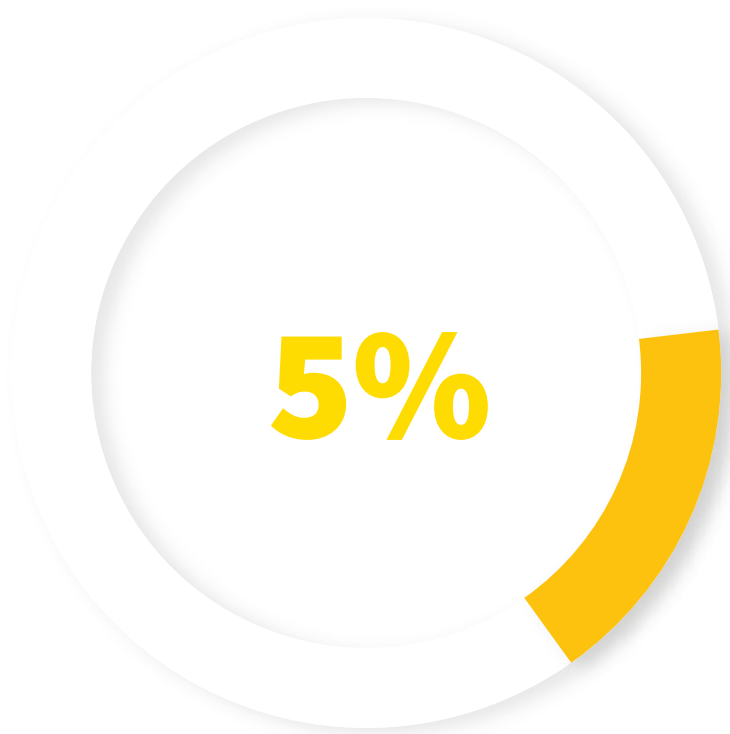
6%

responsible for that part of
sales generated by
AI Smart Search

A donut chart with a white background and a grey border. A very small segment of the chart is filled with a teal color, representing 1.45% of the total.

1.45%

responsible for that part
of **CTR (click through
rate)** generated by
AI Smart Search

A donut chart with a white background and a grey border. A small segment of the chart is filled with a bright yellow color, representing 5% of the total.

5%

responsible for that part of
conversion generated by AI
Smart Search

MARKETING AUTOMATION

Our marketing automation tool makes it possible to create **banners, pop-ups and cyclical e-mail campaigns as well as one-time newsletters** for all or specific, **defined groups of recipients**. Thanks to this functionality, message recipients receive content consistent with their previous purchasing history, interests or activities on the shop's website. Our client decided on newsletters and a pop-up combined with a recommendation frame that appears after the user adds the product to the cart.

Thanks to the QON customer's panel, our client can ensure message deliverability thanks to the UTM configuration and the list of senders, check the statistics of clicks on links from e-mail messages thanks to the link heat map, and compare the effectiveness of all selected forms of communication by monitoring the most important KPIs, such as CTR or conversion.

```

205         </table>
206     </td>
207 </tr>
208 <tr>
209     <td style="font-family:'Montserrat', Arial, sans-serif;
210     Oferta obowiązuje w Salonach DUKA do 04.11.2020
211     <br/>
212     Oferta dotyczy produktów DUKA w cenie regularnej.
213     </td>
214 </tr>
215 </tbody>
216 </table>
217 <table style="" width="100%" cellpadding="0">
218     <tbody>
219     <tr>
220         <td style="padding-top:0px; text-align:center; width:100%;>
221             <a href="https://rec.qon.duka.com/c.php?c=5bd59b3de2dc24" >
222                 
223             </td>
224     </tr>
225     <tr>
226         <td style="font-family:'Montserrat', Arial, sans-serif;
227         Apetyt rośnie w miarę jedzenia,
228         <br/> a rabaty w DUKA powiększają się w miarę kupowania
229         <br/>
230         <br/>
231         <span style="font-weight:700;">10% za zakupy powyżej :
232         <br/>20% za zakupy powyżej 200 zł
233         <br/>30% za zakupy powyżej 300 zł</span>
234         <br/>

```

DUKA



DRUGI PRODUKT

-50%

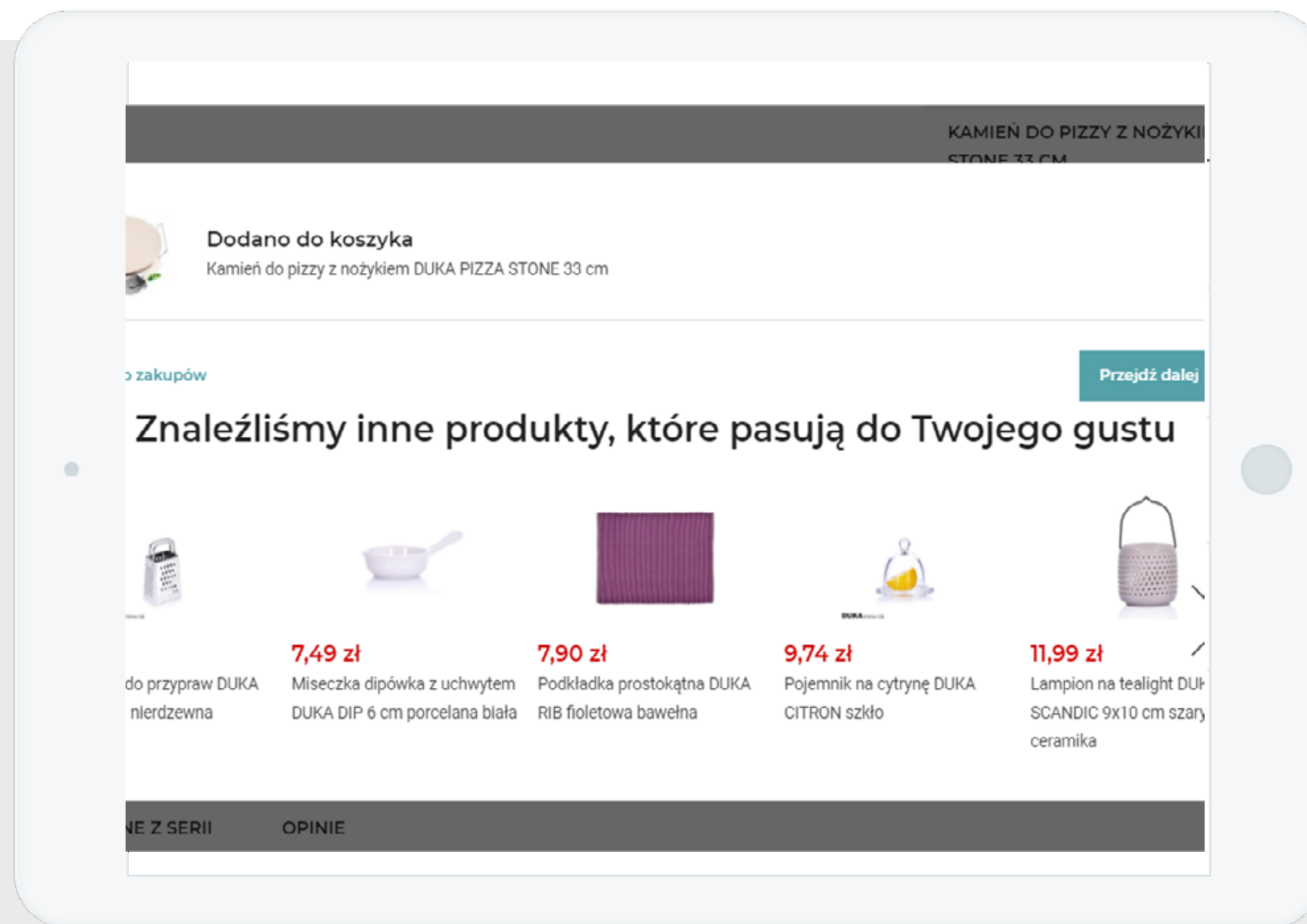
na cały asortyment DUKA

ZNAJDŹ SALON

Jesienna herbata w towarzystwie smakuje o wiele lepiej!
 Dlatego teraz w DUKA mamy dla Ciebie rabat!
 -50% na drugi produkt!

ZNAJDŹ SKLEP

HTML wizard for creating mailing campaigns and newsletters



pop-up that appears after adding the product to the cart

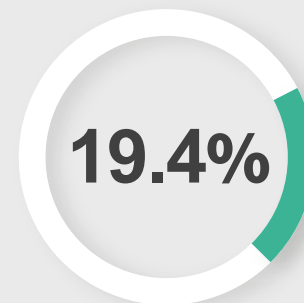
QUARTICON

RESULTS FOR E-MAIL MARKETING

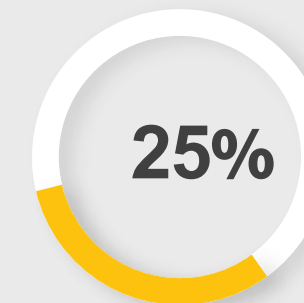
	previous solution provider	QON	improvement
conversion	1.16%	1.58%	by 36%
bounce rate	32.49%	19.32%	by 68%



this is the value for deliverability of e-mails from the QON panel



this is the value for the average CTR (click through rate)



this is the value for the open rate

TECHNOLOGY BASED UPON 1ST PARTY COOKIE

99% of marketing automation and personalisation tools available on the market are based on scripts and third-party cookies that are blocked by users, Adblock programs, antivirus programs and browsers, including Chrome coming soon. As a result, they lose their effectiveness and lead to a decrease in revenues. Thanks to the change of the domain to the 1st party, DUKA kept both her money and knowledge about the users, all without complicated development work.

CUSTOM SOLUTIONS

Our offer includes many functionalities that perfectly match the needs and purpose of each e-business. Yet we remain open to suggestions and custom solutions in line with the vision of an individual customer. For DUKA, we have implemented a sticky header and an external landing page with the newsletter subscription form.



GWARANCJA DOSTAWY PRZED ŚWIĘTAMI! JESZCZE ZDĄŻYSZ!

 39,99 zł Kubek DUKA SIREN 300 ml łososiowy kamionka	 159,99 zł Chlebak z deską do krojenia DUKA KITCHEN 37x21x17 cm szary melamina	 69,99 zł Młynek do soli lub pieprzu elektryczny DUKA SPICE stal nierdzewna	 169,99 zł Garnek do gotowania na parze DUKA ESKIL 5200 ml srebrny stal nierdzewna
 24,99 zł HORN KUBEK 500ML BIAŁY, CZARNY JELEŃ	 139,99 zł Misa salatkowa z podstawą DUKA ACACIA 3000 ml biała porcelana	 129,99 zł Suszarka do naczyń DUKA FINT 40x31x14 cm czarna stal	 12,99 zł SMAK STEPEL DO CIASTEK GWIAZDKA
 PROMOCJA	 PROMOCJA	 PROMOCJA	 PROMOCJA

QUARTICON

sticky header

SEKRETNA OFERTA DUKA TYLKO DLA CIEBIE!

Zapisz się do newslettera i
odbierz rabat 50 zł na pierwsze
zakupy

Jak możemy się z Tobą kontaktować

imię



Podaj swoje imię

e-mail



Podaj swój adres email

telefon



Podaj swój numer telefonu

kod pocztowy



Podaj swój kod pocztowy



Tak, chcę otrzymywać informacje o promocjach DUKA i inne informacje handlowe. (pokaż więcej)

external landing page with the newsletter subscription form

IMPLEMENTATION PROCESS

THIS IS HOW LONG TOOK THE
OVERALL IMPLEMENTATION
PROCESS INCLUDING
CONSULTATIONS AND
ONBOARDING

4 weeks

AND ONLY THESE ACTIONS HAD
TO BE TAKEN BY THE CUSTOMER
ON THEIR SIDE:

- pasting the QuarticOn script into the code of the website
- delivering product feed
- delivering transaction history
- registering domain for 1st party cookie
- configuring SPF for e-mail campaigns
- delivering the site for landing page
- delivering the site for SERP

WERE COVERED BY THE
IMPLEMENTATION OF ALL
QUARTICON SOLUTIONS

7

several dozen functionalities

FEEDBACK FROM DUKA

*After testing various solutions available on the market, DUKA decided to return to QuarticOn tools. It was a novelty for me, because I recently joined the team, but I can confidently say that at the first contact I was captivated by the quality of customer service, and this cannot be replaced by any sales and marketing jargon or numbers on the invoice. It is also worth noting that the customer's panel itself is user-friendly and its operation is straightforward. We approached the implementation comprehensively, deciding on the full offer. Thanks to this, we have a holistic view of what has changed and what the effects are, and these are really impressive. First of all, in the first month after the implementation of the recommendation engine, **sales increased by 11%**, and after the implementation of AI Smart Search **by another 14%**. The statistics show that customers stay longer on our website and more often **finish their visit by placing an order**. This is mainly due to the personalisation of the offer, the elimination of empty searches and effective communication. However, the biggest surprise for us is the **40% increase in the total number of users** who use the modern tools - this is thanks to the 1st party cookie integration. Congratulations to QuarticOn on flexibility and good market research!*

— **Aleksandra Burdon**

Performance Marketing Senior Specialist

Over 300 e-shops in 20 countries including

APART

SPORT



VISION

4F



WITTCHEN

onlyhomeTM.co.uk



British Corner Shop
British Food, Delivered Worldwide



CHILTERN OAK
FURNITURE STORE

...already trusted us.



Contact us!



sales@quarticon.com



<https://quarticon.com/en/>



<https://www.linkedin.com/company/quarticon/>



Find us on e-commerce platforms

