KAVE HOME

Transitioning from transactional marketing to relationship marketing.

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Success Story Kave Home.

This is how one of the leading furniture and design eCommerce platforms in Spain transformed their marketing strategy, reactivating 20% of their inactive users, retrieving 10% of their abandoned shopping carts and reaching a 70% opening rate in some of their segmented email campaigns.

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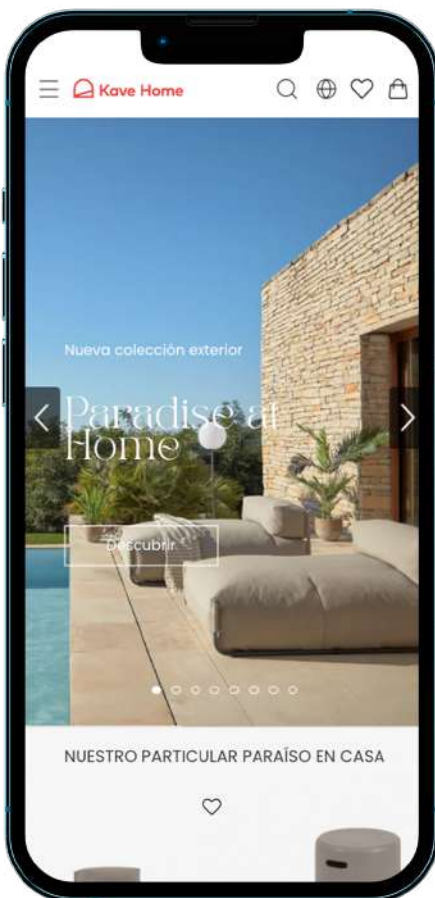
About Kave Home

Kave Home is a leading Spanish brand specialized in the design, production and distribution of furniture in more that 80 countries.

They strive to create quality design items while offering flawless customer service. Kave Home owns five R&D centers across four different countries, as well as a 30,000 m2 logistics center and a sofa manufacturing facility in Spain.

After four decades of experience, they've become established as an industry leader. Nowadays most of their products are sold through their own eCommerce site.

In 2021, Kave Home sold products worth €112 million, with a 60% increase compared to the previous year.

Years in Business	Number of Countries They Operate in	Logistics Center Size (in m2)	2021 Revenue
38	80	30,000	112 €M

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Context

In 2019, Kave Home decided to take the leap from their usual transactional marketing strategy to a new relational marketing approach. The goal was to reach their customers in a more personalized way via online and offline.

Kave Home had tried another marketing automation tool before, but at the beggining of 2021 they started using Connectif. They chose our SaaS because it provided:

Integration Ease

They aimed for a quick, easy process to launch their automation strategy as soon as possible.

Usability & Autonomy

The goal was to find a platform that could be managed without the help of IT teams.

Customer Support

They needed a partner with good communication and excellent question solving skills.

The goal was to establish a relationship marketing strategy that wasn't merely focused on a transactional approach

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Success

> "Integration was a capital step for us. Data and user activity traceability had to be ensured."

Joel Espuña - Automation Manager

Main achievements derived from the use of Connectif:

20 %

dormant customer reactivation rate.

+10 %

increase in **abandoned cart** retrieval rates.

12 months using Connectif as a marketing automation platform were enough for Kave Home to notice a dramatic increase in their results.

70 %

Open Rate in segmented campaigns.

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How Did They Do It?

Ease of integration was key for Kave Home. They wanted to flawlessly implement Connectif into their eCommerce platform so they could maximize the tool's benefits to reach three main goals:

Content Personalization	Client Reactivation	Abandoned Cart Retrieval
+	**+**	**=**

Connectif made it possible to automate actions that increased profitability and repeat purchase rate.

Action Plan

Connectif's Solutions

The technology provided by Connectif enabled Kave Home to seamlessly go through their five-step key strategy. Efficency was increased throughout the whole process. Thanks to precise client data collection, strategic client segmentation and marketing automation, results were improved and profitability increased.

01

Digital Footstep Tracking
The platform tracked the users' behavior on the site in detail and collected their data for ulterior analysis.

02

Segmentation
Connectif allowed to locate clients that hadn't made a purchase in a certain amount of time and designed personalized reactivation strategies.

03

Personalization
Content delivery tailored to different client segments was key to motivate purchases and produce recurrence.

04

Time Management
Impacting users who had products in their shopping carts at the right moment was possible thanks to the tool. This, in turn, sped up purchasing decision.

05

Automation
Effective sequences were automated to retrieve abandoned shopping carts and reactivate dormant customers.

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Action Plan

Goal #1

_____

Reactivating dormant customers.

01

Action Plan

Goal #1

How did 20% of the users come back after their last order?

One of Kave Home's main goals was to reach out to identified customers who had already placed an order in the past to encourage them to shop again. Loyalty and purchase recurrence were two crucial concepts for them.

By using Connectif, the team at Kave Home was able to discover how much time had passed since their last purchase and plan their next relational marketing move accordingly.

The reactivation strategy was based on a sequence of two emails. The first one was sent three months after their first purchase. The second was delivered three months later (six months after the last purchase date). These emails included personalized messages for the users with product recommendations based on their last purchase. Applying this strategy resulted in a 20% increase of client reactivation.

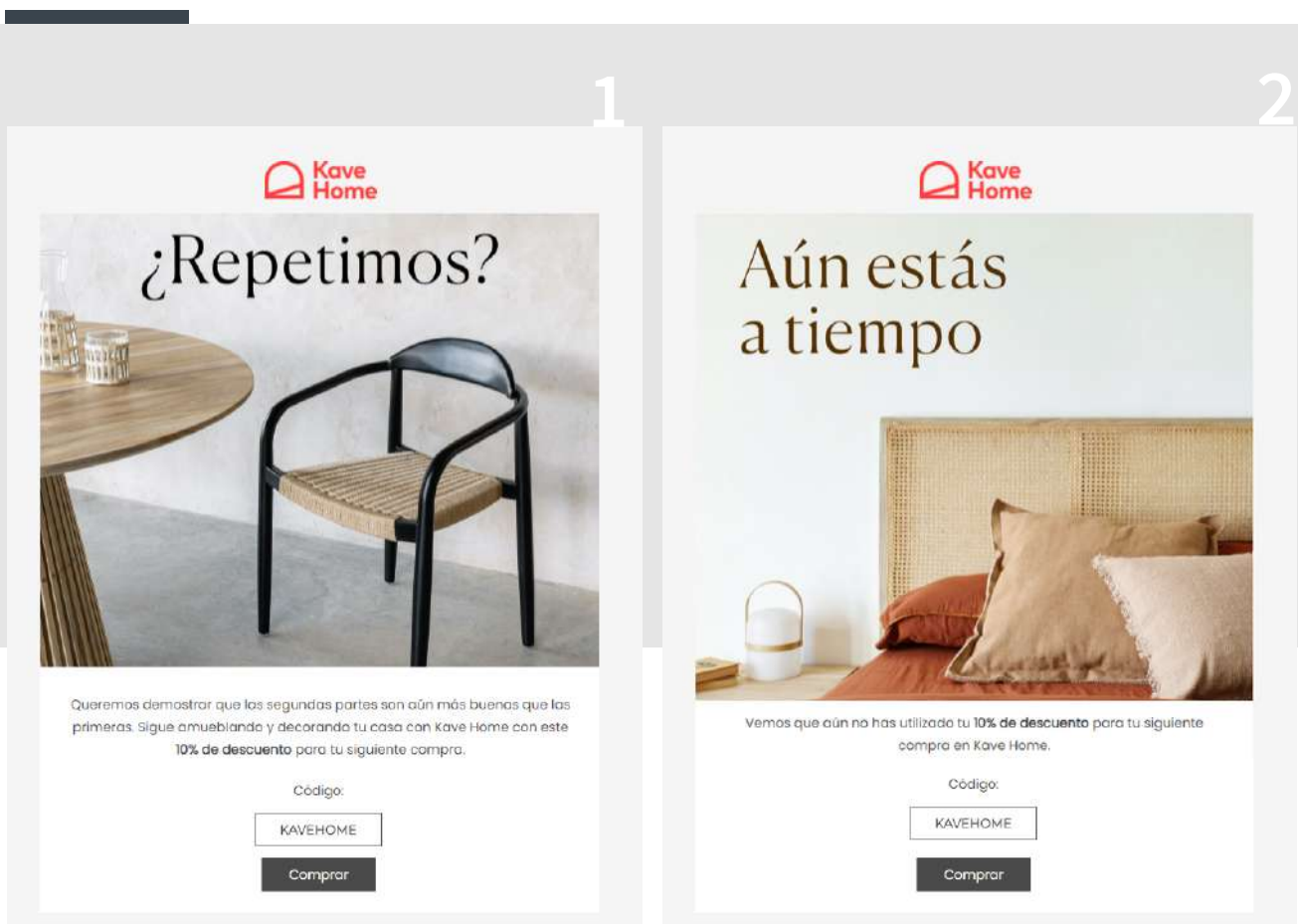In addition to this, good opening and interaction email results were attained.

+20 %

Dormant user reactivation.

Remarkable reactivation rates were achieved through the automation of email sequences with recommendations.

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Action Plan

Goal #1

Customer Loyalty-Building Via Email.

According to Statista, over 30% of the furniture retail marketing revenue is derived from online sales. This means that, once a user completes a purchase online, it is crucial to work on the client-brand relationship to promote brand-belonging, build loyalty and get recurring purchases. Inspiring the client with new collections that fit their tastes and needs or products related to articles included in a previous order is an effective strategy. Taking from this idea, Kave Home sent an initial follow-up email with a discount code three months after their latest purchase. Three months later, a reminder was sent again if the customer hadn't completed a new purchase, as shown in the image above.
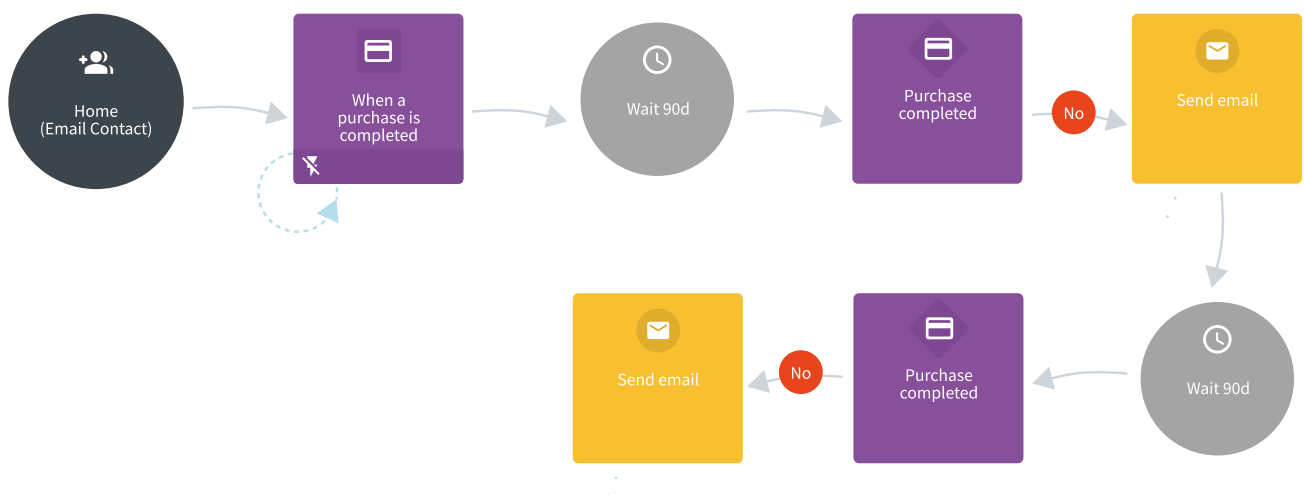
Action Plan

Goal #1

Workflow with Reactivation Funnel.

Thanks to the workflow shown below, Kave Home delivered an automated email three months after the client had made their last purchase. The goal was to have a second order completed. If the client didn't make a purchase over that period, a second email was sent to reinforce the message.

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Action Plan

Goal #2

Retrieving abandoned shopping carts.

02

Action Plan

Goal #2

How were 10% of the abandoned shopping carts retrieved?

To get this result, an automated email sequence strategy was activated. If the client didn't make a purchase in the 4 days following the first email, an additional message was sent. The last email message included a coupon code to create purchase urgency.

This strategy was based on a simple fact: that the purchase completion process for a Home & Furniture user is usually long. Additionally, many abandoned shopping carts were created by the users as a wishlist when they were discovering the different products available at the store.

Kave Home estimated that purchase decisions could take one or two weeks, as customers might be checking and comparing on rival websites. Taking this into account, they found that constant communication with the client throughout this period was an effective strategy to discourage them to shop elsewhere.

The final results were remarkable: the company ended up retrieving 10% of the carts that had been abandoned over the last year - over 7% of online sales were attributed to this and the average email open rate was of 70%.
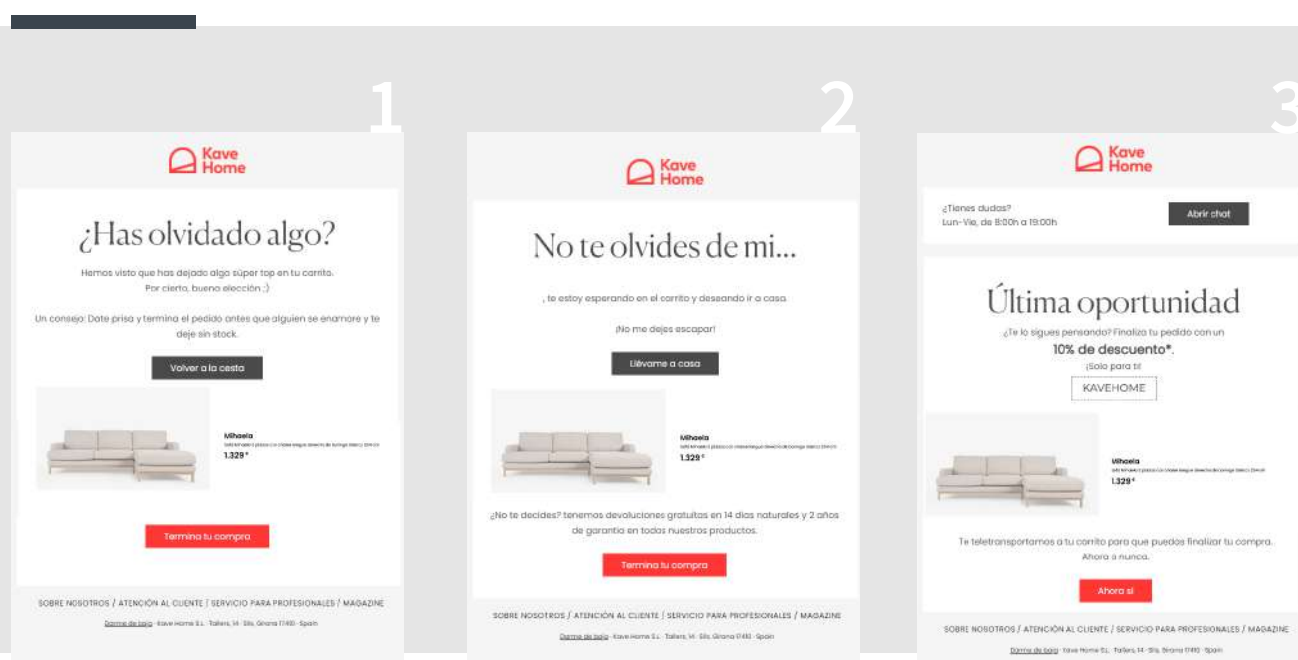
+10 %

Abandoned cart retrieval rate.

The delivery of an email sequence and the use of coupons led to an increase in cart retrieval and client loyalty.

Action Plan

Goal #2

Funnel Strategy.

An email sequence funnel was the ideal strategy to stay with the user throughout the purchase decision process. Furniture buying tends to be non-compulsive when compared to other types of items from other markets; that's why sequential messaging seemed to be the most effective choice.

Purchase Urgency.

Users that hadn't made a purchase in 8 days after abandoning their shopping carts were offered coupon codes as a last call to action. The discount created urgency and encouraged the client to make a purchase decision, avoiding the final neglect of their shopping cart.

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Action Plan

Goal #2

Workflow with Cart Retrieval Funnel.

In order to retrieve abandoned shopping carts, Kave Home used a funnel workflow that included a three-step email sequence. The first email was delivered an hour after the cart was abandoned. 4 days later, a second reminder was sent if a purchase hadn't been completed. Finally, if an order wasn't placed during the following 4 days the client received a "Last Chance" email that included a coupon code.
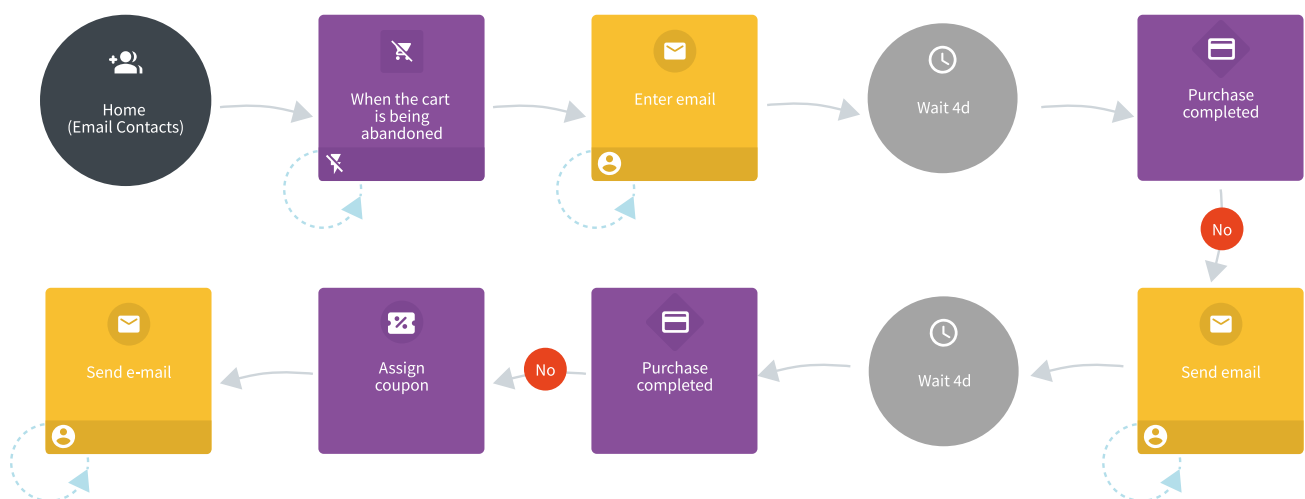
Final Thoughts

No matter the industry, data is no longer just a way to support the business – it practically *is* the business. So it's never been more important for eCommerce businesses to increase the quantity and quality of the first-party data they gather and retain. With it, they can explore new ways to increase customer engagement, conversion rates and, as a result, compete more effectively in the market.

In today's innovative marketing landscape, data is an engine of growth that companies must place at the heart of their strategy if they want to get results.

Data is a key factor in every successful marketing strategy

Within this new context, the right technology is a must for any forward-looking ecommerce business looking to gather big data successfully and use it intelligently. There's no doubt that the Data First concept – first gather data, then act – represents a huge opportunity.

Data is fuel for marketers, so why not let them access it directly, use it, and launch strategies without depending on the IT department for support? This is exactly what Connectif does.
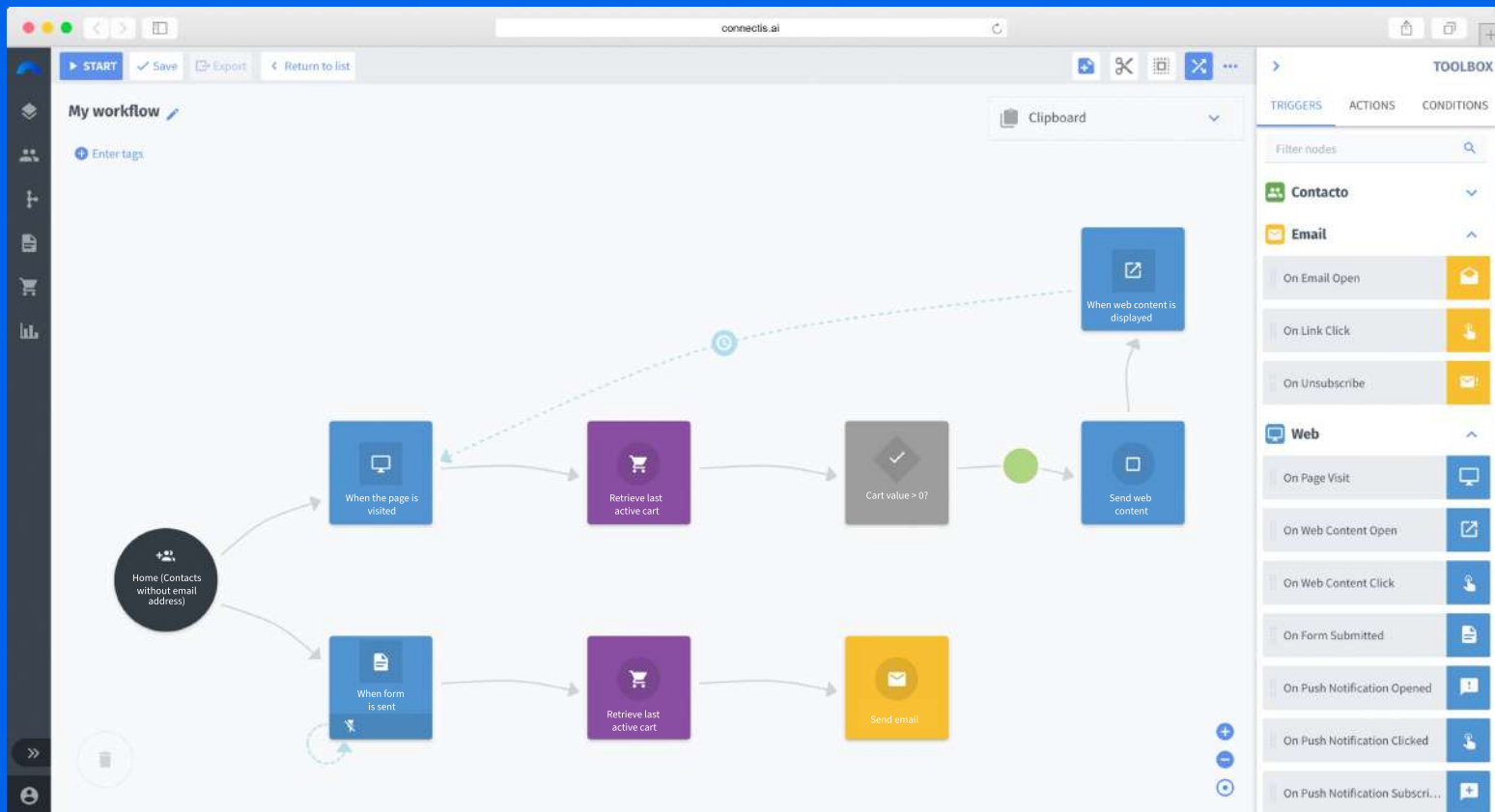
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Want to be featured as our next Sucess Story?

Connectif is the technology that enables eCommerce businesses to respond instantly and in context to customers' needs, boosting opportunities for sales and loyalty throughout the journey.

Turn your eCommerce site into a unique experience

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Set new standards for your e-commerce

Connectif helps businesses boost their results up to...

+28%
conversion rate

+50%
retrieved
shopping carts

+22%
average
order value

+33%
more likelihood
of interaction

+33%
more
leads

Our Benefits

Now, you can track your customers' digital footprint for a much more empathetic and effective sales funnel that increases your conversions. Data is the foundation of any effective automated marketing strategy.

✔ Simple and user-friendly interface (no code).

✔ Integrated with any ecommerce platform.

✔ Omnichannel marketing in a single platform.

✔ Hyper-personalization for web, email, push, sms...

✔ ABX Test.

✔ Unlimited Customer Journeys.

✔ Analysis of trends over time.

✔ Dynamic audience updates.

✔ Digital journey of registered and unregistered users.

✔ Conversion of anonymous to identified customers.

✔ KPI prediction and other actionable metrics.

✔ Removal of data islands.

With no long-term commitment and plans that suit your activity volumes.

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Looking for a platform that gives you the power and autonomy to manage big data and optimize your customer journey? Want to boost sales, recurrence and profitability of your eCommerce site?

Request a Demo