



# How Extreme Digital Transformed Omnichannel Customer Experience to Drive Revenue

Within one year, Extreme Digital achieved:

**+32%**

Average order value

**40%**

Active customers in database

**15%**

Loyalty customers in database

**13x**

Repeat purchases from loyalty customers



“

With Emarsys, it's much easier, because we see the results in a day or two, and we can decide more quickly, and we can analyze the data more quickly. And actually, what we are doing now that we're using Emarsys as a secondary analysis system, and we are putting the data next to our sales data, we now see the correlation in parallel, like in daily business. So it's very helpful for making quick decisions, and also a very quick improvement, even in a campaign or during a campaign, which we launched.”

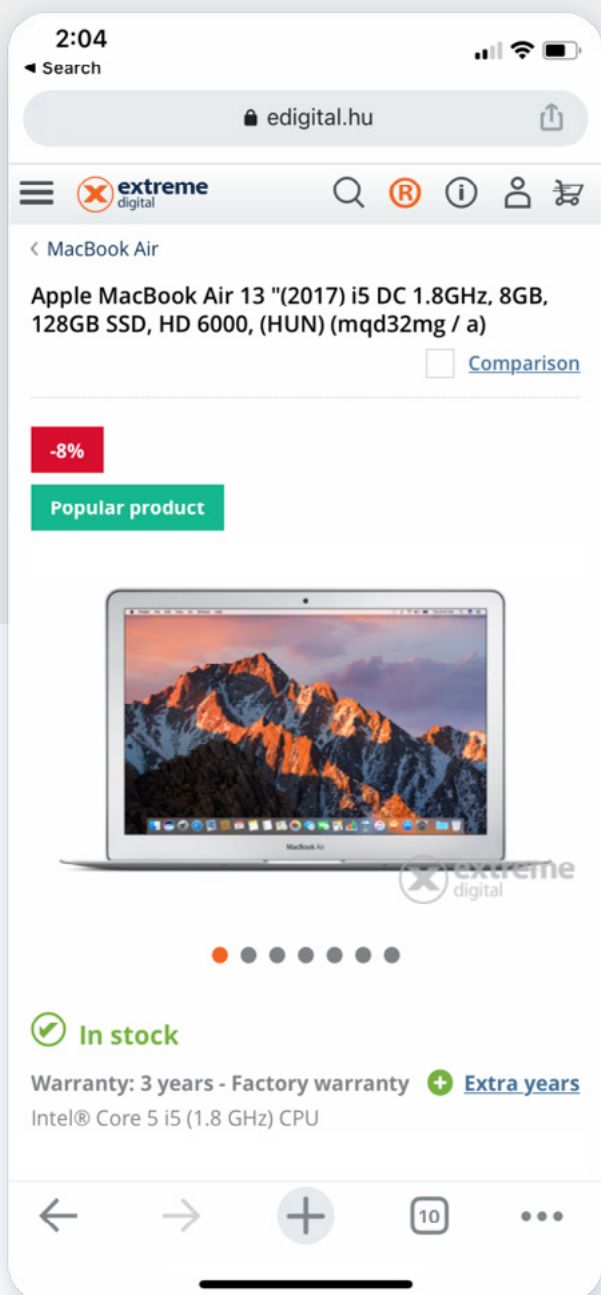
— Szilvia Szarka, Marketing Director, Extreme Digital

## The Business

Extreme Digital is a Hungarian electronics retailer, founded in 2001 with its first brick-and-mortar location. Throughout the early 2000s, the company grew quickly, opening new specialty stores throughout the country, while also expanding its e-commerce business. Today, the brand operates 17 physical stores, as well as a website that serves over 100,000 daily visitors, and recently merged with eMAG Hungary.

## The Outcome

Drive revenue by increasing Average Order Value and Purchase Frequency while scaling 1:1 omnichannel personalization to grow active and loyal customers.



## The Challenge

The electronics market changes very fast, which means Extreme Digital must contend with new innovations, new product lines, and the demands of savvy consumers in a short amount of time.

The onset of COVID-19 only accelerated the effects of this quickchange market, and with 60% of their customers shopping in-store prior to the pandemic, the brand had to find ways of moving in-store shoppers online, and maintain continuous engagement with them across all channels. On top of that, the new merger meant the company had to serve and engage double the amount of customers all at once.

### Extreme Digital needed to:

- Have the right technology in place that would allow them to adapt and respond quickly to changes in their volatile market and consumer demand.
- Unify their data to achieve a single view of the customer for continuous 1-to-1 conversations across any and all channels.
- Improve their ability to automate personalized experiences to their large database of customers, and create meaningful relationships that lead to lasting loyalty.
- Make data-driven marketing decisions in order to deliver predictable, profitable outcomes for the business.

## The Solution

- Extreme Digital used the Emarsys Omnichannel Customer Engagement Platform as a single-source solution for **unifying their data sets and delivering truly personalized omnichannel experiences.**
- Through the Emarsys platform, Extreme Digital was able to **bring together their online and offline data**, allowing them to **connect the user experience and create seamless customer journeys.**
- With their data unified, Extreme Digital better **aligned marketing's activities to the business's bottom line**, and allowed them to drive business results. Having all channels and data connected meant Extreme Digital could **leverage tools like Emarsys Smart Insights and the Strategic Dashboard to see channel-specific opportunities for customer growth and revenue.**
- The marketing team utilized the Emarsys platform's segmentation and automation capabilities to **deliver 1:1 personalized experiences to unique, targeted audiences.** Tools like Web Channel Recommendations were used to provide relevant and meaningful content to customers, **resulting in more purchases and increased revenue.**
- With Emarsys Loyalty, Extreme Digital could **positively impact the customer lifecycle using loyalty-specific tactics and campaigns** to convert new customers to active customers, and active customers to repeat purchasing customers, which **increased overall purchase frequency and average order value.**

## The Results

By using the solutions within the Emarsys Customer Engagement Platform, Extreme Digital saw the following results:

- Average order value **increased by 32%** within 1 year
- Loyal customer base **purchases more than 13x a year** (loyal customer accounts for 15% of their customer database)
- **Active user base purchases average 4x a year** (active customers accounts for 40% of their customer database)

