



Case Study: How Neakaisa.ro increased its net revenue by 9% with Aqurate Personalize

In recent years, the eCommerce market has grown significantly, accompanied by a considerable number of challenges, such as the growing need for personalisation and security of online payments. The Customer Acquisition Cost (CAC) has seen a notable increase and users have shown a need for increased personalisation at every stage of the purchasing process. Therefore, in such a competitive environment, the use of AI-based personalisation tools is becoming increasingly important. NETOPIA Payments and Aqurate bring extensive experience in online payments and expertise in AI-based personalized recommendations, providing solutions for business growth in the digital environment.

About Neakaisa.ro

Neakaisa.ro is a company that has been built on a passion for combining beauty and functionality. With over 9 years of experience on the market, their product range has continuously expanded, currently offering over 15,000 items. Innovative solutions for bathroom decoration hold a special place for Neakaisa.ro, as the most important section of their online store. In 2022, Neakaisa.ro achieved a business turnover of 5.7 million euros, marking a significant 20% growth compared to 2021.

The objectives

Neakaisa.ro decided to stay ahead of competitors by implementing AI-driven personalization tools. The company's primary objective was to raise its net revenue by automating product recommendations and increasing the average order value without incurring additional marketing expenses. As a solution, Neakaisa.ro decided to use the Aqurate Personalize advanced product recommendations, based on AI.

How it works

Aqurate helped gather user interaction data from the website and input it into its state-of-the-art, product recommendation engine. To facilitate data gathering, Aqurate offers a one-click integration with the main eCommerce platforms.

The solution is contingent on analyzing and interpreting large volumes of customer behavior data (buying, clicking, adding to cart, etc.). It compares similar actions of different potential customers and anticipates what could pose an interest for a particular user.

The most relevant items for users are visible on the website through two native widgets, one showcasing substitute products and the other widget showing bundled items for better cross-sell results. Once the personalized recommendations are computed, the items are sent via API to be displayed in the widgets. They can also reach customers through other channels like email, native apps, and pop-ups.

NEAKAISA

“In a context where the demands of our customers are evolving and the competition in the eCommerce landscape is increasing, our goal was clear: to increase net revenue by providing enhanced personalization throughout the buying process. That's when we turned to Aqurate Personalize and we were able to uplift the average order value, which led to a 9% increase in the net revenue, observed during the A/B test.”

Laura Sardescu, Marketing Manager & co-founder Neakaisa.ro

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The results

To adequately evaluate the impact of Aqurate Personalize, we conducted an A/B test, by distributing Neakaisa.ro's website traffic equally, between the original version of the website, and the version using personalized product recommendations provided by Aqurate.

After looking at hundreds of thousands of sessions, the A/B test showed that net revenue increased significantly for sessions where users interacted with Aqurate's recommendations. This change translated to a net revenue increase of 9% for Neakaisa.ro.

“We take pride in empowering businesses like Neakaisa.ro to deliver personalized experiences to their customers, ultimately driving growth and setting them apart in the competitive eCommerce landscape.”

Vlad Marincas, CEO Aqurate

“Neakaisa.ro has managed to grow and develop through digitization and the use of innovative technology solutions such as Aqurate and NETOPIA Payments. We are proud to be their partner in this process from the very beginning, providing them with the tools needed to strengthen their business and expand their online presence. Together, we have been able to turn their vision into digital reality.”

Horia Grozea, Sales & Business Development Director at NETOPIA Payments

About us

Aqurate is a data-driven eCommerce platform offering personalized product recommendations and behavioral customer segmentation. For more information about this article, as well as sales inquiries, please reach out to us at office@aqurate.com or find us at aqurate.ai.

NETOPIA is a group of Romanian companies founded in 2003, comprising NETOPIA Payments, mobilPay Wallet, web2sms and Kartela. NETOPIA Payments is the most used online payment processing platform in Romania and Web2SMS is one of the most used platforms for SMS digital marketing services. Currently, more than 25,000 businesses in the eCommerce industry use NETOPIA Group's services and solutions: mobile payments, online transactions with bank cards or via SMS, SMS marketing or mobile phone card top-ups.