

Hagebaumarkt increases Recommendation Performance switching to AB Tasty

Baumarkt Direkt, the joint venture between Otto and hagebau, is a successful multichannel provider in the German DIY market combining expertise in the mail order and e-commerce sectors with DIY specialist knowledge.

Challenge

Baumarkt Direkt already had a recommendation engine in place to display recommendations on various shopping pages of hagebau.de.

To evaluate the performance of the recommendation engine and test out real-time personalization, Baumarkt Direkt decided to compare AB Tasty's AI-powered engine against the other tool already in place.

Implementation

An A/B test was created to compare AB Tasty's recommendation engine to the previous tool. After quickly integrating AB Tasty's software into the online shop, the AI-powered engine developed a growing knowledge base of insights from clicks and purchases. From there, relevant recommendation

Increase in Recommendation Performance

+10%

widgets were added to 12 different pages throughout the shop for both mobile devices and desktop.

Results

AB Tasty's recommendation engine's was a clear winner, leading to a 10.14% increase in performance on the site. This consequently increased shopping cart values and sales by delivering more relevant product suggestions without increasing workload. This was all Baumarkt Direkt needed to make the switch to AB Tasty.

