

# Babymarkt.de boosts click rate with personalized product recommendations

Babymarkt.de is a digital company specializing in baby and childrens equipment in Germany. With over 100,000 items offered at family-friendly prices, the company is focused on tested brand quality and competent service.

## CHALLENGE

Babymarkt.de regularly sends out category-based newsletters to customers 20 days after they made a purchase in the online shop. The corresponding products for the product recommendations in each category were manually assigned to the customer segments which was well-received but required a lot of effort.

In a bid to personalize their newsletter to the child's age, the company turned to AB Tasty to help them generate a knowledge base based on artificial intelligence to make more relevant recommendations.

## IMPLEMENTATION

In order to meet babymarkt.de's requirements for the category-based newsletter, babymarkt.de's existing rule concept was first transferred to the AB Tasty knowledge base, which provided the basis for calculating the product recommendations for the respective categories in the newsletter.

Subsequently, a technical process was developed for the parameter transfer with regard to child age and categories, which causes the automatic widget creation. This was generated via the email delivery system and sent to the AB Tasty knowledge base.



**85%**  
Increase in the  
newsletter  
click-rates

**95%**  
increase in sales  
from category  
newsletters

**KINDERZIMMER**

„Deine Wickelmöglichkeit sollte Platz für Windeln, Puder und co bieten, damit du deinen Schatz nicht eine Sekunde aus den Augen lassen musst. Wir raten dir, das Kinderzimmer 10-12 Wochen vor dem Geburtstermin zu bestellen, damit es garantiert rechtzeitig da ist. Um deinen kleinen Liebling auch nachts ganz nah bei dir zu haben und das nächtliche Stillen zu vereinfachen, empfehlen wir dir ein Beistellbett. Entdecke auch unser Kinderbett-Zubehör für kuschelige Nächte.“

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hauck Hochstuhlauflage de luxe  
Pooh grey

statt 24,99 €  
**20,55 €**

STOKKE® Tripp Trapp®  
Newborn Set™ Grey

statt 99,00 €  
**94,49 €**

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### RESULTS

The evaluation of the key figures over 3 months produced impressive results.

To start, there was an 85% increase in the click rate of the newsletter with the switch to the personalized recommendation widgets.

Additionally, babymarket.de saw a whopping 95% increase in sales from the category-specific newsletters.

### TAKEAWAYS

Thanks to the personalized, category-related product recommendations in the newsletter and the inclusion of the child's age, babymarkt.de can now make the most of the strengths of its product range with regard to the needs of the baby.

“With the individual recommendations from AB Tasty, we are able to offer a personal shopping experience to a large number of customers ... Like the product recommendations for customers, AB Tasty's products are not off-the-shelf.”

Nils Macher, Head of Dialog Marketing at Babymarkt.de