

# How Kingfisher Group used the QUIN Audience Engine to boost revenue and engagement in real-time

## The Client

The largest home improvement and DIY retailer in the country

Koctas, Kingfisher's joint venture in Turkey, is the number one retailer in its sector. From major appliances to construction goods, Koctas offers nearly one hundred thousand products in eleven main categories with a price range between 5 USD and 5K USD. Koctas opened its first online store in 2005 and currently has over 5 million monthly visitors.

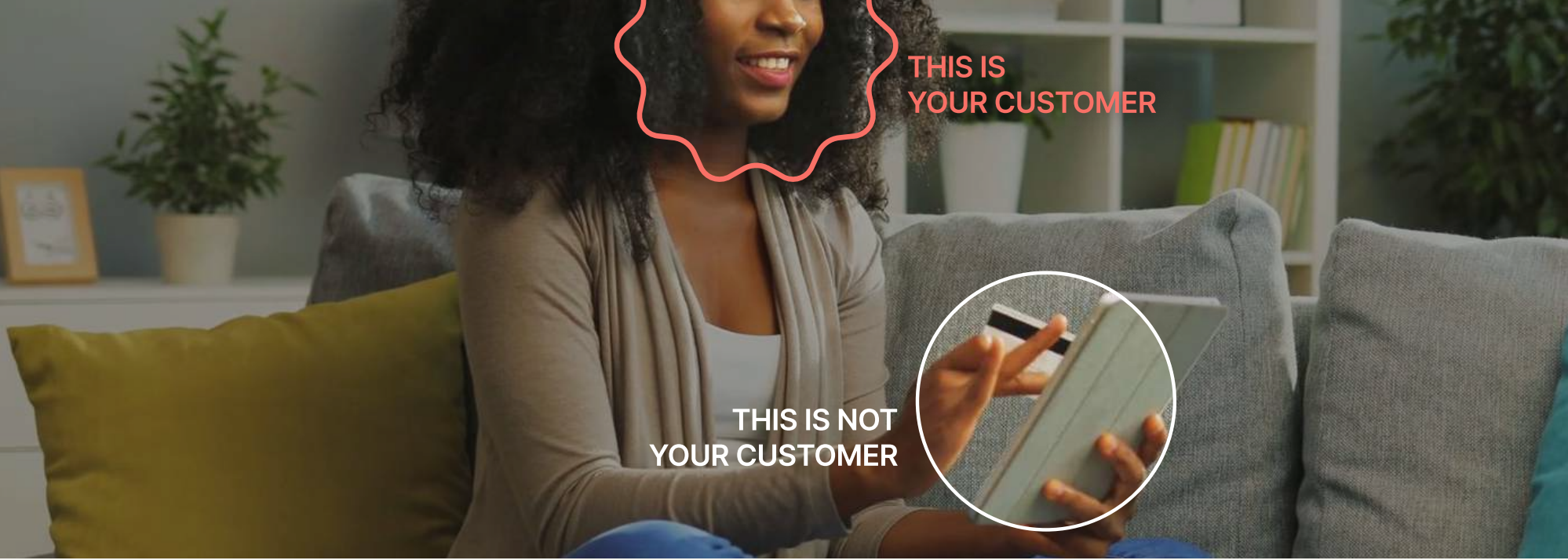
## The Problem

Plenty of traffic, but not enough customer understanding or engagement

Koctas had been putting a lot of effort to keep sales soaring and stabilise the conversion rate. They knew it needed a sophisticated technology solution to realise the potential of the website traffic.

The first step would be to prevent journey abandonment, but they had been failing to differentiate between sessions where there was a tendency to buy and those where there was a tendency to abandon their journey.

They were unable to predict new visitor behavior, and intentions, as well as were unable to find and engage with more diverse target audiences to hit different KPIs. Koctas was struggling to find a solution that could identify the target audience in real-time and privacy safe whilst managing the data flows in the cloud. The solution needed to be implemented in a very short period and require limited time and resources from their side.



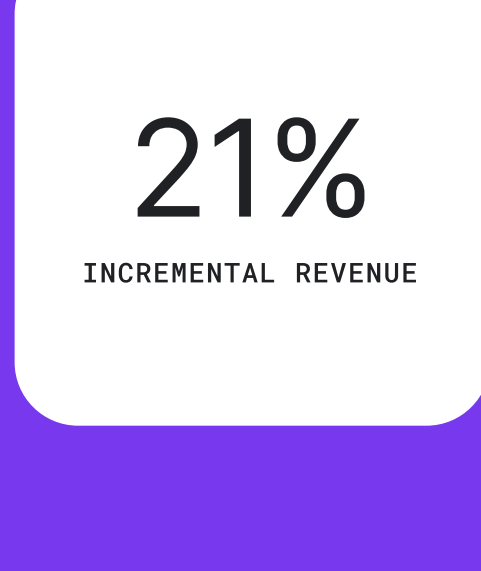
## The Solution

The real-time, human learning capability of the QUIN Audience Engine

Koctas applied the QUIN Audience Engine to use customer first-party data in real-time to boost revenue and engagement. QUIN looks deep into the real-time behaviour of customers to understand and influence outcomes. That means increased conversion, reduced drop-off, and more profit and engagement.

It also means constantly learning about diverse customer behaviors (price hesitant, payment hesitant, window shoppers, click&collect, etc.), delivering insights, and triggering actions.

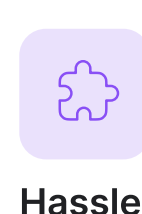
# Results beyond expectation



## The Benefit

Deeper insights, better conversion, measurable growth.

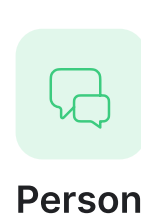
Thanks to QUIN Audience Engine, Koctas achieved the results it wanted. Koctas is now looking to grow more with QUIN while learning different behaviors.



### Hassle Free

We plugged Quin AI audience engine by processing 1K plus concurrent sessions in milliseconds and 50K products to learn about real customers

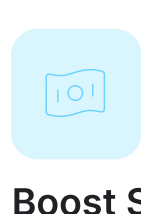
*We look at the human data, beyond the machine data.*



### Personalised Responses

We identified journey abandoners with 85% accuracy from 15% of traffic

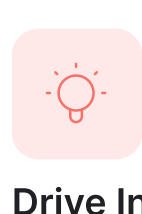
*Allowing us to define personalised responses related to activity*



### Boost Sales

We generated up to 30% incremental revenue in only 15 days.

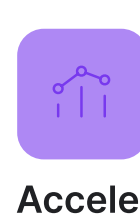
*Increasing ROI through greater marketing budget efficiency*



### Drive Insights

We started to optimise and delivered all personalised campaigns and offers in the website.

*Based on insights from our Human-Learning data analysis*



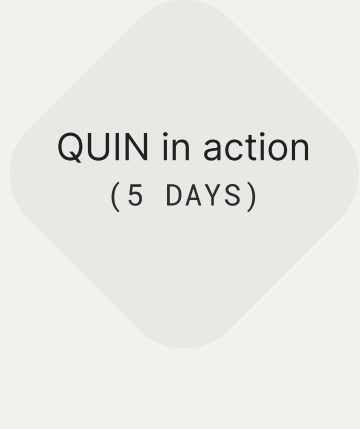
### Accelerate Growth

Additional 50M Revenue! Started endless loop of growth

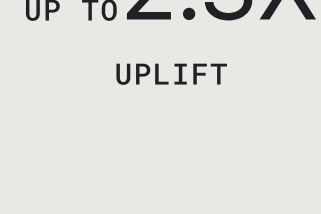
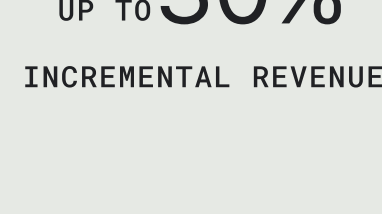
*Their business now has an audience engine driving more commercial success.*

## Journey Abandoner

Hit 85% of journey abandoners by targeting 9% of the web traffic in real-time with QUIN's ML algorithm.

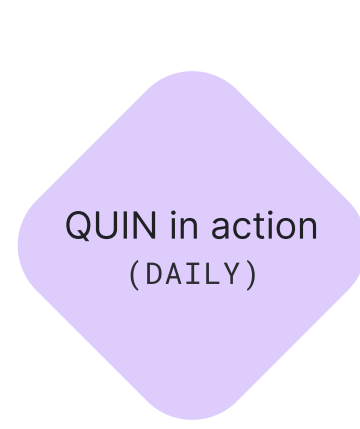


AUDIENCE	SIZE - 15.8K	CONV. RATE - 2.5%
CONTROL GROUP	SIZE - 4K	CONV. RATE - 1.2%
CONV. RATE DIFFERENCE	1.3%	
INC. SESSIONS	212	



## Conversion rate stabilization: Happy Hour

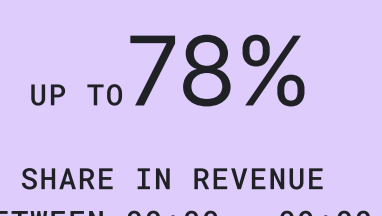
Increase the conversion rate by 26% at the lowest hours of CR and for overall stabilization.



AUDIENCE	SIZE - 3.4K	CONV. RATE - 1.48%
CONTROL GROUP	SIZE - 845	CONV. RATE - 0.24%

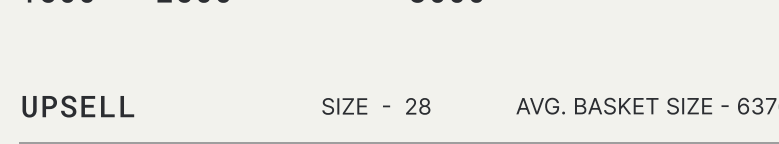
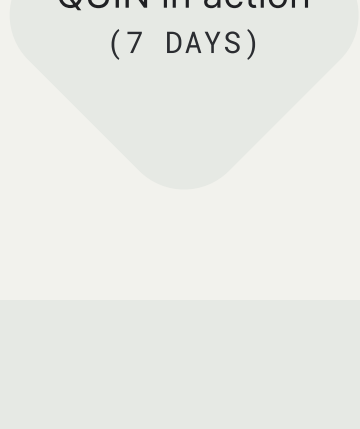
CONVERSION RATE BETWEEN 00:00 - 09:00	WITH QUIN	0.48%
	WITHOUT QUIN	0.30%

INCREMENTAL CONVERSION RATE	500%
INCREMENTAL SESSIONS	42
SHARE IN REVENUE	78%



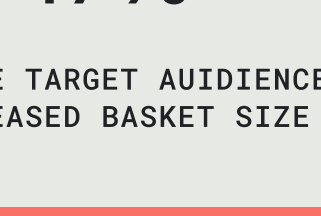
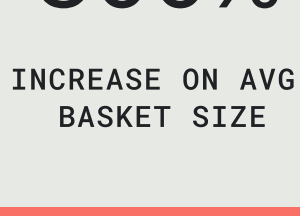
## Increase Basket Size

6 different upsell offers for buyers with 2M Additional revenue in 3 months



UPSELL	SIZE - 28	AVG. BASKET SIZE - 6376
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NOT UPSSELL	SIZE - 37	AVG. BASKET SIZE - 1702
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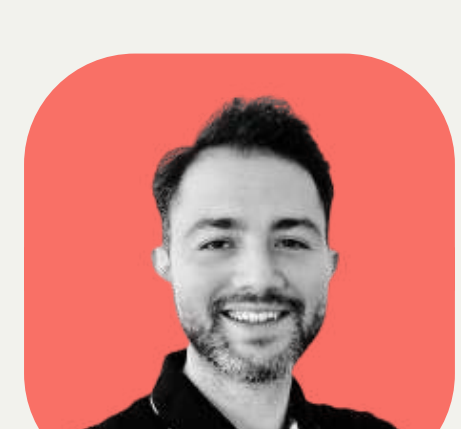


"We saw instant results, QUIN rapidly changed the way we observe and engage customers."

EBRU DARIP, CMO, KOCTAS

"Real time visitor data allowed us to increase sales and optimise our budget."

CAN GULER, GROWTH MANAGER, KOCTAS



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