

Ist **BLOND** besser?



FALLSTUDIE

„Model-Selektion durch eCommerce“

Unternehmen

Anonym

Land

Hongkong



Fashion Brand modifizierte **Foto-Shootings** durch Analyse des Model-Einflusses auf Sales. Anzahl der Bestellungen um **38%** gesteigert. Zusätzlicher saisonaler Umsatz von 960.000 Dollar.



**WEB ANALYTICS ist TOT -
lang lebe DIGITAL INTELLIGENCE**

These 1. Offline and Online need to interact
to
gain more **Success**

FALLSTUDIE

„eCommerce durch TV-Werbung“
Unternehmen **WIRKAUFENS**
Land **Germany**



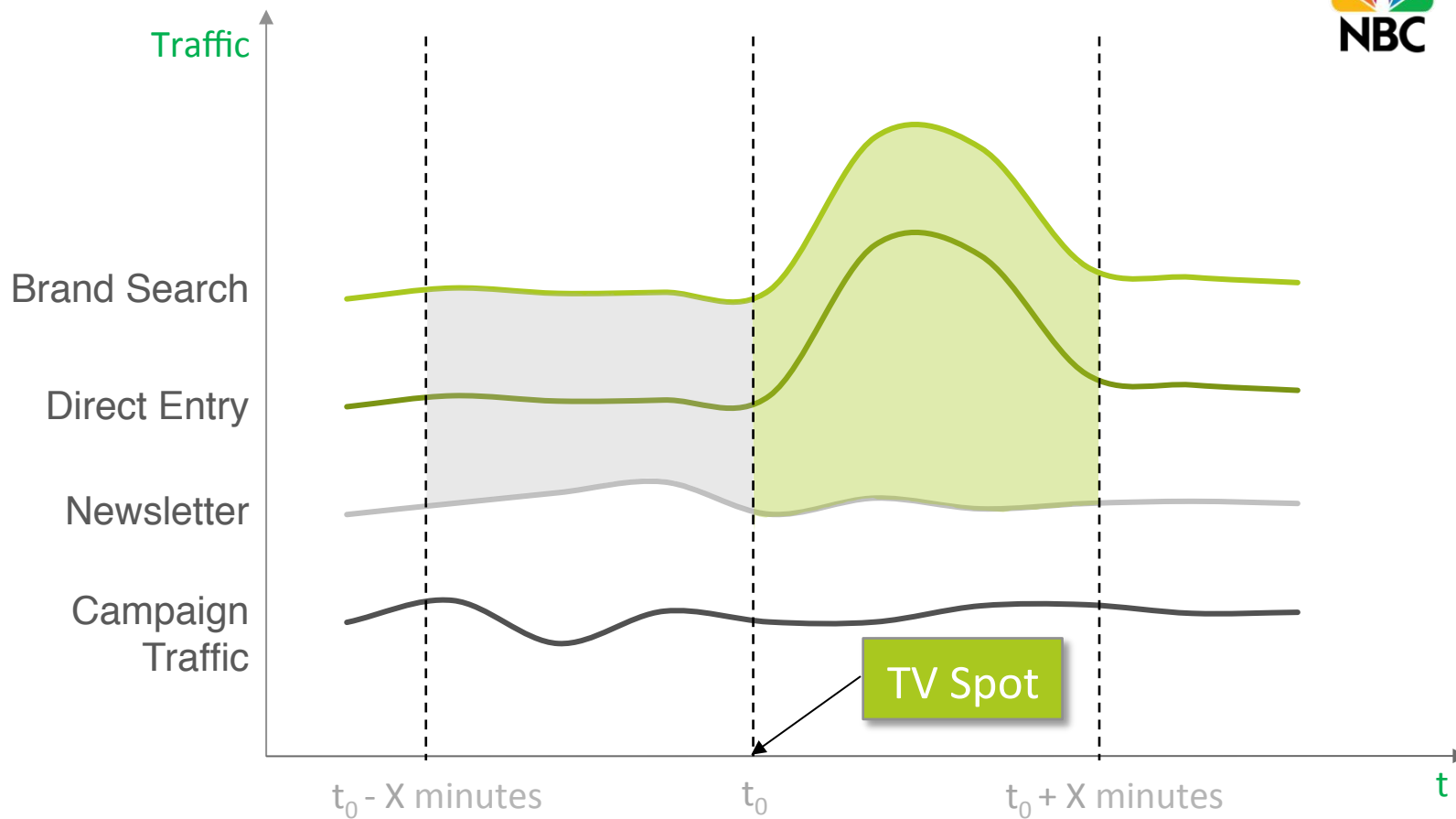
Zuschauer sieht TV Spot



Zuschauer besucht Website



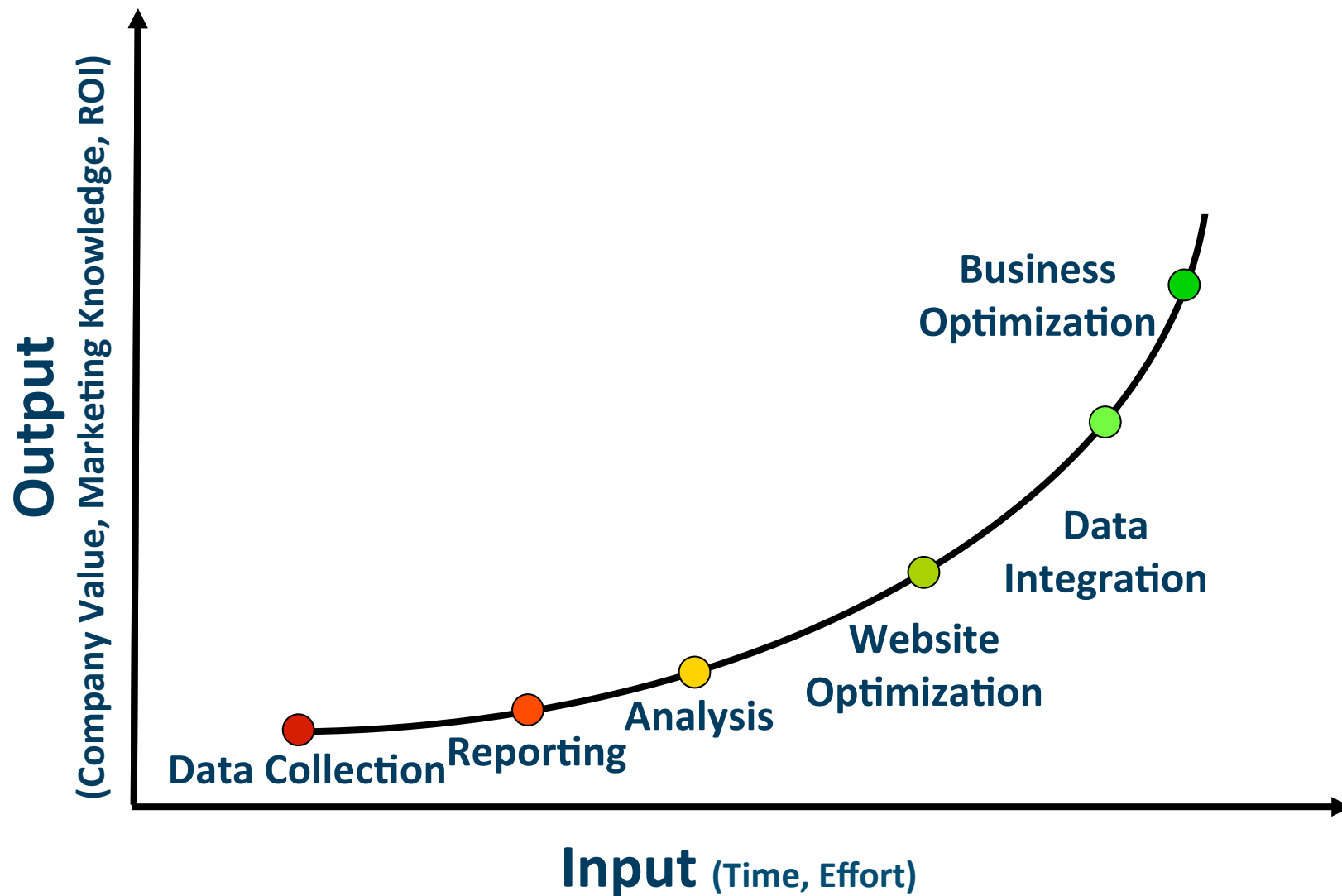
Analyse

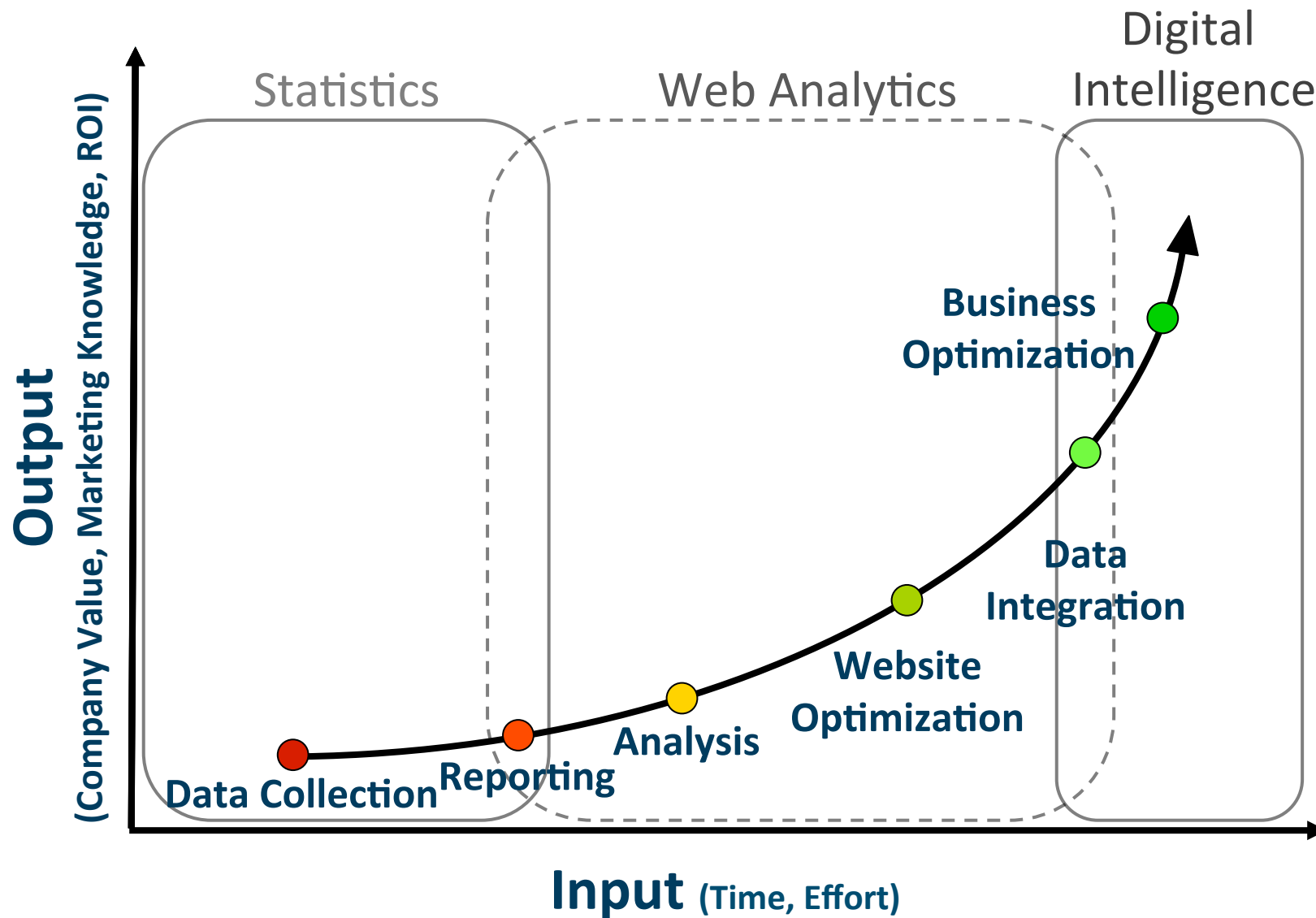


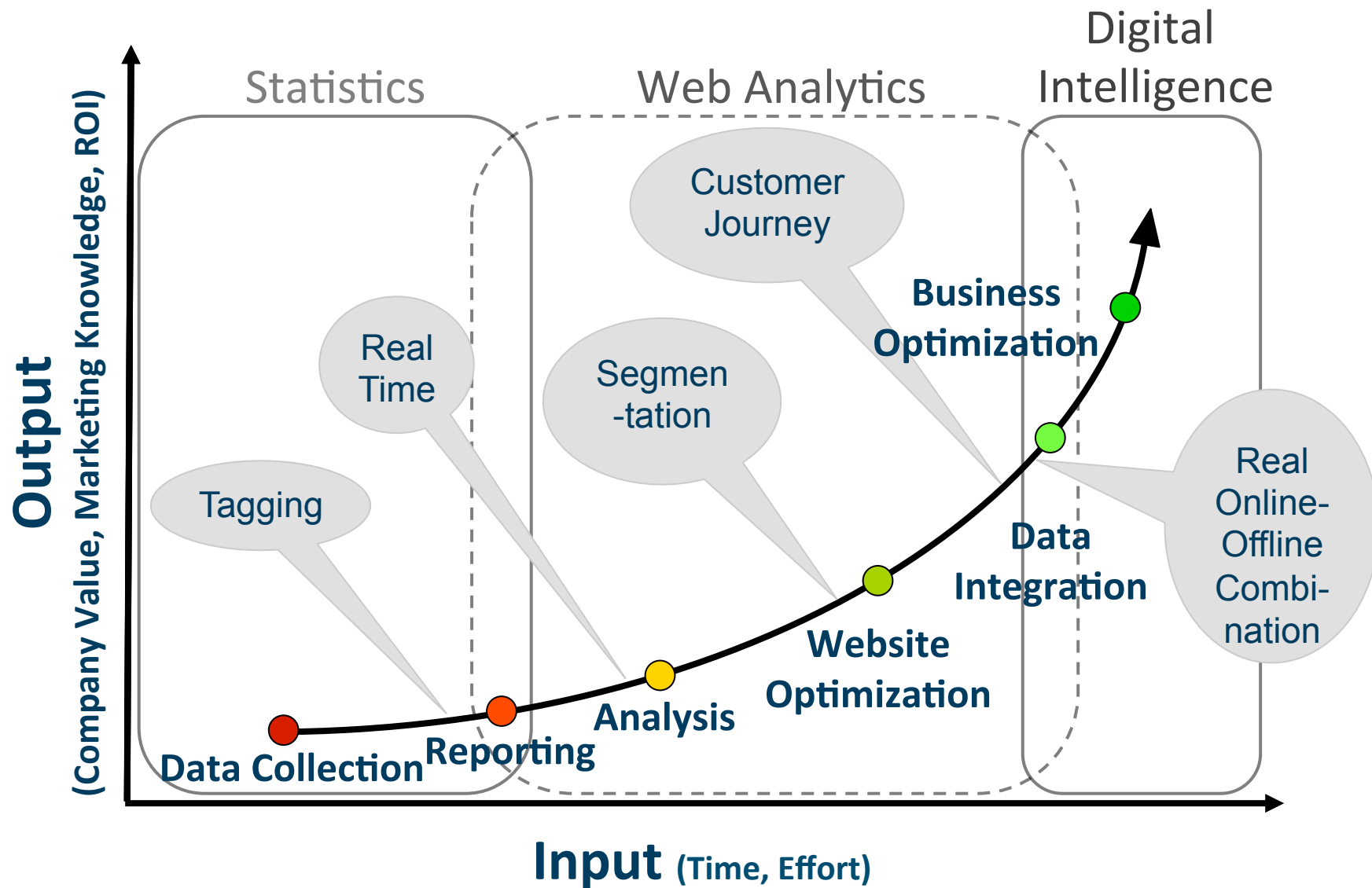
Anzahl der Bestellungen - Total vs TV

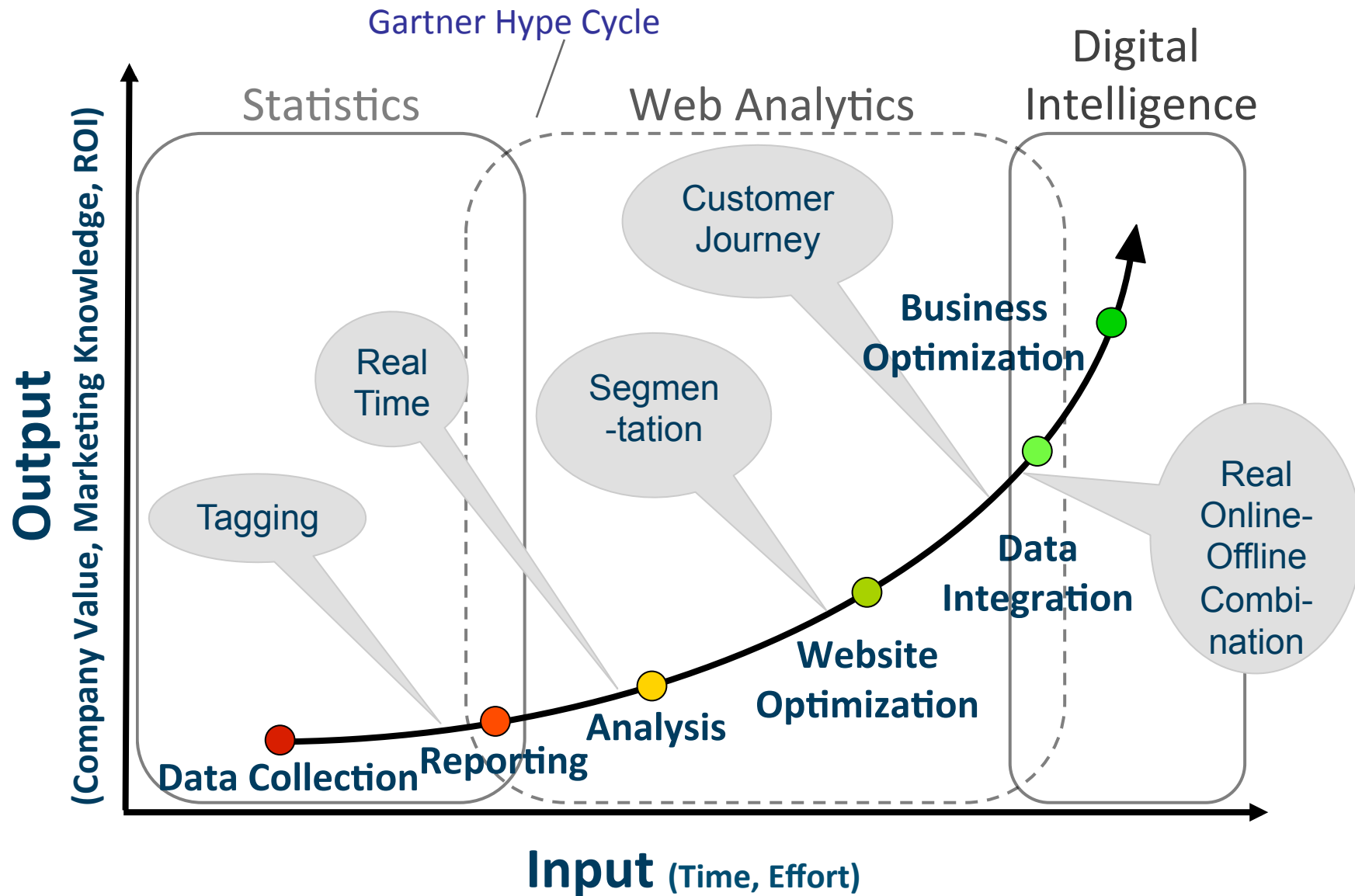
| Bestelln. | Anzahl gekaufte Produkte | Preis | Anzahl Bestell-Items | Bestellwert | Anzahl TV-Reg-Items | Anzahl Bestell-Items TV | Bestellwert TV |
|---------------|--------------------------|------------------|----------------------|------------------|---------------------|-------------------------|------------------|
| 0 | 140 | 28.540 | 140 | 1.181,44 | 0 | 1 | 91,57 |
| 1 | 130 | 21.310 | 130 | 7.481,44 | 0 | 0 | 0,00 |
| 2 | 809 | 19.961 | 809 | 8.199,87 | 0 | 0 | 0,00 |
| 3 | 809 | 11.967 | 809 | 5.949,89 | 0 | 0 | 0,00 |
| 4 | 809 | 8.898 | 809 | 8.899,90 | 0 | 0 | 0,00 |
| 5 | 878 | 68.391 | 878 | 8.798,77 | 0 | 0 | 0,00 |
| 6 | 890 | 13.891 | 890 | 7.967,20 | 0 | 0 | 949,71 |
| 7 | 798 | 19.485 | 798 | 7.149,44 | 0 | 11 | 1.988,94 |
| 8 | 908 | 26.265 | 908 | 7.969,16 | 198 | 19 | 1.894,83 |
| 9 | 1.717 | 37.960 | 998 | 8.391,24 | 170 | 48 | 1.297,39 |
| 10 | 1.987 | 49.984 | 1.198 | 7.969,81 | 0 | 29 | 1.509,49 |
| 11 | 1.986 | 87.893 | 1.207 | 8.989,36 | 0 | 24 | 3.298,88 |
| 12 | 1.989 | 88.897 | 1.111 | 8.779,87 | 1.193 | 27 | 3.899,08 |
| 13 | 1.208 | 91.987 | 1.149 | 8.209,94 | 198 | 34 | 8.297,87 |
| 14 | 1.898 | 78.489 | 1.208 | 7.969,17 | 88 | 88 | 4.989,84 |
| 15 | 1.217 | 71.209 | 1.197 | 18.987,98 | 888 | 88 | 18.194,84 |
| 16 | 1.205 | 17.198 | 1.198 | 71.987,98 | 7 | 94 | 8.198,94 |
| 17 | 1.898 | 78.488 | 1.898 | 7.969,88 | 888 | 88 | 1.798,88 |
| 18 | 1.489 | 88.487 | 1.188 | 8.779,88 | 88 | 88 | 1.888,88 |
| 19 | 1.208 | 87.287 | 1.208 | 18.289,77 | 1.208 | 88 | 4.289,88 |
| 20 | 1.148 | 88.148 | 1.047 | 8.818,78 | 198 | 87 | 1.488,87 |
| 21 | 1.898 | 88.898 | 908 | 8.899,18 | 7 | 7 | 182,87 |
| 22 | 898 | 28.897 | 898 | 3.189,34 | 0 | 11 | 887,88 |
| 23 | 898 | 44.898 | 897 | 4.489,88 | 0 | 0 | 889,88 |
| Gesamt | 26.188 | 1.189.981 | 26.188 | 88.289,88 | 8.187 | 588 | 68.871,77 |

These 2. Data-Driven Companies perform stronger
&
will take the **Lead**















BOSS
HUGO BOSS

SIEMENS

Rai

Bild.de



zalando

sapato
ВСЯ ОБУВЬ ОНЛАЙН



WDR

