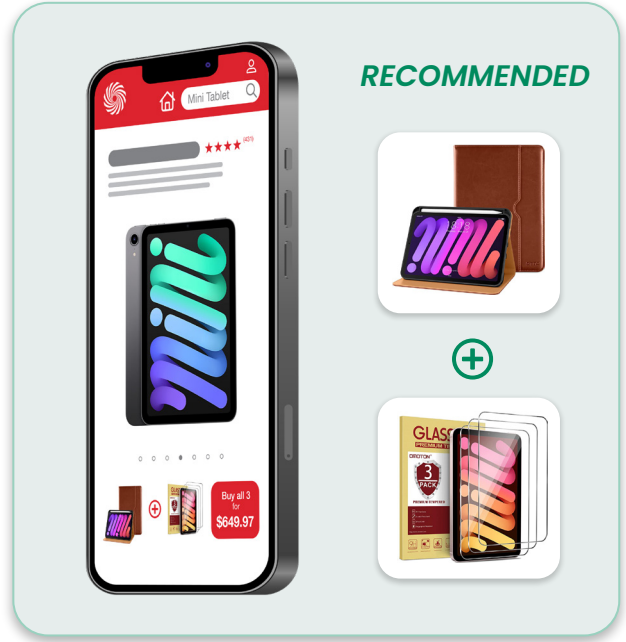


CASE STUDY

Media Markt Increases Average Order Size and Sales with Swogo Product Bundling

Europe's largest electronic retailer increases sales by 132M in 2021 alone with Swogo, a 1WorldSync company



Challenge

Inaccurate product bundling and missed opportunities for increased basket size.



Before Swogo, we tried everything. Data-driven recommendation engines showed irrelevant recommendations and even worse, suggested incompatible items that would cause our customers frustration, returning products and hurting our bottom line.



Shariar Khalili
Head of Digital Media Markt, Netherlands

Solution

Media Markt leverages 1WorldSync's product bundling solution, Swogo, to increase their online profitability by selling more high-margin accessories and services with automated cross-sell bundle technology.

1WorldSync is revolutionizing cross-sell for leading retailers around the world – creating the perfect match by combining an understanding of product range alongside customer behavior – whilst taking into account product availability. This unique technology leads the product bundling industry by ensuring each recommendation is compatible and relevant to the existing products in a customer's cart. 1WorldSync's product bundling solution increases cart size and decreases returns, benefitting the bottom line.

Results



Q2 2022 Swogo accounted for

- 4.5% of MediaMarkt Switzerland's gross revenue
- 7.5% of MediaMarkt Canarias' gross revenue
- 3.5% of MediaMarkt Germany's gross revenue
- 4.2% of MediaMarkt Netherlands' gross revenue
- 3.2% AOS* & 2.1% AOV** uplift MediaMarkt Belgium

*Average Order Size, Units per Transaction **Average Order Value



Our customers have come to expect expert service and advice from our sales assistants in store. Swogo has taken that experience online. They are the only recommendation engine that focuses on understanding each of our products before using customer behavior. This means that we no longer have incompatible recommendations. Using Swogo's product graph technology, we've been able to guarantee compatible and highly relevant cross recommendations that drive millions in sales. This partnership is a fundamental part of us driving profitable e-commerce.

Swogo has been a game changer for us.



Shariar Khalili
Head of Digital Media Markt, Netherlands

About Media Markt

In terms of revenue, sales area and headcount, the MediaMarktSaturn Retail Group is Europe's leading consumer electronics retailer and provider of related services. MediaMarktSaturn Retail Group's integrated online and fixed-location offerings reach millions of customers every day.

The company includes the brands MediaMarkt and Saturn, which comprehensively network their more than 1,000 fixed-location stores with online sales platforms.

[Learn More](#)

About 1WorldSync & Swogo

1WorldSync® is the leading provider of omnichannel product content solutions, enabling more than 14,000 companies in over 60 countries to share authentic, trusted content that empowers confident commerce and intelligent consumer purchasing decisions. Swogo is an award-winning provider of bundle product recommendations, enabling more than 100 retail customers in over 30 countries to increase their margin and basket size.



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