

Strengthening Brand
Recognition and Loyalty:

Zwilling JA Henckels

Inveon Success Cases
2022

inveon



Strong, lasting brand recognition and loyalty come from the quality of the relationship you build with your customers. With a history spanning three centuries, **ZWILLING J.A. Henckels** has sustained a reputation for delivering premium kitchen products. As a reputable leader in the cutlery industry, the company began producing high-quality knives and has since expanded to include a collection of cookware, flatware, glassware, and kitchen gadgets.

Its tradition of innovation is combined with master craftsmanship to achieve success. ZWILLING J.A. Henckels is now a global leader company, with sales in over 100 countries.





With the motto of “inspiring the global cuisine”, one of the countries that the brand is operating worldwide, is Turkey. To develop an effective country-specific digital strategy, as well as reveal the potential of their e-commerce operations, Zwilling Turkey has chosen to work with **Inveon GrowthLab** for its digital operations.

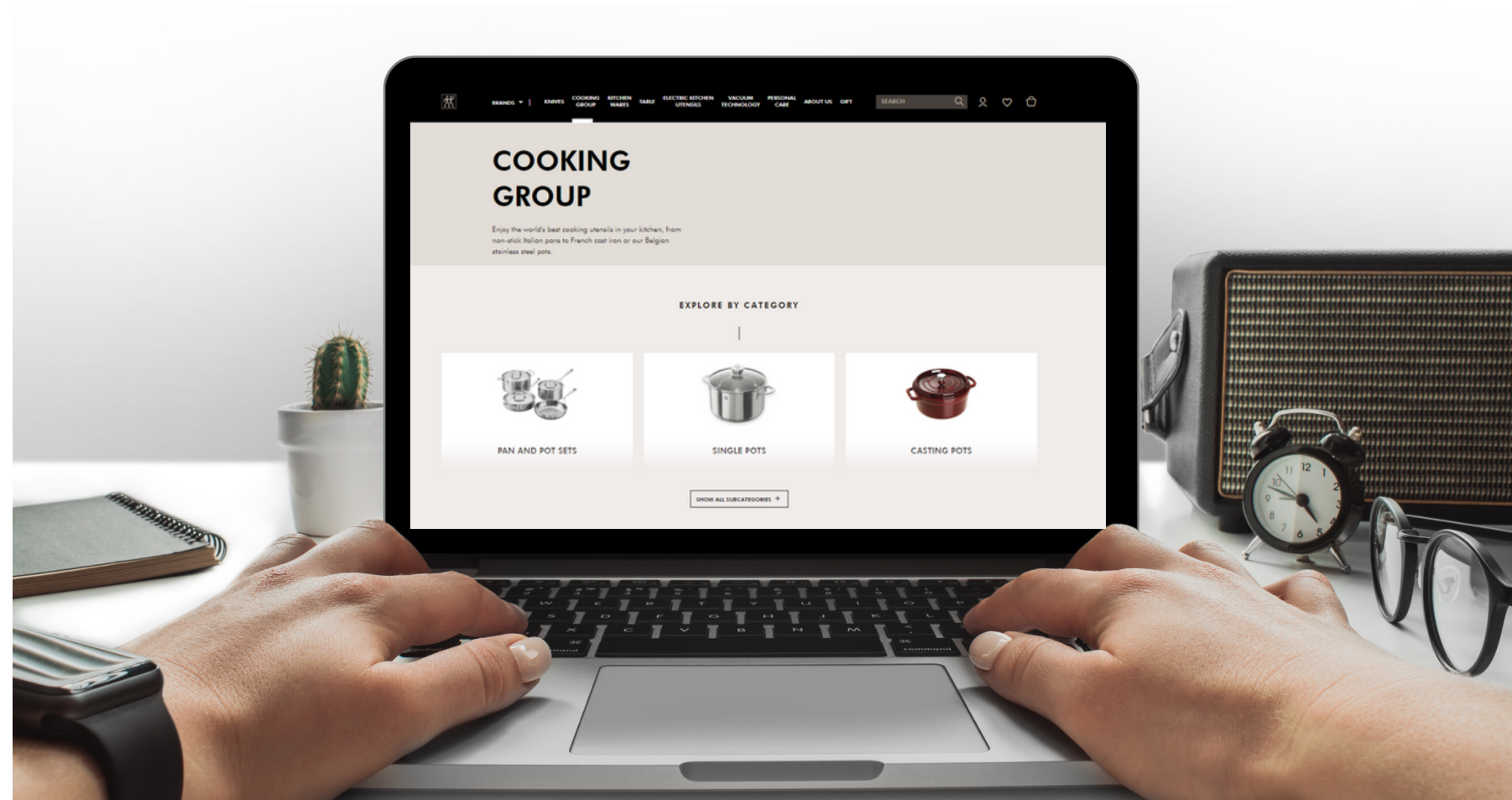
As soon as we partnered up, the GrowthLab team started to use its expertise to increase the brand's awareness and loyalty among customers. Our growth experts helped the brand achieve both its global and local goals by developing and implementing digital strategies that boost brand awareness, increase the effect of product launches, and bring in the targeted turnover.

Scope of the inspiring work

Inveon GrowthLab team started by working on increasing brand awareness by means of social media and Google Ad campaigns. The initial focus point was the acquisition of new users. Once Zwilling had gained visibility and recognition, they put in place actions designed to trigger conversion.

Our team handled relationships with relevant third parties and the management of remarketing campaigns.





In addition to these, **influencer marketing** has been utilized to run successful flows through new store openings and product launches. As keeping the main focus on brand loyalty, a **comprehensive RFM analysis** is prepared to increase customer retention rates. Finally, Inveon GrowthLab took initiative on marketplace price monitoring and implemented a strategy. All these efforts have resulted in a **substantial increase in web traffic and turnover**.



During our partnership, Zwilling launched two new products. Each team member of Inveon GrowthLab - from the data analytics to the UX team, from the partnerships team that handles third-party relationships to the performance marketing team - carried out detailed efforts and ensured maximum efficiency from these launches.

In this way, significant successes were achieved during the campaign periods compared to previous ones.

Due to the strategic placement of advertisements, ROAS was increased. Moreover, within the determined strategy, ensured to keep a competitive position by marketplaces through close observation.

What we've accomplished together

Zwilling's collaborations with Inveon GrowthLab contributed to the achievement of target figures and success beyond the brand's expectations. Throughout the November campaign period of 2021 some highlights stood out:



In November 2021, 80% more conversions and 60% more ROAS were observed from Google ads than in 2020. Resulted 4x more number of orders.



The company's Black Friday campaign resulted in more than a 210% increase in the number of orders, even at the same spending rates as the previous year.



Even though the company did not have a big campaign during the 11.11 period, its daily turnover has approached 12 times that of a regular day due to effective actions. With 10x more new visitors than the previous year at 11.11.

We continue to get even better results with the combination of Zwilling's pioneering products and advanced customer focus with the data-driven understanding of Inveon GrowthLab.



With a rich heritage of artisan craftsmanship, superior quality standards, and innovation in design, Zwilling promises to meet the needs of customers while providing them with value-added products.

People who love good food, great cooking, and well-designed products, recognize Zwilling to meet all their culinary needs while Zwilling recognizes that **Inveon's digital growth management solutions** will improve the experience for its customers.

Inveon GrowthLab has the expertise to develop impactful strategies that foster growth and boost brand recognition, offering excellent solutions for growing e-commerce businesses.

Through a highly experienced member of experts, our team reveals the potential of e-commerce operations. To gain a better understanding of how to utilize the digital space and increase your brand's visibility get in touch with our experts now.



**Inveon helps you to stay one step
ahead of the competition.**

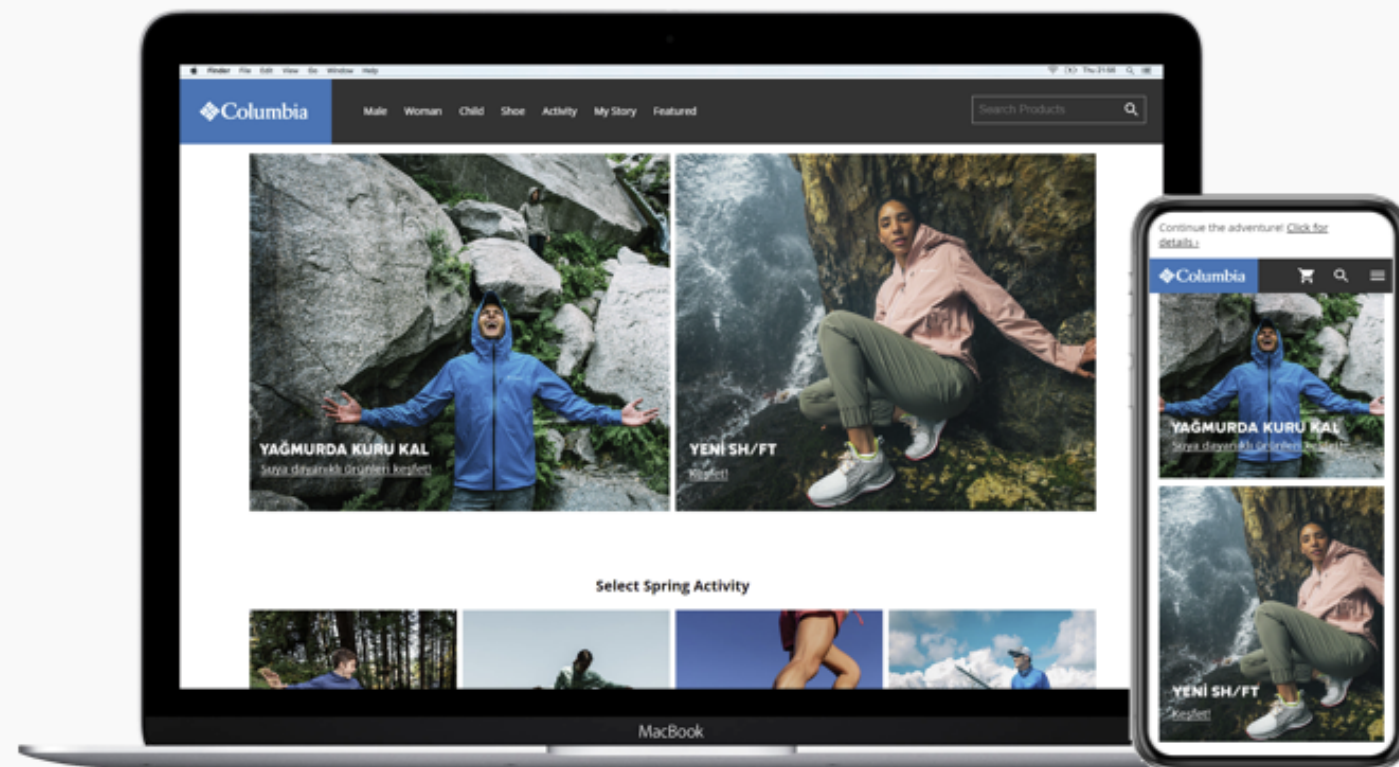
Schedule a call with one of our e-commerce experts
today.

Get in touch!

A fulfilling digital commerce platform to deliver an exceptional customer experience

Inveon inCommerce is the agile way to build, launch and expand your e-commerce business across channels, marketplaces and partners.

inCommerce



Columbia

Let's take your business to the next level!

Microservice Architecture

Enjoy highly performed operations, ease of integrations and maximum speed through microservice architecture

Omnichannel Promotion Management

Take a deep-dive into the world of promotion and discount management with an advanced promotion management module

Headless Structure, Supreme Flexibility

Through inCommerce's headless structure, easily customize your platform and provide a seamless experience to your customers

Advanced OMS

Effectively manage your omnichannel operations and eliminate operational complexity with inCommerce's strong order fulfillment algorithms

Real-time Tracking & Insights

Master your data by tracking brand-specific consumer journeys and detailed data dashboards of the reporting module

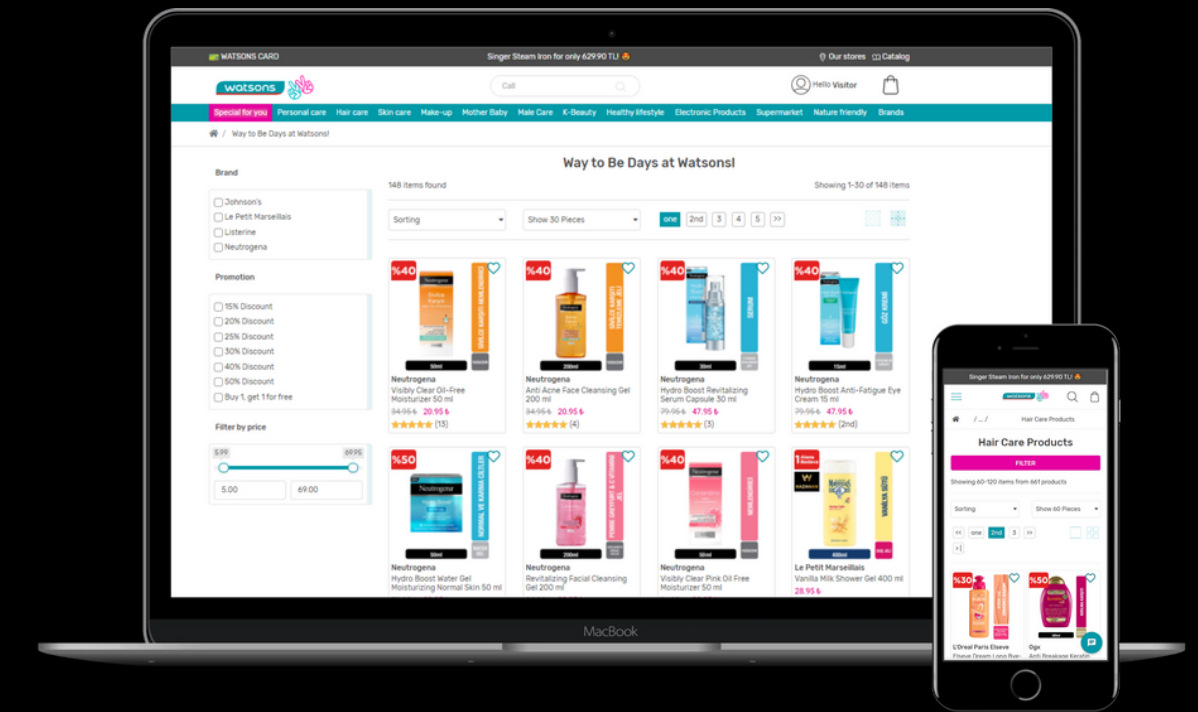
Mobile-first Operational Management

Utilize a comprehensive range of tools to excellently control your operations wherever you are with inCommerce's fully responsive and mobile-compatible admin panel

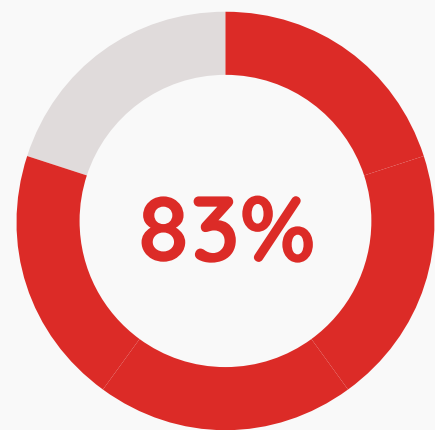
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Unlock growth potential & empower your brand: GrowthLab

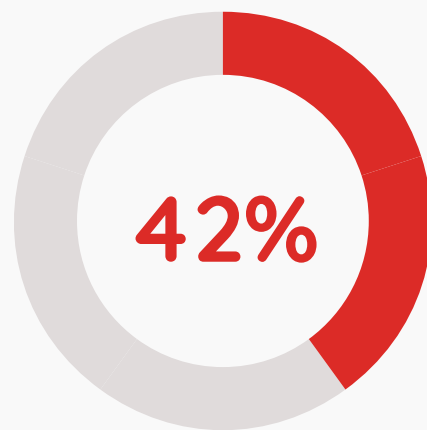
- Keep the pulse on your store with inCommerce's real-time data stream
- Uncover growth opportunities using behavioral segments
- Take the guesswork out of growth with our proprietary next-best-action methodology



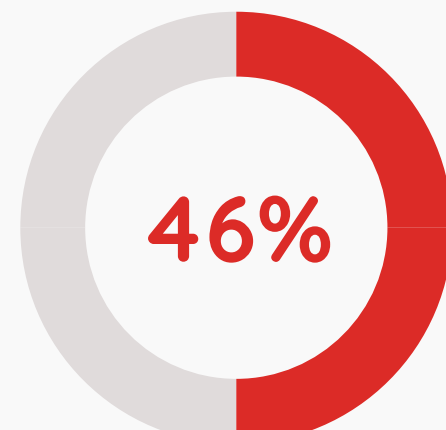
After 12 months of working with Inveon, our clients achieved:



An average increase
in revenue



An average increase
in traffic



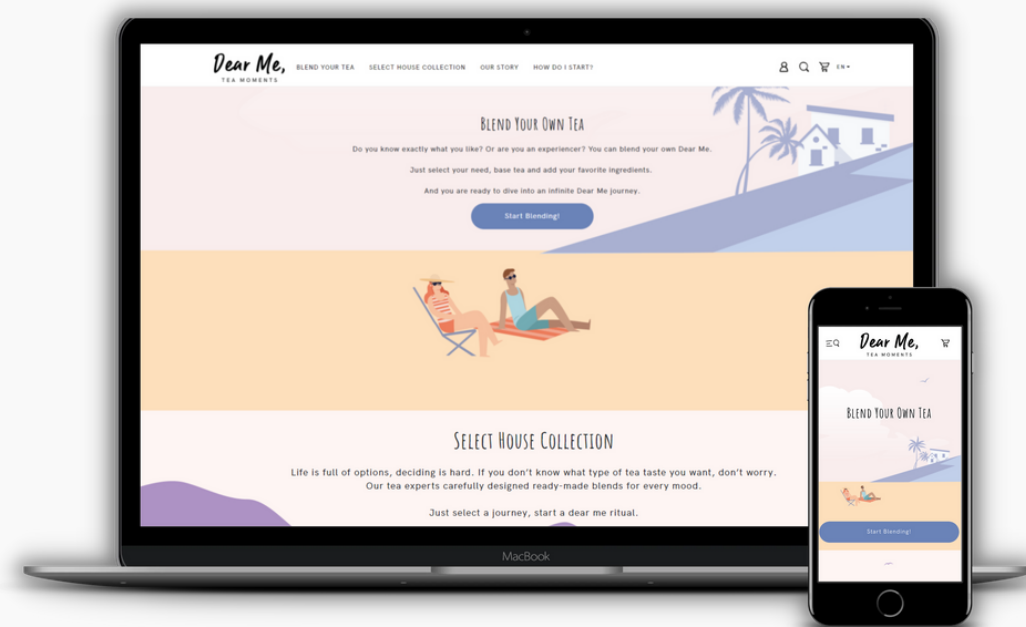
An average increase
in conversion rates



Highlights from our clients

- Offering products in 90 countries under a single platform and increasing global revenue by 400%.
- 5x increase in the number of visitors during the Singles Day Campaign. (Gold Stevie Winner for Online Marketing Campaign of the Year)
- Omnichannel revenue reached 1.5 times higher than e-commerce site revenue within 6 months.

About Inveon



Inveon provides enterprise companies with a unified & scalable digital commerce platform that enables sustainable growth.



Our Offices

- Istanbul, Turkey
- London , UK
- Geneva, Switzerland
- Dubai, UAE



\$1B

annual e-commerce volume



60+

global customers



70M

online shoppers



15+

countries

For more information, get in touch with us

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