



TRANSFORMATION TOWARDS HYPER PERSONALIZATION

Marianne Stjernvall

coop



1

THE WORLD OF EXPERIMENTATION & CRO



2

DATA – INSIGHTS – ACTION; AS A METHOD



3

CREATING DATA-DRIVEN VALUE

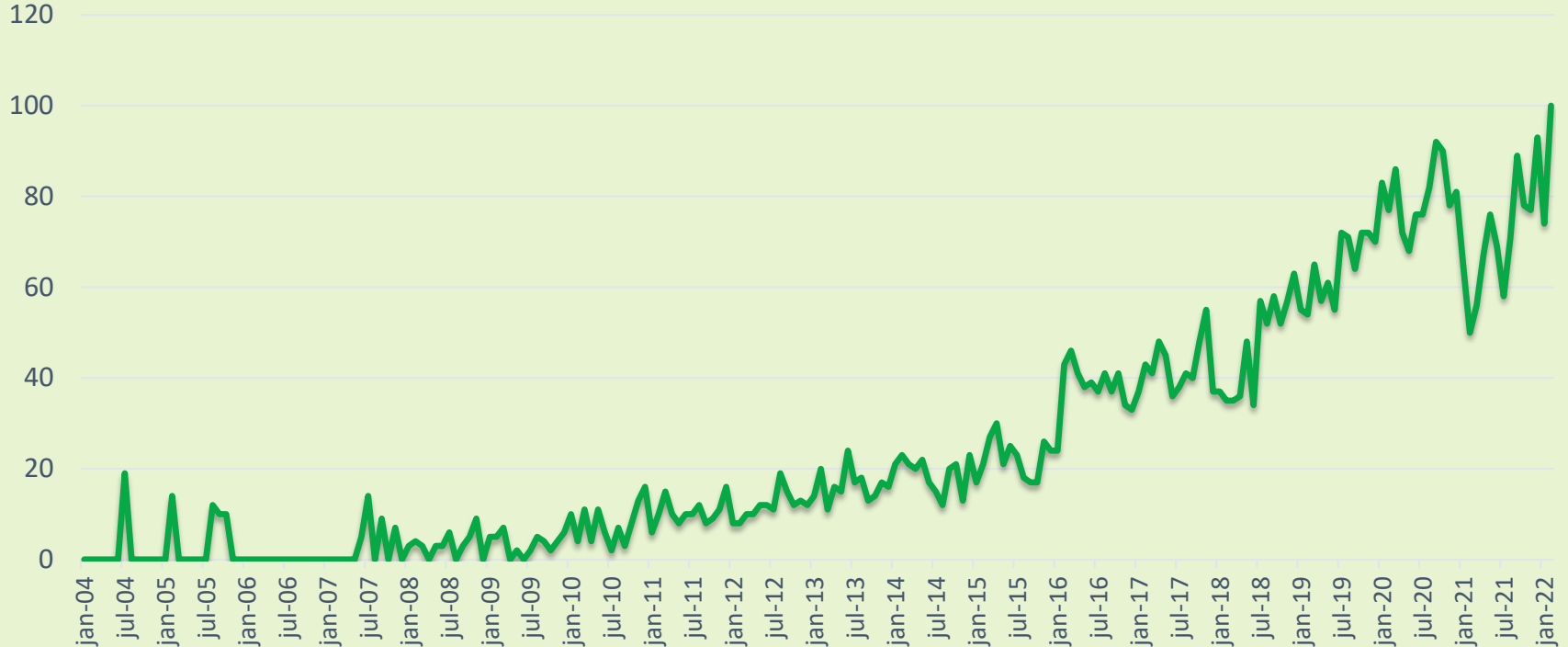
1

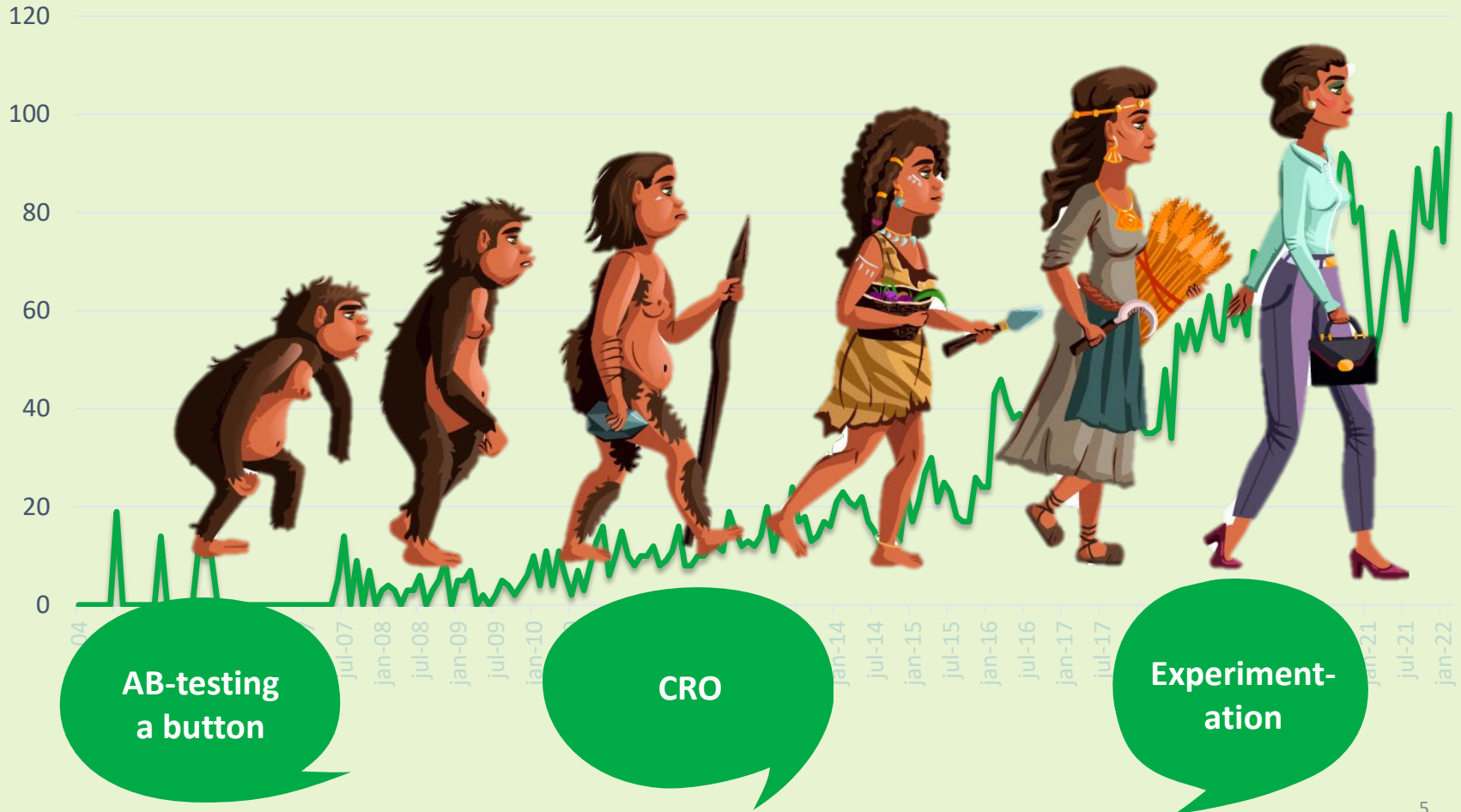
THE WORLD OF EXPERIMENTATION & CRO

coop

2022

Conversion rate optimization: (Worldwide)



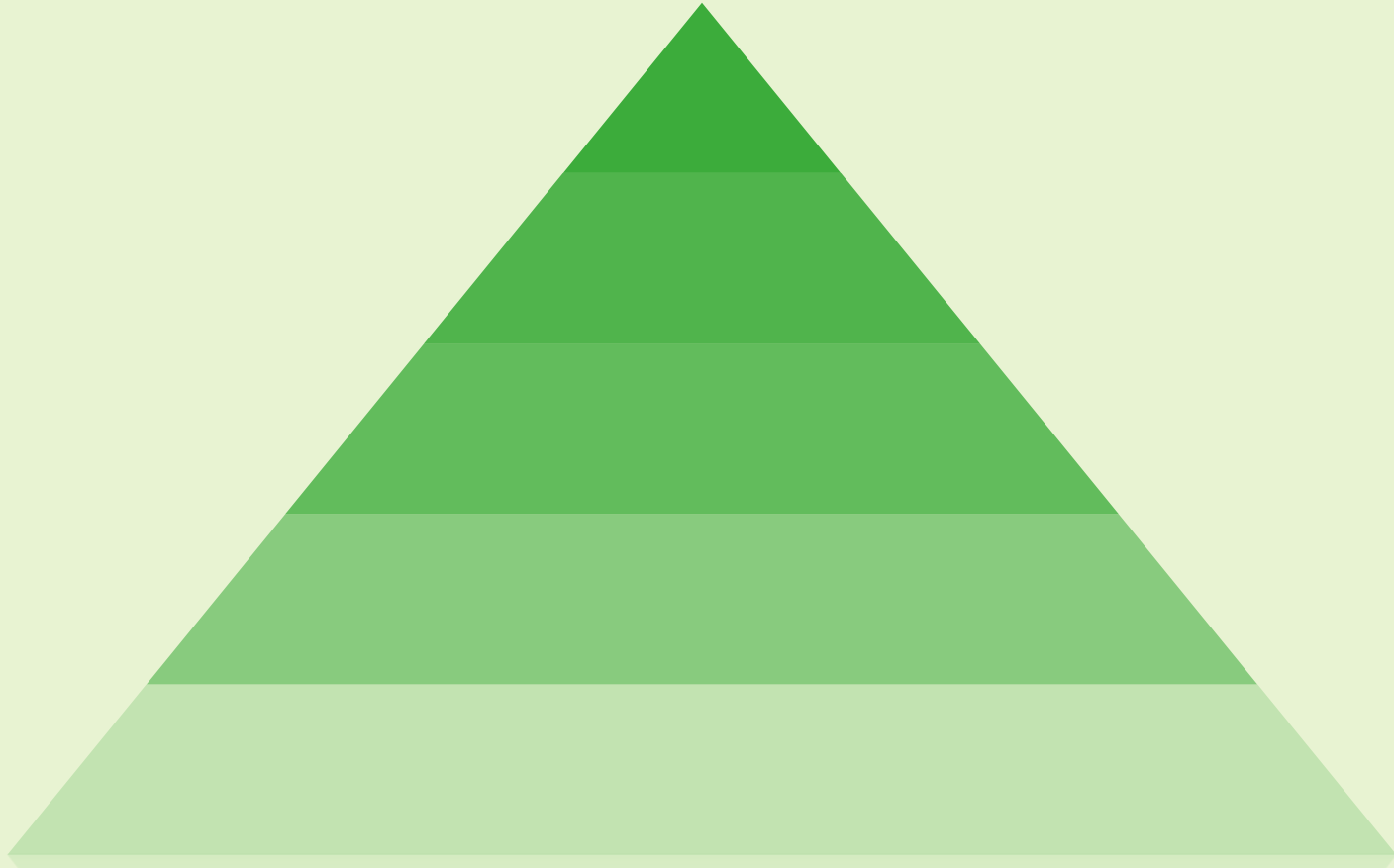


A portrait of Jeff Bezos, the CEO of Amazon, standing with his arms crossed. He is wearing a dark blue button-down shirt and has a slight smile. The background is a dark, textured brown.

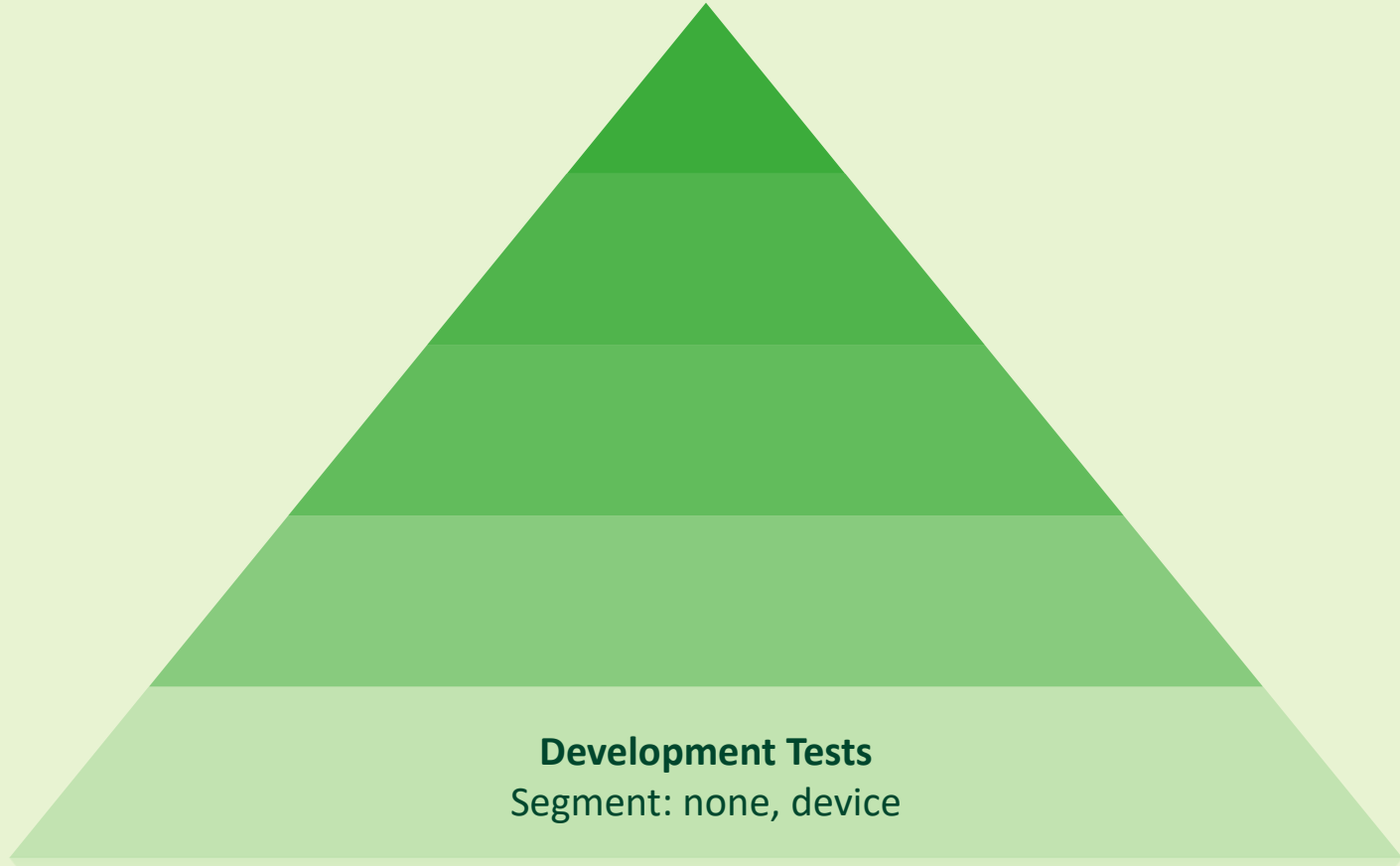
**Our success at Amazon is a function of
how many experiments we do per year,
per month, per week, per day**

– Jeff Bezos

PYRAMID OF EXPERIMENTATION

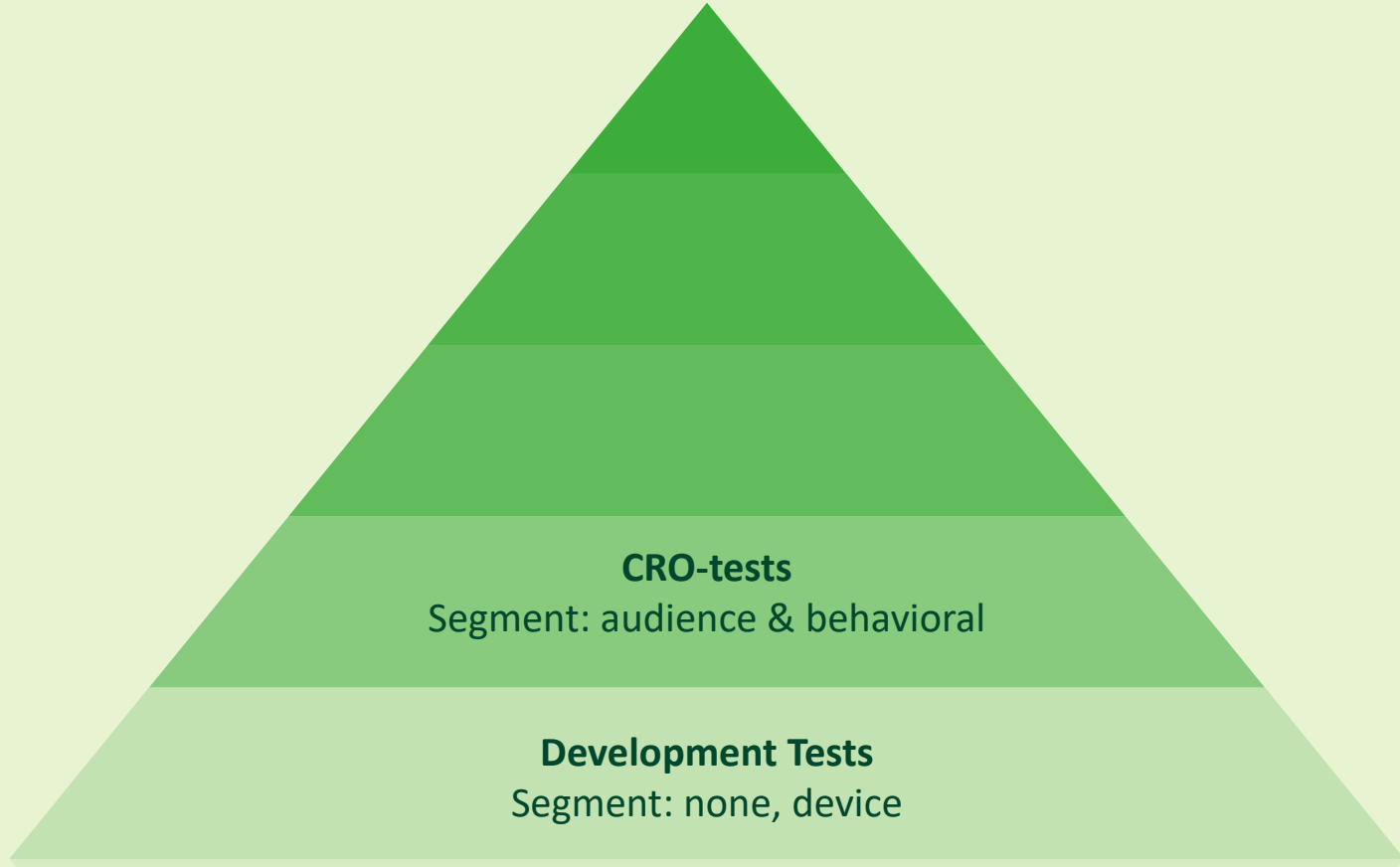


PYRAMID OF EXPERIMENTATION

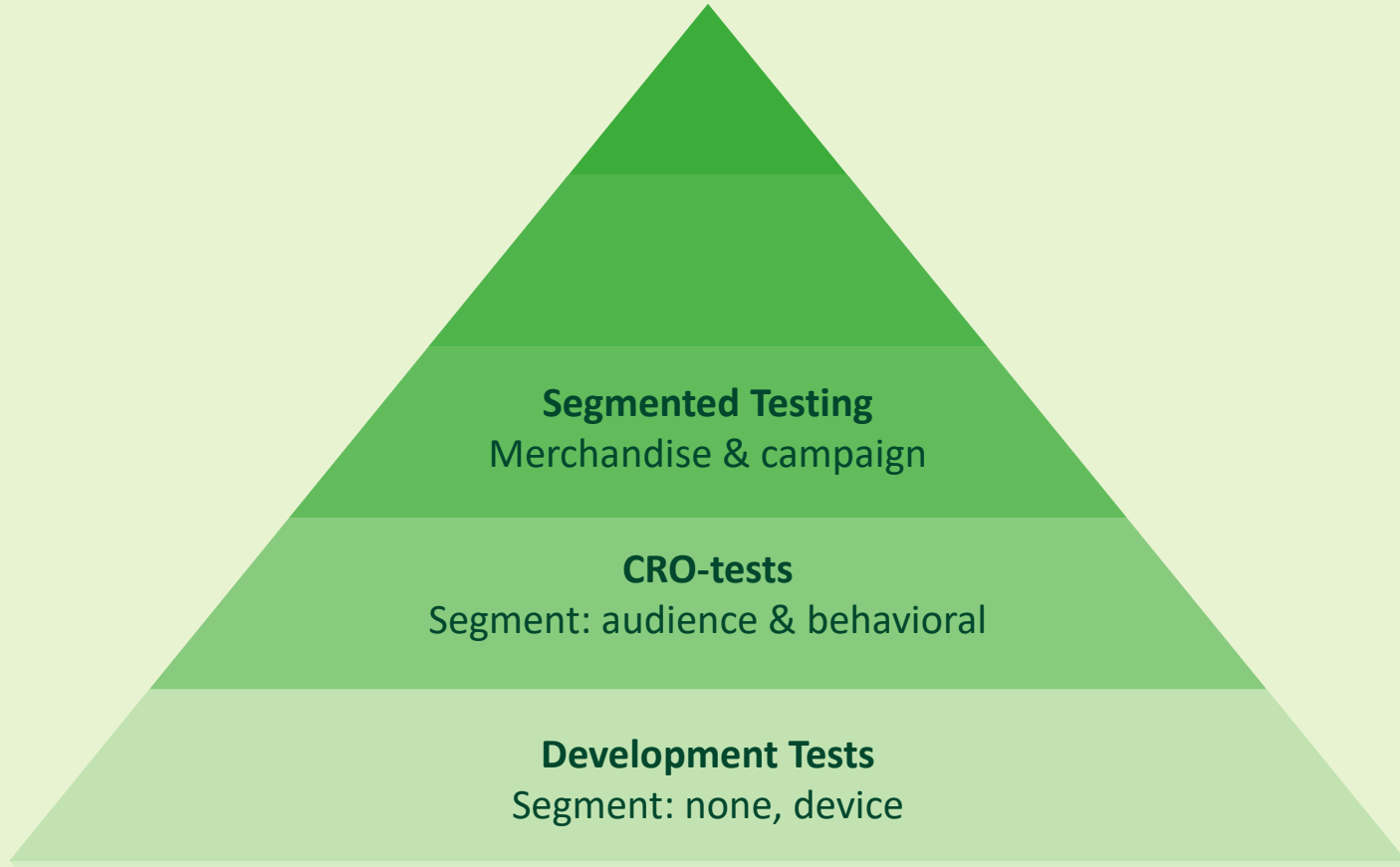


Development Tests
Segment: none, device

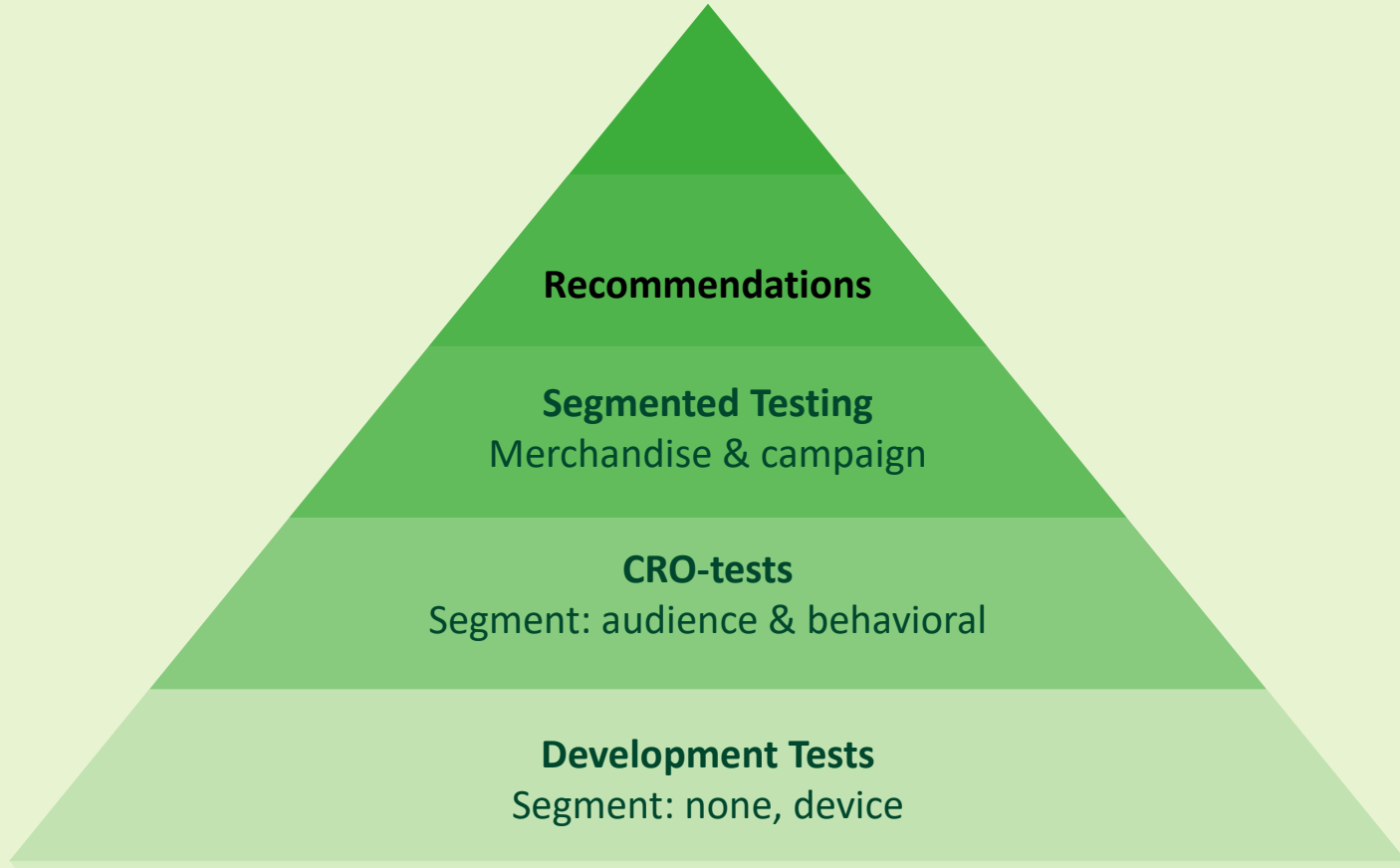
PYRAMID OF EXPERIMENTATION



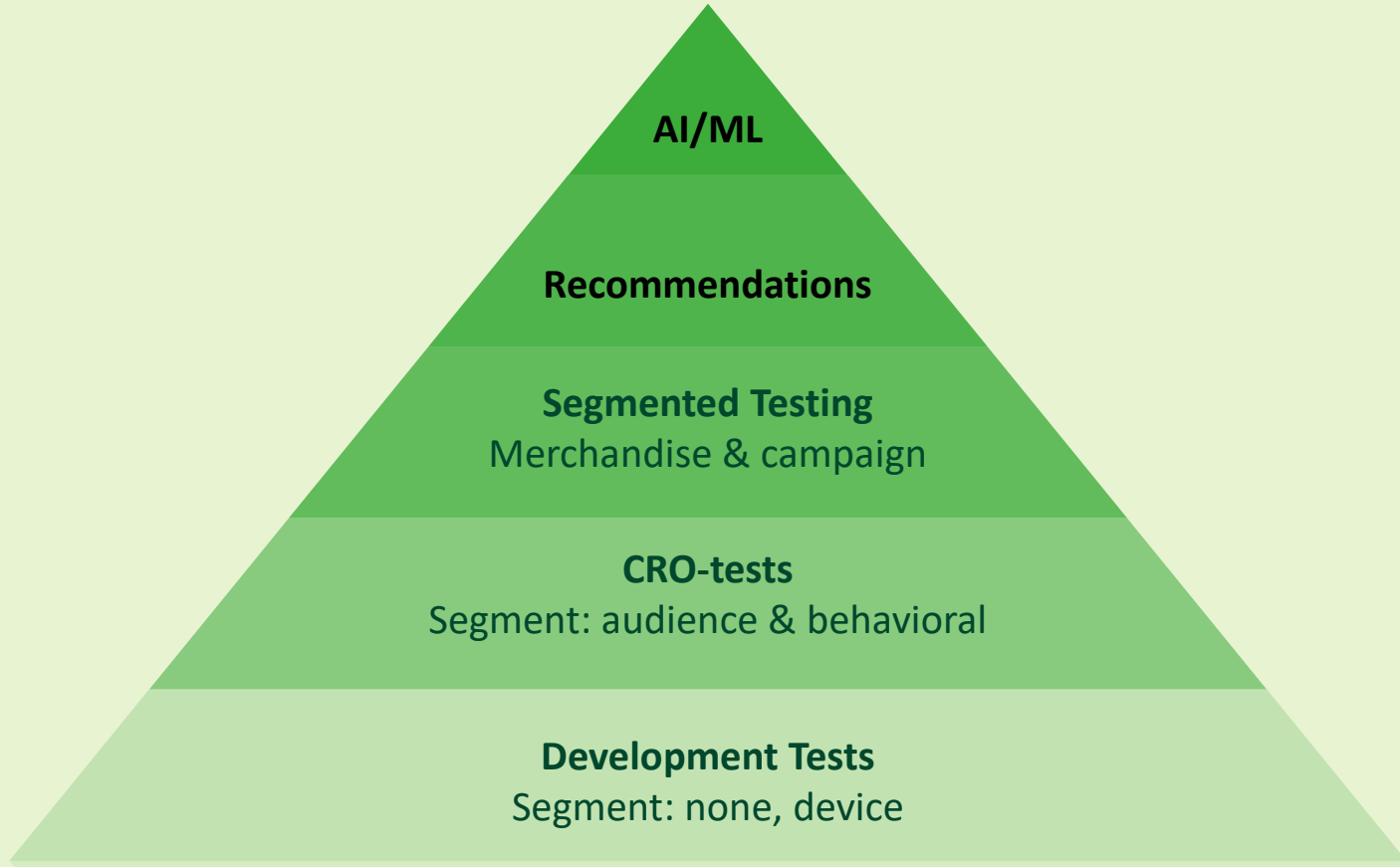
PYRAMID OF EXPERIMENTATION



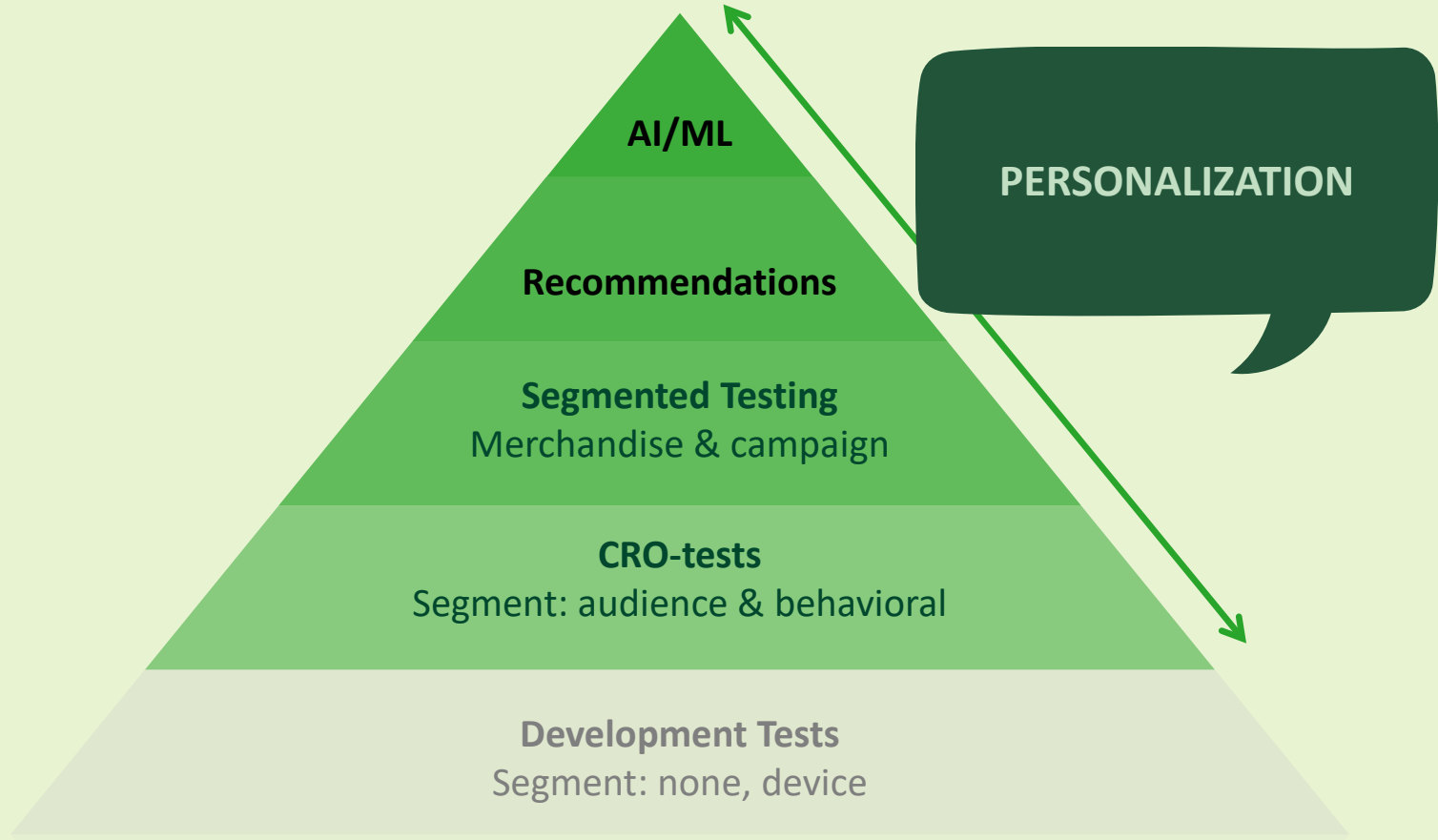
PYRAMID OF EXPERIMENTATION



PYRAMID OF EXPERIMENTATION



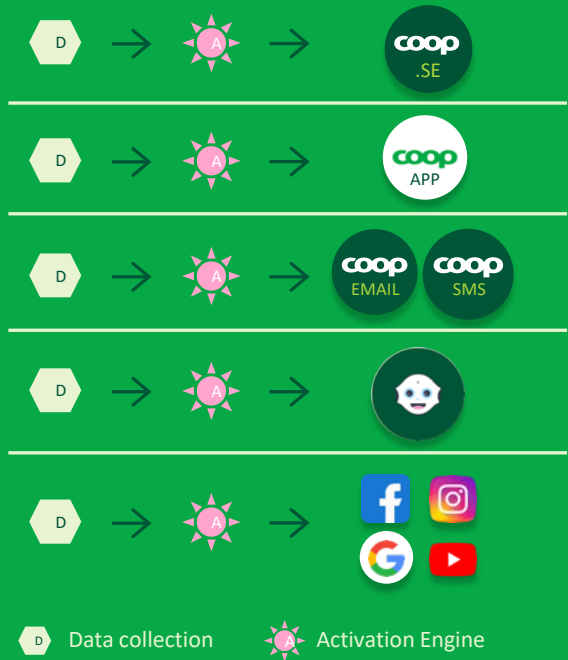
PYRAMID OF EXPERIMENTATION



The background features a dark green, almost black, field filled with numerous thin, light green lines. These lines are not straight but flow in a wavy, undulating pattern across the entire frame, creating a sense of movement and depth. The lines vary in density and curvature, some appearing as broad, sweeping arcs while others are more tightly packed.

The digital landscape of today is changing...

FROM BASIC



TO HYPER PERSONALIZED

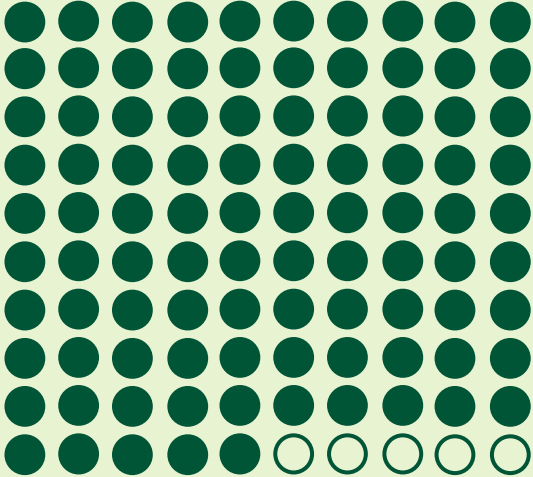


2

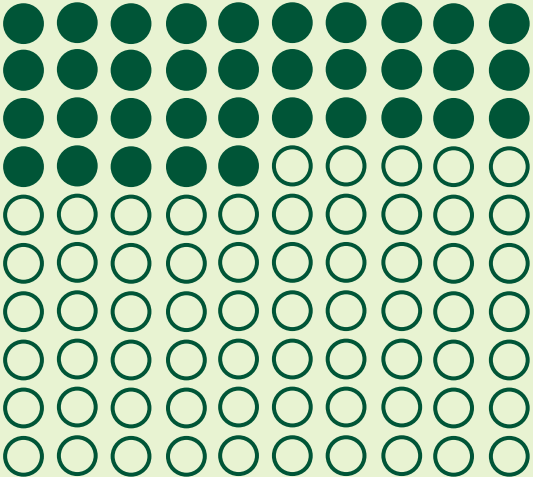
DATA – INSIGHTS – ACTION AS A METHOD

coop

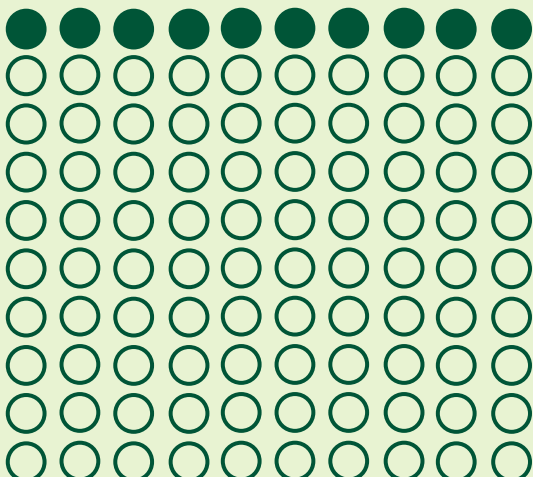
THE CHALLENGE



95 % GATHER DATA



35 % CREATE ACTIONS



10 % ACTS ON THE INSIGHTS

COOP IN 2020; Why are we showing these product?

Ca Nasta upphinningsstíðir í dag 18.00-18.00

Sök bland tucntals vörur

Grillmat

Företag >

Aktuelle erbjúðanden

Lokal mat

Matkasse >

Köpklara receipt

Mejari & Ágg >

Öst >

Frukt & Grönsaker >

Skafferi >

Kött, Fágel & Chark >

Fisk & Skaldjur >

Frys >

Vegetarískt >

Dryck >

Bröd & Bageri >

Kryddor & Smakátt... >

Oðis, Glass & Snacks >

Färdigmat & Mellan... >

Veckans meðlemsvaror

<p>20⁰⁰</p> <p>Cottage Cheese Naturell Coop, 500g, JH-pris 44,0 kr/kg.</p> <p>Medlemspris 20:90 /st 24:90 /st</p>	<p>34⁰⁰</p> <p>Ágg Frigönde M 24-pack Coop, 24-pack, JH-pris 2,35 kr/kg.</p> <p>Medlemspris 34:90 /st 56:90 /st</p>	<p>19⁰⁰</p> <p>Juice Apelsin Bravo, 2 L, JH-pris 12,98 kr/lit.</p> <p>Max 2 stykk per husháll Medlemspris 25:95 /st</p>	<p>19⁰⁰</p> <p>Juice Apple Bravo, 2 L, JH-pris 12,48 kr/lit.</p> <p>Max 2 stykk per husháll Medlemspris 24:95 /st</p>	<p>19⁰⁰</p> <p>Juice Tropísk Bravo, 2 L, JH-pris 12,48 kr/lit.</p> <p>Max 2 stykk per husháll Medlemspris 24:95 /st</p>	<p>19⁰⁰</p> <p>Apelsin & Mangojuice Bravo, 2 L, JH-pris 12,98 kr/lit.</p> <p>Max 2 stykk per husháll Medlemspris 25:95 /st</p>	<p>19⁰⁰</p> <p>Juice Exotísk Bravo, 2 L, JH-pris 12,98 kr/lit.</p> <p>Max 2 stykk per husháll Medlemspris 25:95 /st</p>	<p>19⁰⁰</p> <p>Juice Apelsin, Apple & Mandarin Bravo, 2 L, JH-pris 12,98 kr/lit.</p> <p>Max 2 stykk per husháll Medlemspris 25:95 /st</p>
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Picknick

<p>14:95 /st</p> <p>Potatissallad Coop, 400 g, JH-pris 23,8 kr/kg.</p>	<p>99:- /st</p> <p>Solkrám Spray Parfymfri Spf 50 Ánglamark, 200ml, JH-pris 405,0 kr/lit.</p>	<p>55:-</p> <p>Ráksallad Coop, 350 g, JH-pris 94,0 kr/kg.</p> <p>31:50 /st</p>	<p>55:95 /st</p> <p>Solkrám Stick Spf 50 Ánglamark, 1 tmi, JH-pris 2730,0 kr/kg.</p>	<p>21:50 /st</p> <p>Aluminiumform Med Lock Coop, 6 st, JH-pris 3,58 kr/st.</p>	<p>51:95 /st</p> <p>Solkrám Ansákte Parfymfri Spf 50 Ánglamark, 200ml, JH-pris 1099,0 kr/lit.</p>	<p>47:95 /st</p> <p>Lufttorcad Breaaðla Coop, 70 g, JH-pris 685,0 kr/kg.</p>	<p>44:95 /st</p> <p>Lufttorcad Skinka Prosciutto di Parma Coop, 70 g, JH-pris 642,54 kr/kg.</p>
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Tilvit

STEP 1:

Data collection:

We started to tag every product and every product listing

The screenshot shows a grocery store website interface. At the top, there is a navigation bar with a search bar containing the text "Sök bland tusentals varor". Below the navigation bar, there is a sidebar on the left with various category filters such as "Grillmat", "Företag", "Aktuella erbjudanden", "Lokal mat", "Matkasse", "Köpkärl recept", "Mejeri & Ägg", "Öst", "Frukt & Grönsaker", "Skafferier", "Kött, Fågel & Chark", "Fisk & Skaldjur", "Frys", "Vegetariskt", "Dryck", "Bröd & Bageri", "Kryddor & Smakått...", "Odlis, Glass & Snacks", and "Färdigmat & Mellan...".

The main content area is divided into two sections. The top section is titled "Veckans medlemsvaror" and contains a grid of eight product listings. Each listing includes a product image, a price tag (e.g., "20:-", "34:-", "19:-"), a product name, a description, a price per unit, and a quantity selector. A red box highlights this entire section.

The bottom section is titled "PÅ KÖPEN" and contains a grid of eight product listings. Each listing includes a product image, a price tag (e.g., "14:95", "99:-", "55:-", "55:95", "21:50", "51:95", "47:95", "44:95"), a product name, a description, and a quantity selector. A red box highlights the first product in this section, "Potatisalliad".

Product Name	Price
Cottage Cheese Naturell	20:90 /st
Ägg Frigöende M 24-pack	34:90 /st
Juice Apelsin	25:95 /st
Juice Apple	24:95 /st
Juice Tropicak	24:95 /st
Apelsin & Mangojuice	25:95 /st
Juice Exotisk	25:95 /st
Juice Apelsin, Apple & Mandarin	25:95 /st
Potatisalliad	14:95 /st
Solkärlin Spray	99:- /st
Räksalliad	31:50 /st
Solkärlin Stick Spf 50	55:95 /st
Aluminiumform Med Lock	21:50 /st
Solkärlin Ansikte	51:95 /st
Lufttorrad Bresaola	47:95 /st
Lufttorrad Skinka	44:95 /st

STEP 2: The insights

1 Introduktion
2 Top-ad, grid-ad & images
3 Recept
4 Torg
5 **Fasta balkar**
6 Temporära balkar
7 Produkter i balkar
8 Produkter i balkar (inkl. B...
9 Bortfiltrerade top- och gr...
10 Shop-in-Shops
11 Fasta balkar - old

coop Uppföljning av kommersiella planen 11 Apr 2022 - 1 May 2022

Filters Product List Name Butik Device Category

Uppföljning av fasta balkar

Week	List Name	Views	Product Adds to Cart	Product Adds to Cart 2	Unique Transactions	Product Revenue	Adds to cart per View ("CTR")	Transactions per View ("CR")
Week 17	P09_B2C_checkout_step2_edit_order							
Week 16	P09_B2C_checkout_step2_edit_order							
Week 15	P09_B2C_checkout_step2_edit_order							
Week 17	P08_B2C_storable_products_checkout_step1							
Week 16	P08_B2C_storable_products_checkout_step1							
Week 15	P08_B2C_storable_products_checkout_step1							
Week 17	P07_B2C_product_recommendations_checkout_step2							
Week 16	P07_B2C_product_recommendations_checkout_step2							
Week 15	P07_B2C_product_recommendations_checkout_step2							
Week 17	P06_B2C_product_recommendations_checkout_step1							
Week 16	P06_B2C_product_recommendations_checkout_step1							
Week 15	P06_B2C_product_recommendations_checkout_step1							
Week 17	P05_B2C_Complementary_Products_PDP							
Week 16	P05_B2C_Complementary_Products_PDP							
Week 15	P05_B2C_Complementary_Products_PDP							
Week 17	P04_B2C_Favourite_Products_Handla							
Week 16	P04_B2C_Favourite_Products_Handla							
Week 15	P04_B2C_Favourite_Products_Handla							
Week 17	P02_B2C_Offer_Recommendations_Handla							
Week 16	P02_B2C_Offer_Recommendations_Handla							

STEP 3: Action

coop Handla online Butiker & erbjudanden Hållbarhet Recept Medlem Bank & betalkort Marianne 25

Nästa upphämtningstid idag 18:00-18:00

Sök bland tusentals varor

Grillmat

Företag >

Aktuella erbjudanden

Lokal mat

Matkasse >

Köpklara recept

Mejeri & Ägg >

Ost >

Frukt & Grönsaker >

Skafferier >

Kött, Fågel & Chark >

Fisk & Skaldjur >

Frys >

Vegetariskt >

Dryck >

Bröd & Bageri >

Kryddor & Smaksätt... >





Godis, Glass & Snacks >

NYHET!









BRONSVALSAD PASTA AV UTVALT DURUMVETE

Handla nu

AL BRONZO DAL 1877 Barilla LAVORAZIONE GREZZA

 <p>Kycklingbröstfilé Guldfågeln, ca 900g, Jfr-pris 179,0 kr/kg.</p> <p>149,00 /kg</p> <p>134:10 /st 164:10 /st</p>	 <p>Feta Zeta, 150g, Jfr-pris 190,0 kr/kg.</p> <p>8 /kg 40,-</p> <p>28:50 /st</p>	 <p>Toalettpapper Classic 8-pack Lambli, 8st, Jfr-pris 50,42 kr/kg.</p> <p>8 /pack 99,-</p> <p>Medlemspris 41:95 /st</p>	 <p>Ägg Frigående M 24-pack Coop, 24-pack, Jfr-pris 2,35 kr/st.</p> <p>34,90 /st</p> <p>Medlemspris 34:90 /st 66:50 /st</p>
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Rekommenderat för dig

 <p>Mellanmjölk Längre Hållbarhet Coop, 1,5 l, Jfr-pris 9,97 kr/lit.</p> <p>14:95 /st</p>	 <p>Vispgrädde Coop, 5 dl, Jfr-pris 49,9 kr/lit.</p> <p>24:95 /st</p>	 <p>Crème Fraiche Ånglamark, 2 dl, Jfr-pris 64,75 kr/lit.</p> <p>22,-</p> <p>12:95 /st</p>	 <p>Laktosfri Mellanmjölk Coop, 1,5 l, Jfr-pris 12,33 kr/lit.</p> <p>18:50 /st</p>	 <p>IKaffe Oatly, 1 l, Jfr-pris 17,95 kr/lit.</p> <p>17:95 /st</p>	 <p>Bregott Normalsaltat Bregott®, 600g, Jfr-pris 86,58 kr/kg.</p> <p>51:95 /st</p>	 <p>Ägg Frigående M 24-pack Coop, 24-pack, Jfr-pris 2,35 kr/st.</p> <p>34:90 /st 66:50 /st</p> <p>Medlemspris 34:90 /st 66:50 /st</p>	 <p>Mellanmjölk Arla Ko®, 1,5 l, Jfr-pris 10,63 kr/lit.</p> <p>15:95 /st</p>
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Same thing can be done through the right tools

Stupid Search

Smart AI search

Sökresultat för "kyckling" 240 resultat

Märkningar	Populärast
Kyckling Hel Reko Kyckling 1700 gram uppgifter g. Jfr-pris 123 kr/kg	Kycklingbröstfil Guldfågeln ca 900g, Jfr- pris 143 kr/kg
232:90 /st	130:50 /st
Lägg till	Lägg till
Kyckling Hel Guldfågeln ca 900g, Jfr- pris 42 kr/kg	Kyckling Hel Coop ca 1200 gram uppgifter, Jfr-pris 28 kr/kg
57:54 /st	47:88 /st
Lägg till	Lägg till
Kycklingfilé Coop 200g, Jfr-pris 118 kr/kg	Kycklingfilé Coop 200g, Jfr-pris 161,67 kr/kg
83:20 /st	97:00 /st
Lägg till	Lägg till
Salladskyckling Grillad Reko filé 600 g, Jfr-pris 161,67 kr/kg	
Pytt 97:00 /st	
Lägg till	Lägg till

Sökresultat för "kyckling" 277 resultat

Alla filter	Populärast
Kycklingfilé Guldfågeln 1kg, Jfr-pris 99 kr/kg	Kycklingbröstfilé Guldfågeln 200g, Jfr- pris 82,5 kr/kg
99:00 /st	175:00 /st
Lägg till	Lägg till
Kycklingfilé Tvådelad Guldfågeln, Jfr-pris 114,21 kr/kg	Kycklingfilé Guldfågeln 600 GRM, Jfr- pris 143 kr/kg
Pytt 79:95 /st	Pytt 130:50 /st
Lägg till	Lägg till
Kycklingbröstfilé Grillad Coop 300GR, Jfr-pris 72,95 kr/kg	Kycklingbröstfilé Guldfågeln 200 GRM, Jfr-pris 184,75 kr/kg
36:95 /st	72:95 /st
Lägg till	Lägg till
Kycklinginnerfilé	Kycklinginnerfilé

THE RESULT



+57,59%

CTR from search



+6,43%

Add to carts from search

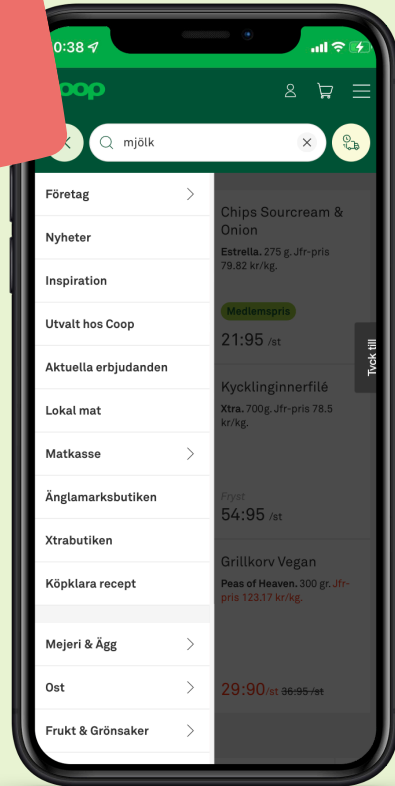


+60%

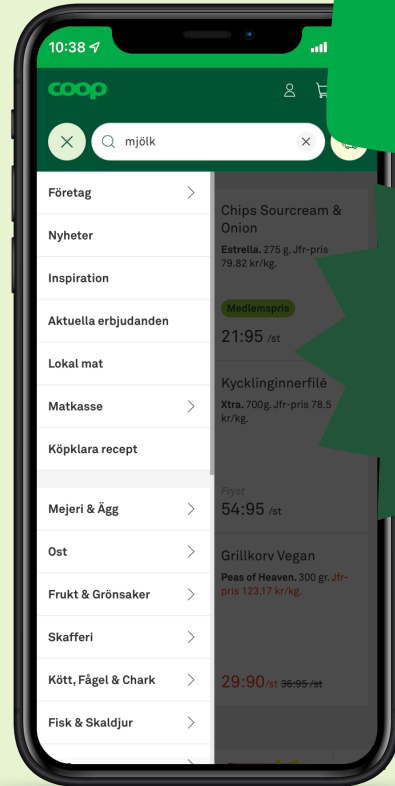
Search to purchase

AND OF COURSE: AB Tests

Original



Variant



Transaktions
+2,79%

No change in traffic to the removed navigation

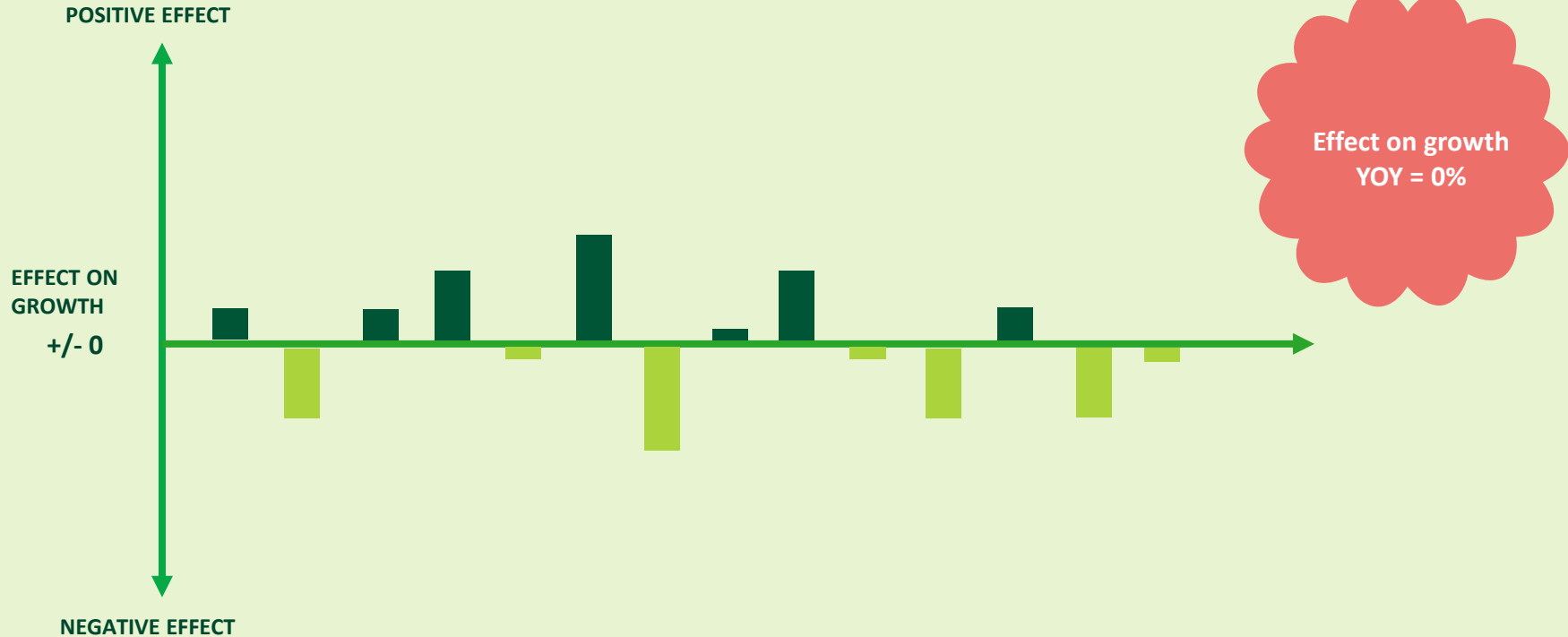
3

CREATING DATA-DRIVEN VALUE

coop

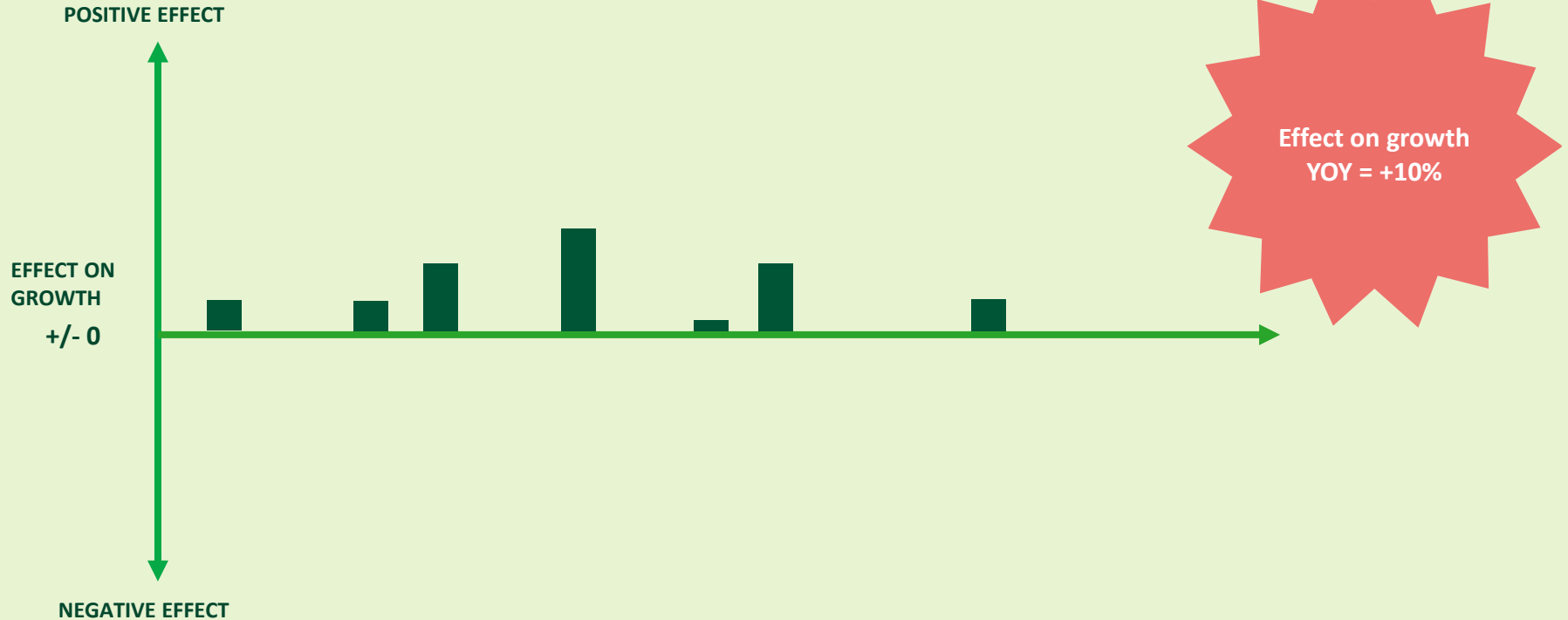
QUICK WINS WITH EXPERIMENT

No losers



QUICK WINS WITH EXPERIMENT

No losers





But what about
after the
experiment?

RULE 1

Personalizations needs to be treated as experiments

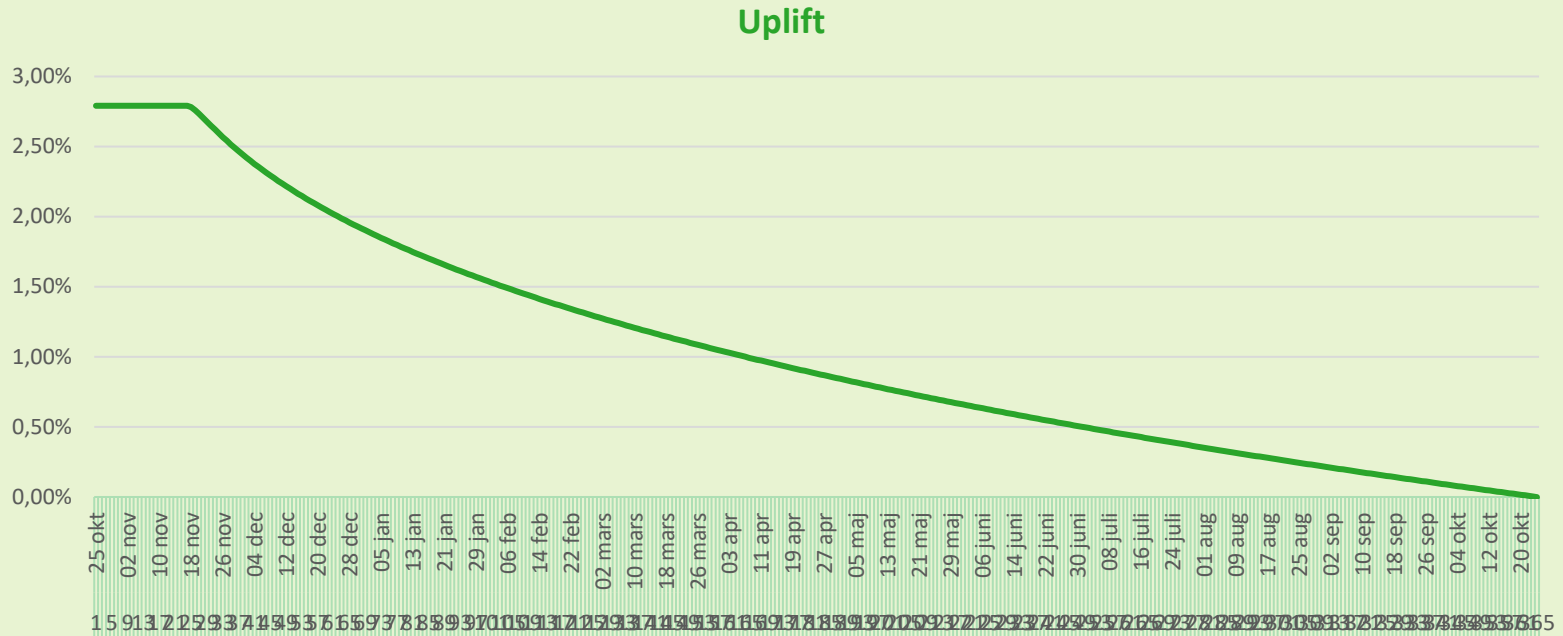
RULE 2

The only thing you know is your uplift during the experiment

RULE 3

Don't overestimate your
value

TRANSLATE YOUR EXPERIMENT TO ACTUAL UPLIFT



A man in a dark suit and striped tie is standing on a staircase. The image is dimly lit, with the man's face obscured. The text is overlaid in the center of the image.

Create a KPI and show this to your finance department and top management for buy in



1

THE WORLD OF EXPERIMENTATION & CRO



2

DATA – INSIGHTS – ACTION AS A METHOD



3

CREATING DATA-DRIVEN VALUE

THE RESULT:

- ✓ 40 experimentations executed
- ✓ 12 personalizations live
- ✓ 10 new AB-tests every month
- ✓ 10 new personalizations every month
- ✓ 4,6% uplift in revenue in only 5 months

THANK YOU AND GOODBYE!!

