

CASE STUDY

Designing & building an adaptable eCommerce website for Electrolux's APAC and MEA markets

With Niteco already having taken over development and maintenance work for many of Electrolux's websites across the APAC and MEA regions, the two companies also partnered on SEO services, with Niteco now managing SEO for 15 websites in 13 markets, using nine languages. Organic traffic surged by 20% in the year following Niteco's takeover of SEO management, with some sites seeing increases as high as 40%.



Ahrefs SEO health score



Google Page Speed Insight



Increase in Add to Cart actions



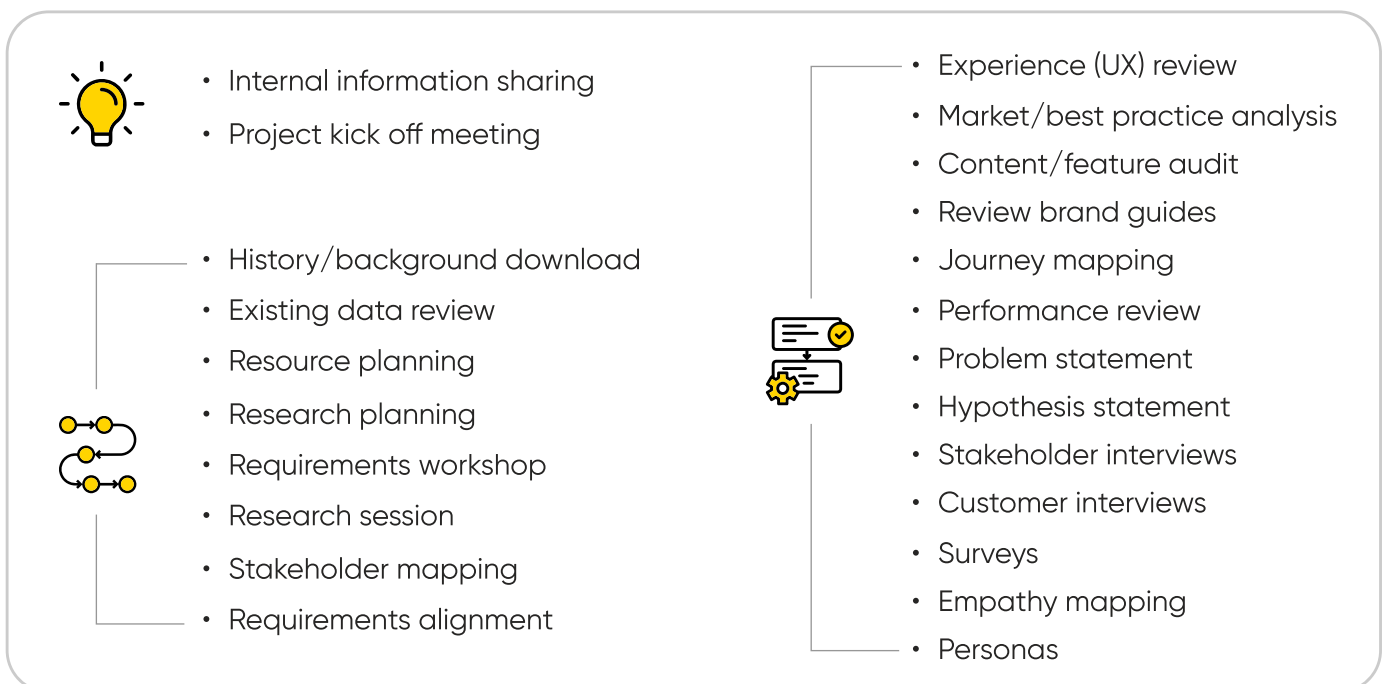
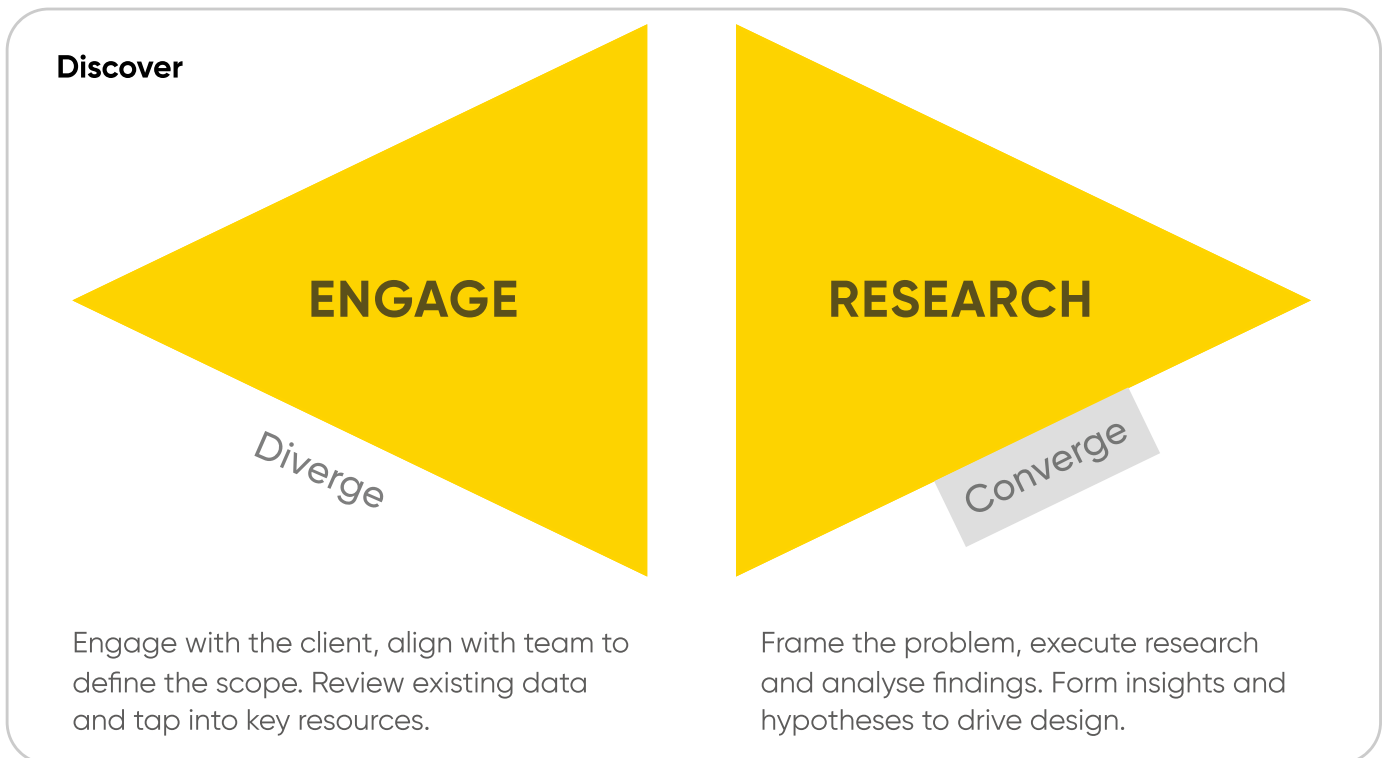
The Challenge

- With the pandemic impacting sales, Electrolux wanted to switch to **direct-to-consumer sales** quickly.
- Existing sites only provided product information and links to retailers.
- The new site needed to be **easy to scale** and **deploy** across countries and markets.
- Support for **efficient delivery options** and a **secure payment gateway** was crucial to the client.
- Many stakeholders and team members were working from home due to the pandemic.



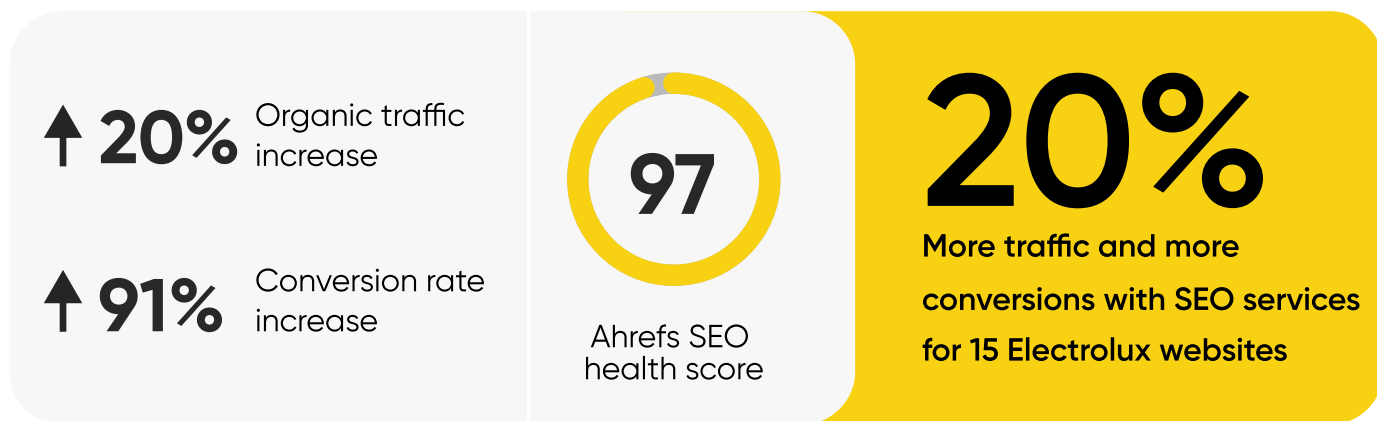
Discovery Phase & Solution Design

- Owing to the large scope of the project, Niteco and Electrolux kicked off with a one-month discovery phase, bringing together a multitude of stakeholders and determining the must-have requirements.
- Due to Covid, over 50 hours of workshops were conducted virtually. Niteco's team then designed the new Ecommerce site, creating visually appealing designs and efficient user flows, and assisted in setting up the logistics and payment aspects. Niteco's development experts built the site on Optimizely (formerly Episerver) and Optimizely Commerce, integrating it with Electrolux's existing PIM and ERP systems and heavily emphasizing web performance and speed.



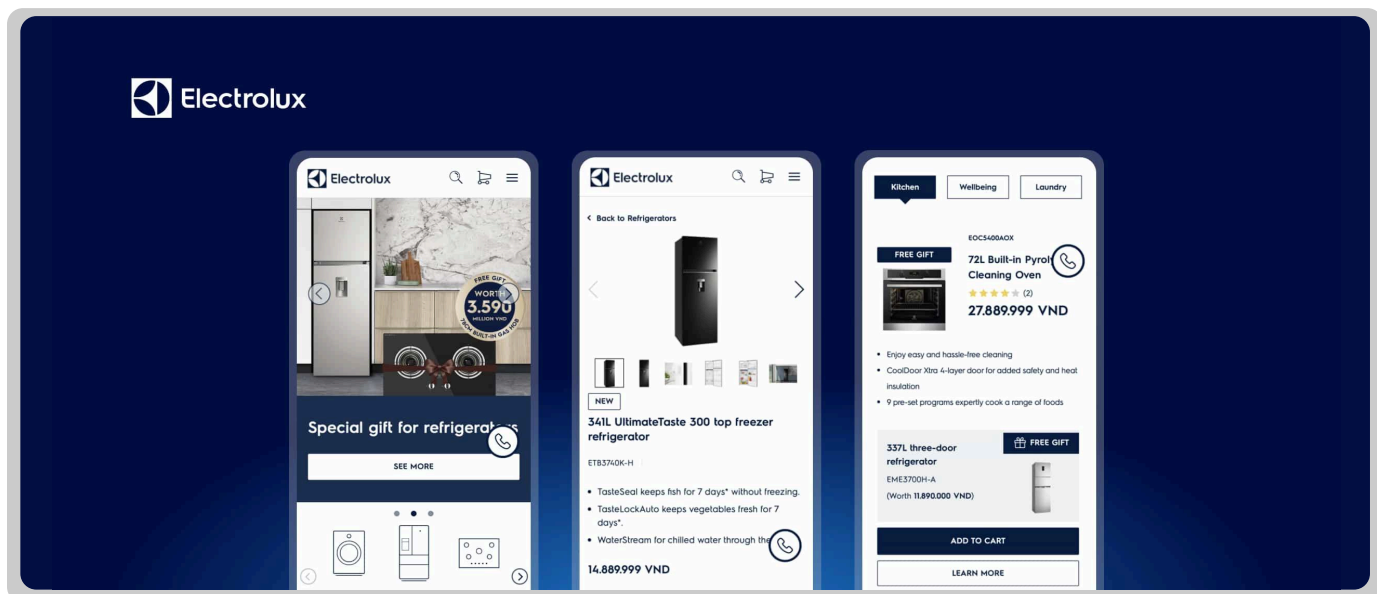
Content and SEO

Niteco also took on the task of filling the new site with Electrolux's content, using the aforementioned PIM system and following Best Practices for web content. The Niteco SEO team ensured that all SEO requirements, be they technical or content-related, were met, making it possible for the site to rank highly in search engine results right from the start.



Integrations

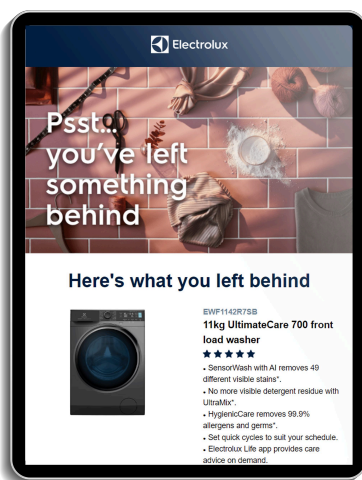
The site can be customized to support all major local payment options, including cash on delivery and payment in installments. The site can also offer next-day delivery and a 90-day free trial for all products bought directly on the site. For the currently planned rollout, the site will use one platform to support 8 markets, integration with 4 separate ERP systems, 8 payment gateways, and 8 distinct checkout and fulfillment flows.



Email Marketing & CRO

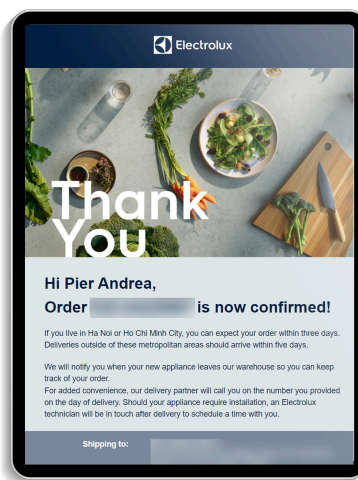
With the new site, marketers get complete control over all touchpoints, with automated transaction emails, abandoned cart follow-ups and more built right into the system.

For improved upselling capabilities, the sites also recommend additional products and accessories the buyer might like while nurturing customer relationships post-purchase. In addition, advanced Ecommerce tracking lets marketers easily keep an eye on the most important metrics like bounce rate and conversion rate while making A/B Testing and CRO super-easy.



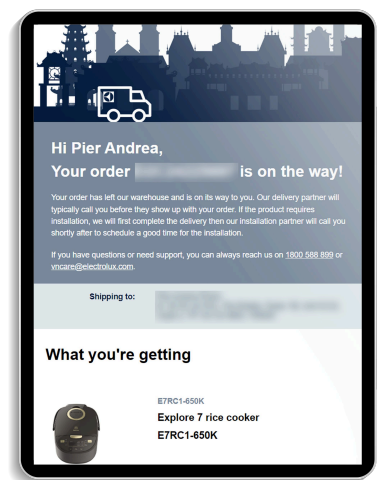
21%

More clicks on featured products



25%

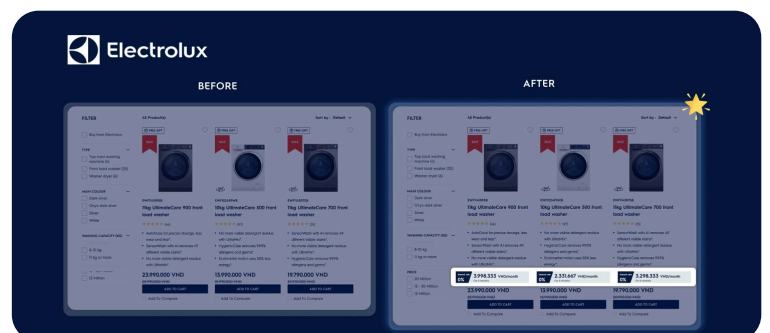
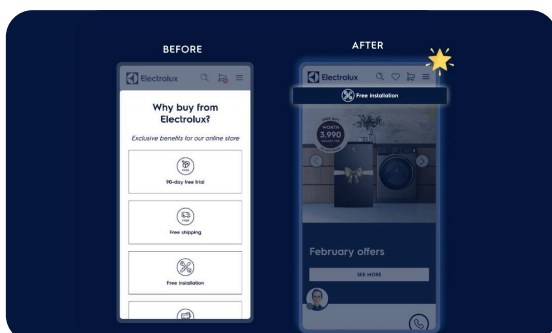
Increase in "Add to cart" actions



9%

Average session duration increase

For instance, Niteco and Electrolux implemented a CRO project shortly after the launch that led to an increase of 26.7% in Add to Cart actions. To optimize conversion rates further, Niteco designed smooth user checkout flows that eliminate any obstacles keeping users from buying.

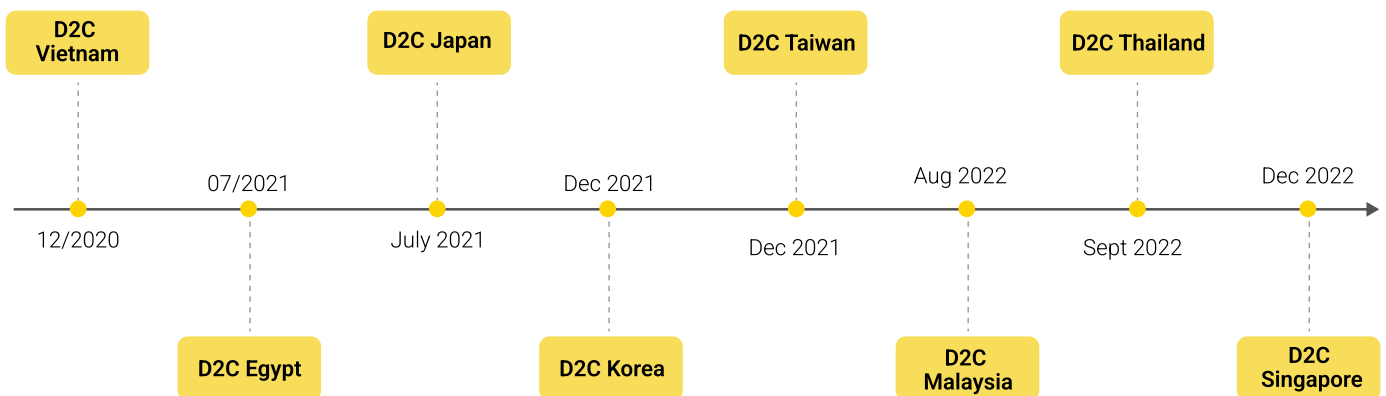


Adaptable Rollout

The new Ecommerce website, which first went live in the crucial Ecommerce market Vietnam, was designed following Niteco's mobile-first approach, since the vast majority of Electrolux's traffic in the targeted markets comes from mobile devices.

The project was nominated for an internal Electrolux award for the successful implementation of the project despite Covid-19 restrictions and the distribution of team members across five countries. Sales for the new Ecommerce site in Vietnam are estimated to reach more than 1.1 million USD per year. The low cost and quick implementation for other markets are the major benefits of the Niteco solution's scalability and adaptability.

D2C sites go live



Testimonial






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Niteco has been, and continues to be, **a great partner**, for the launch of our multiple direct to consumer e-commerce platforms across APAC & MEA. Their team's expertise with Optimizely has been **undeniably essential** for our projects and they have **gone above and beyond** to support us with all other system integrations we needed. The team knows our business processes well enough to advise us on **the best technical solutions** and delivers on **tight schedules**.









KAREN EL KHOURY
D2C Program Manager – APAC & MEA

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Our Digital Services

 <p>DISCOVER Initial Consulting</p>	 <p>DEFINE Strategy & Analysis Content</p>	 <p>BLUEPRINT & DESIGN UI/UX Focus Design Workshops</p>	 <p>BUILD Deployment Testing Development</p>	 <p>OPTIMIZATION Managed Services Digital Marketing</p>
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