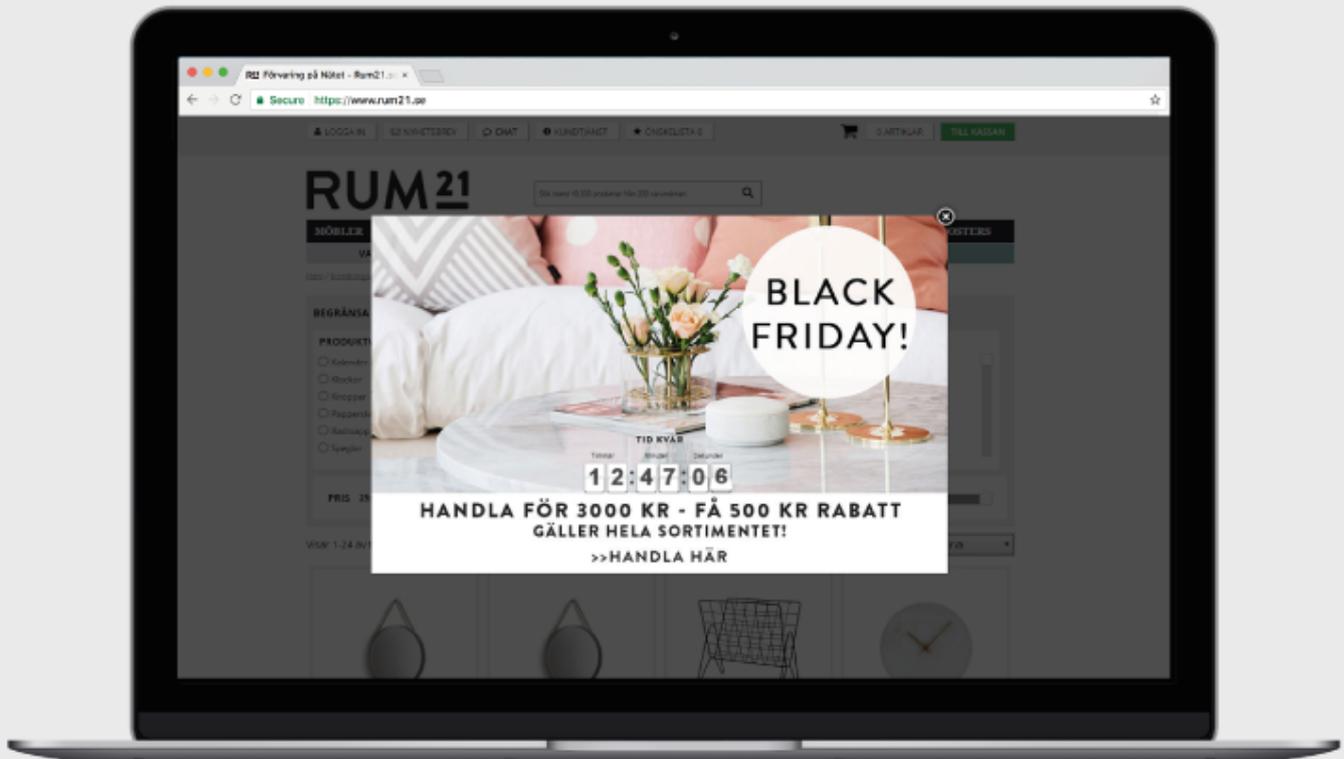




# How Rum 21 used Yieldify to deliver better customer journeys

Case study



## ABOUT RUM21

Starting as a family business in 2006 in Borås, Sweden, today [Rum21](#) is one of the leading internet retailers of furniture and home furnishings.

## CONSUMERS 'SHOWROOM' THEN LEAVE

[70% of shoppers that use mobile devices to assist their purchase decisions report that they have showroomed](#) (looked at products in-store and then buy online at a lower price). What's more, of that number, many end up purchasing from a competitor once they go online. When those visitors show intent to exit your website, it's absolutely critical that you have the tools to create meaningful interactions that inspire them to stay and convert.

## MAKE EVERY INTERACTION COUNT

Yieldify helped Rum21 engage its website visitors at the perfect moment to optimise its conversion rates, increase order value, acquire new customers and cultivate loyalty in its existing customers.

“Yieldify has delivered quality and smart solutions that have been seamlessly integrated into our site. These solutions have increased our conversion rate and have also been a great way for us to maximise visibility of our website promotions. Yieldify has also provided a fast and really great service.”



**Andréas van Reis**

Head of Digital Marketing

# New customer acquisition

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Yieldify launched campaigns to increase conversions and [generate leads](#) from visitors browsing the Rum21 website for the first time. When these visitors showed intent to exit the Rum21 website, we served them with a 100 kr discount to incentivise them to stay and convert. Visitors exchanged their email address to access their discount code.

## SUCCESS

**+106%**

**Conversion rate**

**+100%**

**Emails captured**



**100 KR RABATT**

**FÅ 100 KR RABATT PÅ DITT FÖRSTA KÖP**  
**SIGNA UPP TILL VÅRT NYHETSREB**

**>>VISA MIN RABATTKOD**  
Koden gäller endast vid köp över 500 kr.

STRING  
String hyllplan 3-p 58x20  
fr. 680:-

STRING  
String skohylla i metall, 1-pack  
med 2 br  
fr. 459:-

STRING  
String Pocket hylla, ask/vit

STRING  
Stringhylla gavel golv 1-p 115x30,

STRING  
String Pocket hylla, ek/vit

HOUSE DOCTOR  
Apart hyllbårare 2-pack, mässing

# Brand promotion

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Yieldify served returning visitors who showed exit behaviour on pages outside of the checkout with an overlay highlighting furniture from renowned Scandinavian design company String. This brand-specific offer was already present on the Rum21 website, but by serving the message in this way, Rum21 was able to amplify its impact and re-engage visitors and the perfect moment.

**SUCCESS**

**+107%**

**Conversion rate**



**NYHET!  
STRING POCKET I  
FLERA NYA  
UTFÖRANDEN!**

STRING  
String hyllplan 3-p 58x20  
fr. 680,-

skohylla i metall, 1-pack  
9,-

STRING  
String Pocket hylla, ask/vit

STRING  
Stringhylla gavel golv 1-p 115x30,

STRING  
String Pocket hylla, ek/vit

HOUSE DOCTOR  
Apart hyllbärare 2-pack, mässing

# Cultivating loyalty



Yieldify supported Rum21's strategy by creating new opportunities for the brand to interact with returning website visitors. When they showed intent to exit from the checkout page, we served them with an overlay highlighting USPs.

**SUCCESS**

**+62%**

**Conversion rate**



STRING  
String hyllplan 3-p 58x20  
fr. 680,-

**HÄNG KVAR!**  
**VI ERBJUDER DIG**

- ÖPPET KÖP I 14 DAGAR
- FRI FRAKT VID KÖP ÖVER 500 KR
- SÄKRA BETALNINGAR

**>>HANDLA NU!**

STRING  
String Pocket hylla, ask/vit

STRING  
Stringhylla gavel golv 1-p 115x30,

STRING  
String Pocket hylla, ek/vit

HOUSE DOCTOR  
Apart hyllbärare 2-pack, mässing

# Cyber Week promotion

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To help Rum21 capitalise on the Cyber Week sales window, Yieldify ran campaigns over [Black Friday](#) and Cyber Monday to highlight key onsite promotions. The campaign served an overlay featuring a countdown clock to inspire a sense of urgency in visitors, encouraging them to purchase.

## SUCCESS

**+35.9%**

**Conversion rate**

**+19%**

**Average order value**

# RUM21

Sök bland 10 000 produkter från 200 varumärken

MÖBLER

VA

Hem / Inredning

BEGRÄNSA

PRODUKT

- Kalender
- Klockor
- Knoppar
- Pappersk
- Radioapp
- Speglar

PRIS 25

Visar 1-24 av



**BLACK FRIDAY!**

TID KVÄR

Timmar: 12 Minuter: 47 Sekunder: 06

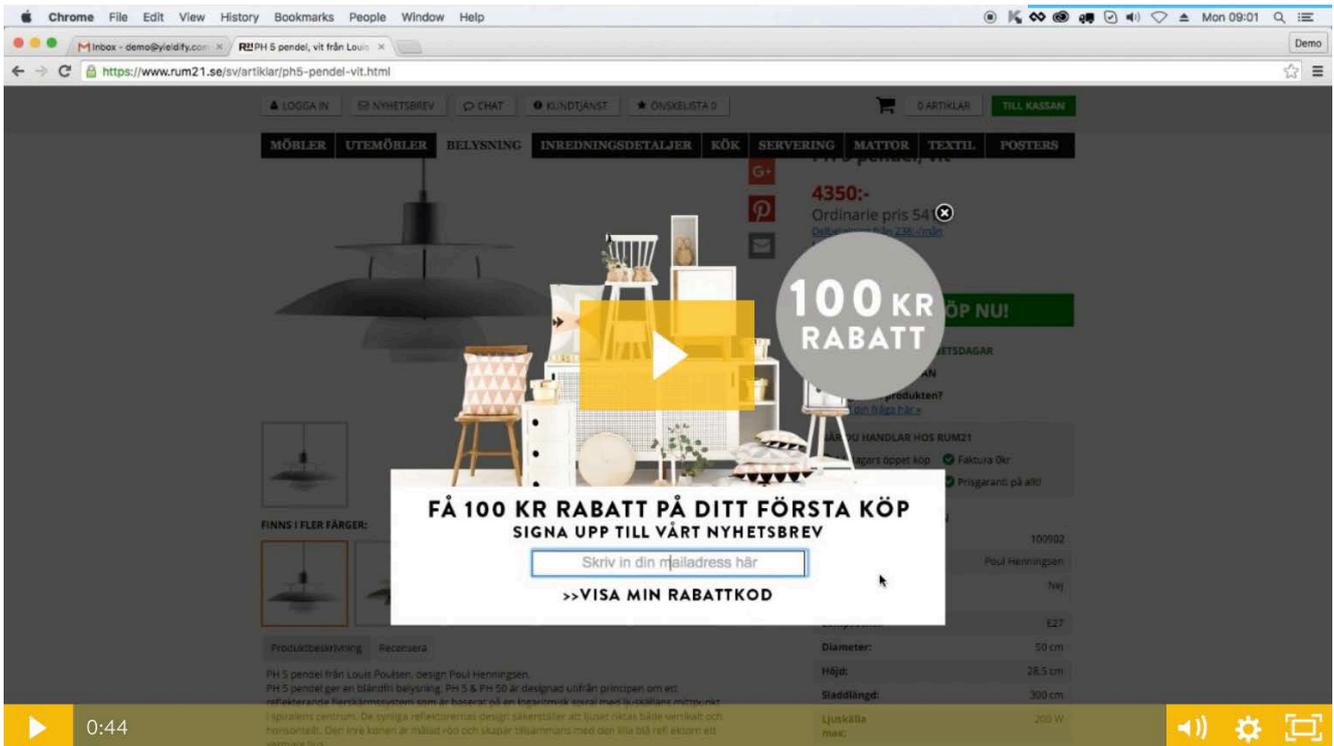
**HANDLA FÖR 3000 KR - FÅ 500 KR RABATT  
GÄLLER HELA SORTIMENTET!**

[>>HANDLA HÄR](#)



# How it works

Watch the new customer acquisition campaign in action:



# Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

[Get a Consultation](#)

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