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Electrolux Generates New Revenue with Product Price Drop

About Electrolux

Electrolux Group is a leading global appliance company that has shaped living for the better for more than 100 years. They reinvent taste, care, and well-being experiences for millions of people, while always striving to be at the forefront of sustainability through their solutions and operations. Under a group of leading appliance brands — including AEG, and Frigidaire — Electrolux sells approximately 60 million household products in more than 120 markets every year. In 2022, Electrolux Group had sales of SEK 135 billion and employed 51,000 people around the world.

Challenge

Electrolux manufactures and sells a variety of home appliances — such as washers, dryers, vacuum cleaners, ovens, and air purifiers. Operating in over 120 markets, they have extensive customer data primed and ready for activation. Their goal was to leverage customer interest data to effectively increase sales and customer engagement. The solution needed to seamlessly integrate web-tracking data with customer profile data, and efficiently use this information for targeted marketing.

Electrolux uses triggered emails to re-engage with visitors interested in products when those products are discounted.

Solutions

To achieve their goal of leveraging customer data to increase sales, Electrolux took a multi-faceted approach with BlueConic CDP. Using Segments and Connections, they were able to identify and categorize customers based on product interests. AI Workbench was employed to process and match product-price reduction with customer interest. And finally, an e-commerce integration was established, using API calls to notify BlueConic about price reductions, which then triggered targeted emails to interested customers.

Electrolux successfully matched data tracked natively in BlueConic (e.g., product interest, via Listeners) with customer profile data (e.g., email addresses). These types of efforts enabled Electrolux to send timely, relevant email notifications about price drops. The strategy was to send emails when products of interest had a significant price drop (i.e., more than 5%), effectively encouraging purchases while increasing customer engagement with the brand.

The implementation of the Price Drop Use Case was straightforward, consisting of the following key components:

- **One-time IT Involvement:** Initial setup required IT support, after which the marketing team could manage the process.

- **Always-On Campaign:** Unlike previous blast campaigns, this strategy was set to run continually, requiring minimal intervention.

- **Real-Time Data Utilization:** Pricing information was updated in near real time to ensure timely and relevant customer communication.

Results

The Price Drop Use Case demonstrated remarkable success, directly generating five-figures of e-commerce revenue in its first 30 days. Web engagement and e-commerce conversion rates saw a marked increase as well: They achieved an 80% increase in e-commerce rates and a 20% decrease in e-commerce bounce rates. A key component to this success is the enhanced customer experience powered by matching products with historic interest.

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BlueConic CDP has allowed Electrolux to make more meaningful connections with customers in a way that is mutually beneficial. We are just beginning to see the possibilities that lie beyond this initial Price Drop Use Case, and we are excited to see where it takes us."

Tim Nusch, Engineering Manager – Consumer Engagement, Electrolux

There is plenty of opportunity for Electrolux to build upon this use case by expanding the reach of the campaign to a larger audience by adding new channels — for example, in e-commerce.

Conclusion

The innovative manner in which Electrolux used the BlueConic CDP for the Price Drop Use Case has not only generated significant revenue in a short timespan but also paved the way for more efficient, targeted, and customer-centric marketing strategies. This success story demonstrates the potential of combining advanced data analytics with marketing expertise to create impactful, revenue-generating campaigns.