



Highly distinctive with clicks and bricks

211

million euros turnover in 2019

100%

increase of conversion rate in mobile commerce

30

employees in a powerful e-commerce team



CHALLENGE

- Strengthen and grow all digital sales channels
- Integrate the e-commerce strategy for multiple online shops and sales channels for consumers, own shops, franchise shops and distributors
- Offer customers a 360° experience, combining online and offline data
- Improve the mobile user experience and conversion

SOLUTION

- Migration to the latest version of the Intershop Commerce Platform
- High scalability and architecture enable easy addition and central management of additional sales channels for B2C (consumers) and B2B (shops and distributors)
- Improved personalization for a better customer experience and up- and cross-selling
- Integration with SAP ERP and the existing PIM, CRM and BI platform

ABOUT BOOKSPOT

BookSpot is a Dutch online bookstore that has been part of the Audax Group since April 2020. The Dutch media group with around 1,300 employees supplies a total of 170 own branches, 880 franchise stores and 5,400 sales outlets in the Netherlands and Belgium. In addition to BookSpot, its portfolio includes the brands Bruna, AKO and The Read Shop—as well as 11 media titles (including Weekend, Vriendin and Santé) with more than 3 million readers per month. In terms of digitalization, BookSpot uses the Intershop Commerce Platform, which is now being deployed as the central commerce platform for the online shops of all Audax brands, based on the know-how available within the company and the experience gained from previous projects.

www.bookspot.nl

We talked to the former director of BookSpot, Jan Oostrom, and Daniëlle Vromans, Head of Digital Business at Audax.

When Boekenclub ECI was sold to Novamedia in 2018, Jan Oostrom and Daniëlle Vromans took over the helm together with the team. ECI was renamed BookSpot and the focus shifted strongly to the online sales channel to make the book club successful again. Daniëlle: “Since then, we have increased our focus on online marketing, focusing on a high return on advertising spend (ROAS) and using the power of affiliate and retargeting partners. In 2018, we also started personalization and introduced a data management platform. From then on, we invested mainly in online and less in offline. The course of BookSpot did not really match the owner’s vision at that time, so we looked for one that was a better fit for us. It was Audax. Audax wants to implement the e-commerce strategy in a good and integrated way throughout the group and therefore founded a Digital Business unit. All online labels fall within this area of responsibility. This department focuses on end consumers, but also on its own stores, franchisees and wholesalers”.

Perfect customer experience across all channels

As an online player it is important to focus on the added value for the customer. Jan: “In the book market, we are an important niche player because we have the largest product range. At BookSpot the customer will find both the bestsellers and the longtail. Since we offer a subscription model, the customer buys books at a reduced price. This is interesting for people who read a lot, especially since the law on fixed book prices exists in the Netherlands”. Daniëlle adds: “We not only sell books, we also provide advice and inspiration. Our category managers are real book lovers. Using an AI (artificial intelligence) model, we give our customers tips, organize events and have managed to build a large community. For example, we have 10,000 loyal followers on Instagram. We have also improved

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Daniëlle Vromans, Head of Digital Business at Audax

the customer experience in recent years through email marketing and personalization. We are communicating better and better with our customers based on data analytics. We don't use a scattergun approach anymore. Furthermore, we see that the conversion rate in mobile commerce is increasing significantly. It has almost doubled within a year. The data traffic on the mobile site is comparable to or even higher than on the desktop site. So it was logical for us to further improve the mobile website. But perhaps the most important thing is that now that we are part of the Audax Group, the customer can also go into the stores. Bricks and clicks come together, that's a very strong combination".

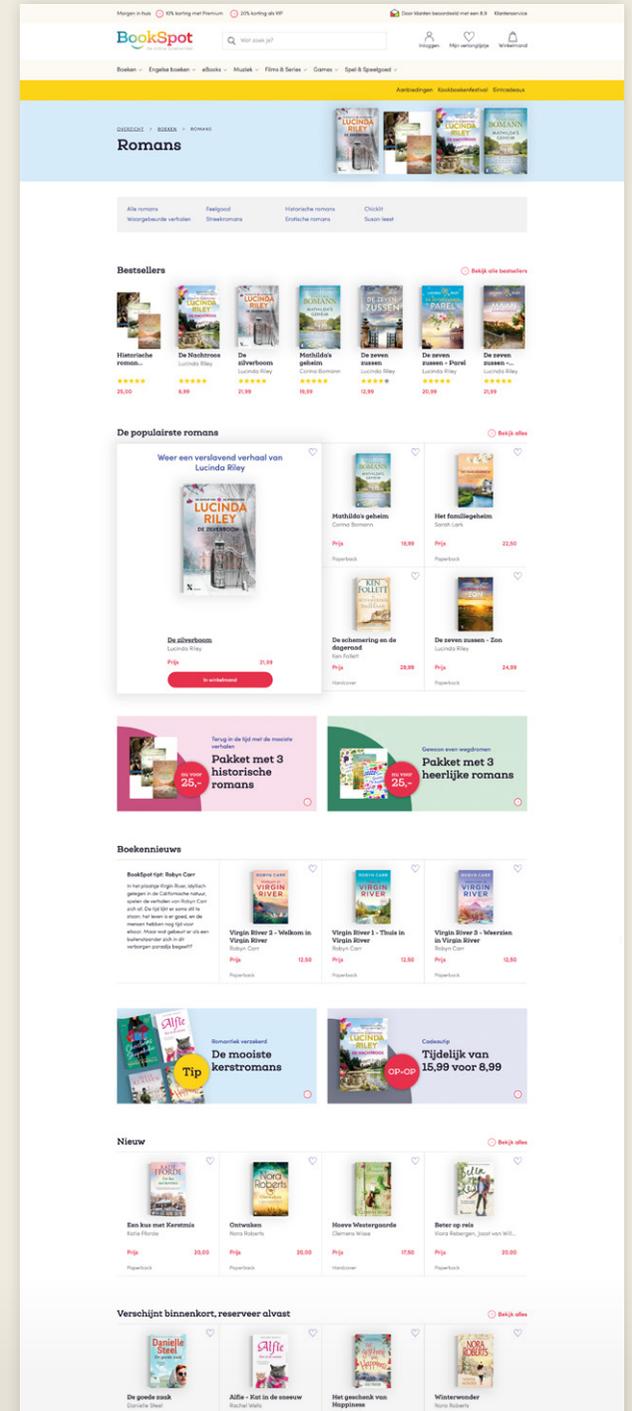
Adding sales channels easily

BookSpot has been using the Intershop Commerce Platform since the early ECI days (former owner). Daniëlle: "In 2018, we started everything at once: We migrated to the latest version of the Intershop Commerce Platform and implemented a new Product Information Management system at the same time. We chose the Intershop Commerce Platform because we had the expertise in-house and we knew that adding new sales channels was very easy. In addition, the solution's high scalability is convincing. After the webshops bookspot.nl and bookspot.be were implemented, the next step is

to add an online sales channel for Bruna. This can be done quickly and without any risks because the architecture of the Intershop Commerce Platform is headless and offers a backend and a frontend. Adjustments can be easily made by customizing certain style elements such as header and footer, font and colors."

Increase sales through personalization

Daniëlle: "We plan to run all Audax digital sales channels on the central Intershop platform. The integration of the Audax systems will take place mainly at the backend level. This is one of the aspects where Intershop excels with its API-based architecture. For example, we will integrate the SAP platform for financial processing. We will also connect our CRM and BI platforms to provide a complete 360° view of every single off- and online customer. We have a lot of data from buyers, 3 million readers of magazines and a lot of information from logistics. There are plenty of opportunities to communicate with customers in a relevant and timely manner. The CRM and BI integration will help to further strengthen customer satisfaction and exploit up- and cross-selling potentials through extensive segmentation and personalization. We see a lot of potential in this to quickly increase our sales further".



ABOUT INTERSHOP

Always nearby

Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.



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