



How Breuninger Leveraged AI and Cross-Functional Projects to Accelerate Digital Business Growth in Just 5 Months



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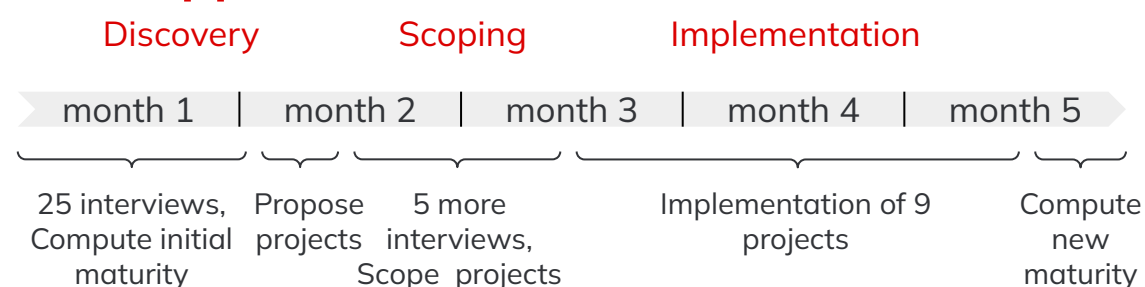
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The Challenge

Breuninger is committed to enhancing its digital capabilities through advanced, cross-functional projects with a demonstrable impact on its digital business. As a leading fashion and lifestyle retailer in Germany, the company recognizes the challenges posed by resource constraints and decentralized departmental priorities in identifying and implementing such initiatives. This commitment is reinforced by [a joint study from BCG and Google](#), which indicates that organizations with higher levels of digital maturity achieve greater profitability growth. By aligning its efforts with these insights, Breuninger aims to strengthen its digital maturity and drive sustainable business growth.

The Approach



Breuninger partnered with Google and TRKKN, as trusted partners, to accelerate digital maturity through a structured, time-limited three-phase approach: discovery, scoping, and implementation. With a strong focus on business-relevant KPIs, TRKKN conducted an in-depth qualitative and quantitative analysis of customer experience, data transformation, and business activation, drawing insights from 30 stakeholder interviews across 20 teams, including Data Analytics, Performance Marketing, Engineering, Data Science, and Consumer Services. This analysis helped define and prioritize high-impact, cross-functional projects, including proofs of concept. Nine strategically selected initiatives were successfully implemented, followed by a post-implementation assessment to evaluate their business impact.

The Result

Through its partnership with Google and TRKKN, and the structured three-phase approach, Breuninger achieved significant digital maturity gains in just five months. The targeted projects delivered measurable and significant improvements across key areas, including customer experience, data transformation, and business activation. These advancements led to concrete progress in accessibility, search optimization, customer journey enhancement, machine learning, app attribution, and omnichannel activation. Aligned with [BCG research](#) on the benefits of digital maturity, Breuninger anticipates long-term gains in sales, cost efficiency, and market share growth.



*Results achieved during the period June 2024 - October 2024