AUTO

Tyre retailer, Tirendo, increases average order value by 16%, with Google Cloud Services

TIRENDO

Online tyres and vehicle accessories retailer
Berlin, Germany • tirendo.de

The challenge

In the increasingly competitive online tyre market, Tirendo wanted to explore state-of-the art web analytics and machine learning (ML) to help optimise its online store and marketing. With Google Analytics 360, Google Tag Manager 360, and Google Optimize 360 onboard, the team set out to test the new approach, and prove the potential.

The approach

Tirendo used Google Cloud services such as BigQuery and BigQuery ML to develop a ML model able to predict customer conversion probability – and segment audiences accordingly. Using dedicated A/B tests in Google Optimize 360, user journeys through the online store were then personalised – for example, by displaying premium products to those customers most likely to convert.

Partnering with TRKKN

Digital transformation specialists, TRKKN, built the prediction model based on the raw, unsampled Google Analytics 360 data in BigQuery. They also set up a monitoring dashboard for the model that delivers insights into ongoing performance.

The results

The new ML model was able to consistently predict user conversion probability in the online store, and allow the team to personalise the shopper journey. This resulted in a 15% increase in the number of 'add to cart' interactions – and a 16% rise in average order value.

> " TRKKN enabled us to take a big leap on our way towards a more personalised customer journey, by providing their advanced experience in machine learning, A/B testing and UX/UI."
>
> —Timo Kyrath, Director E-Commerce Shop Management, Tirendo GmbH

15%
Rise in 'add to cart' interactions*

16%
Average order value increase*

*Results achieved during the campaign period December 2021 to March 2022..

Google Marketing Platform | TRKKN