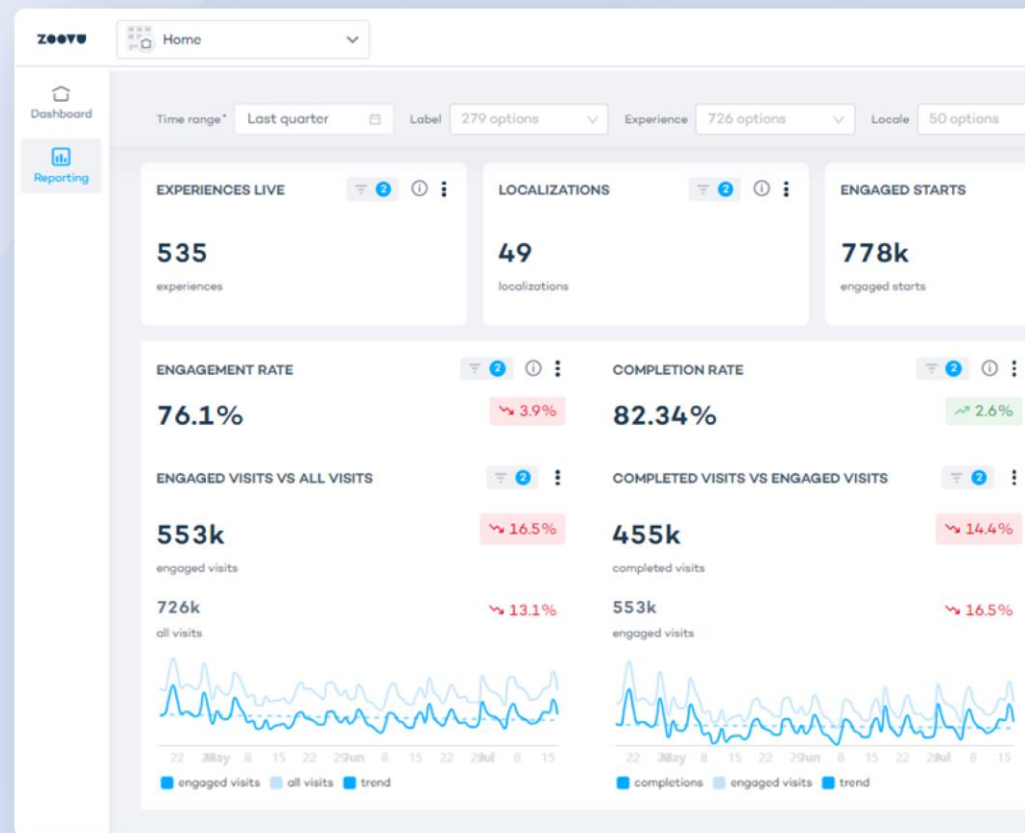ZOOVU Masterclass

3 Proven Ways to Accelerate Revenue Growth with Zoovu in 2025

December 12, 2024

Your hosts today

Sam Evans

Center of Excellence Lead - Discovery Consultant

Vera Jentzsch

Academy & Enablement Programs

Accelerating Revenue Growth with Zoovu

- Strategies that delivered significant revenue impact and ROI in 2024

- How to implement these strategies using Zoovu

- Best practices to maximize your results with Zoovu

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Bundling and Cross-selling

2025 Objective I:

Increase the average order value

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Solution: Bundle and cross-sell products

When you should consider product bundling:

1.
Your product **catalog includes items that complement each other** or fulfill a common need

2.
There's a **high volume of seasonal shoppers**

3.
Your customers are already making **larger purchases**

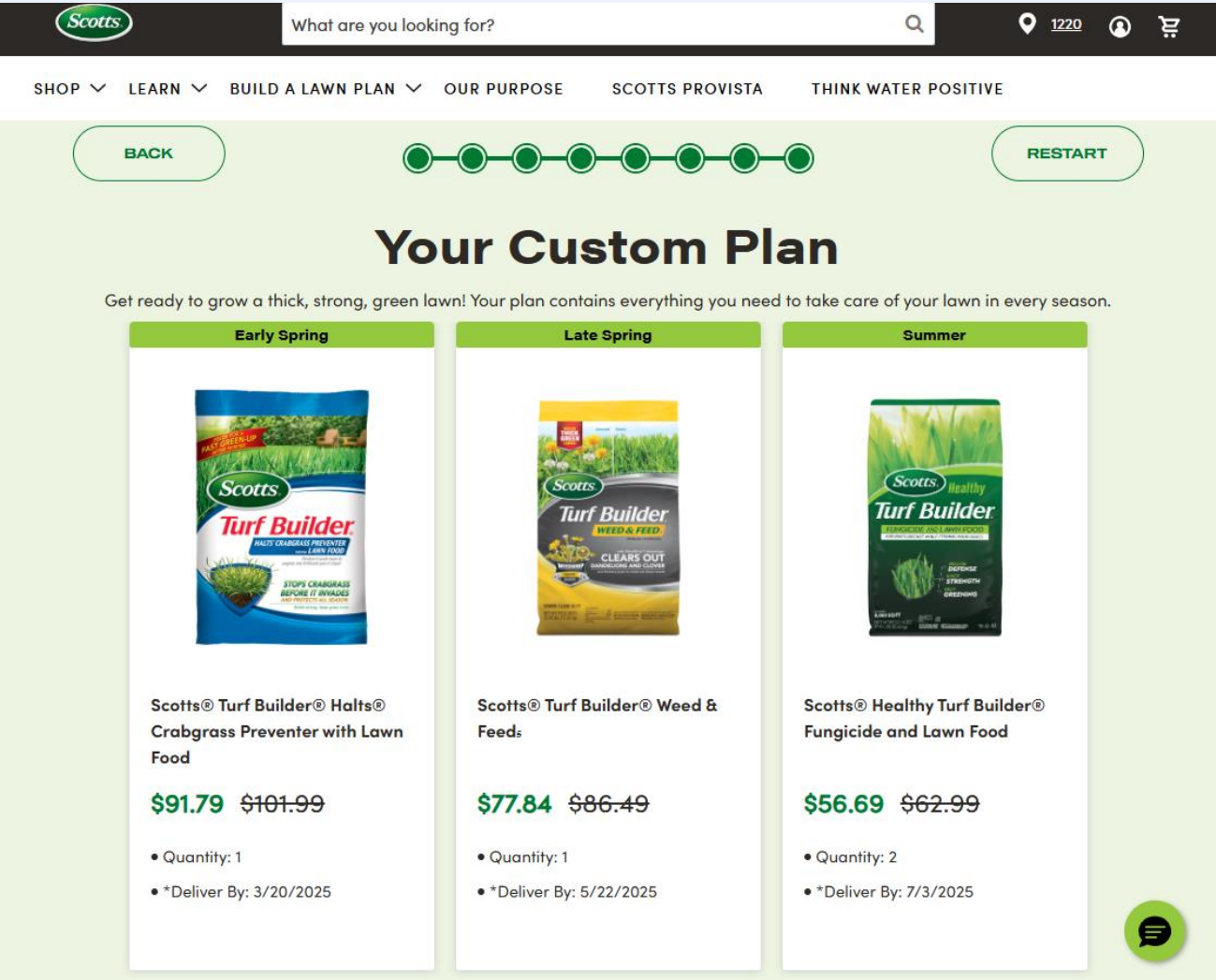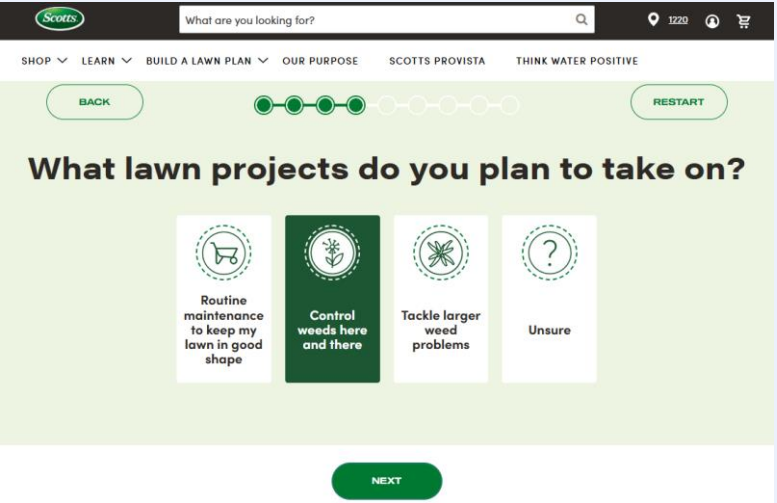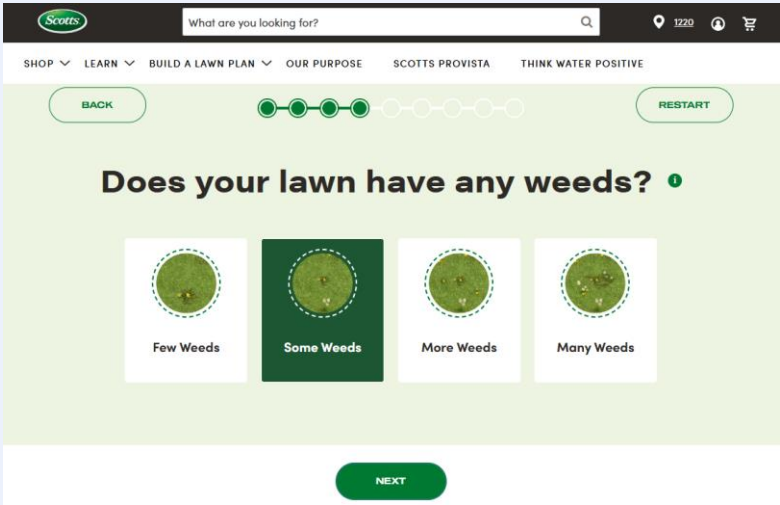### RESULTS ACHIEVED WITH ZOOVU IN 2024:

-20%
Reduction in bounce rate

+60%
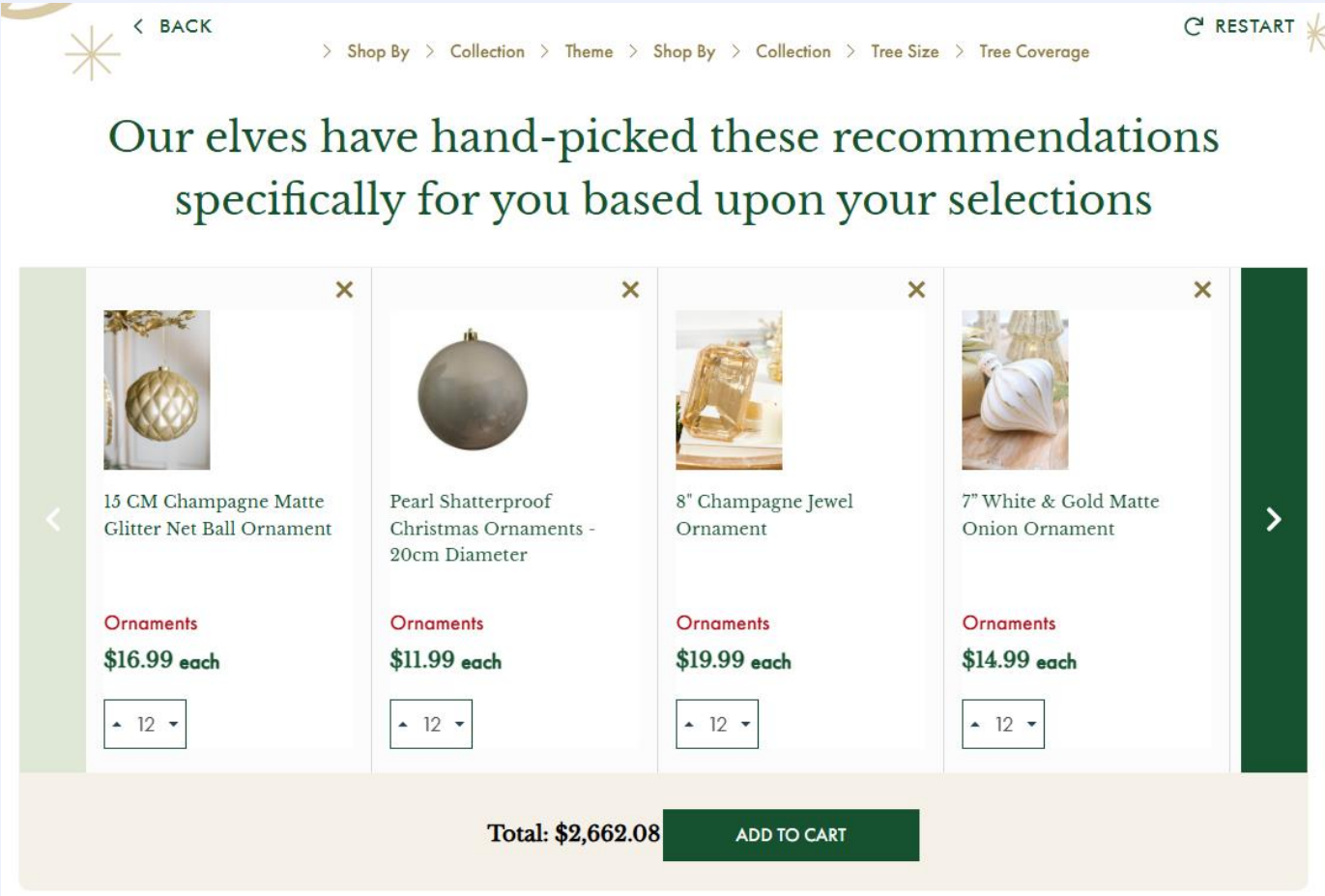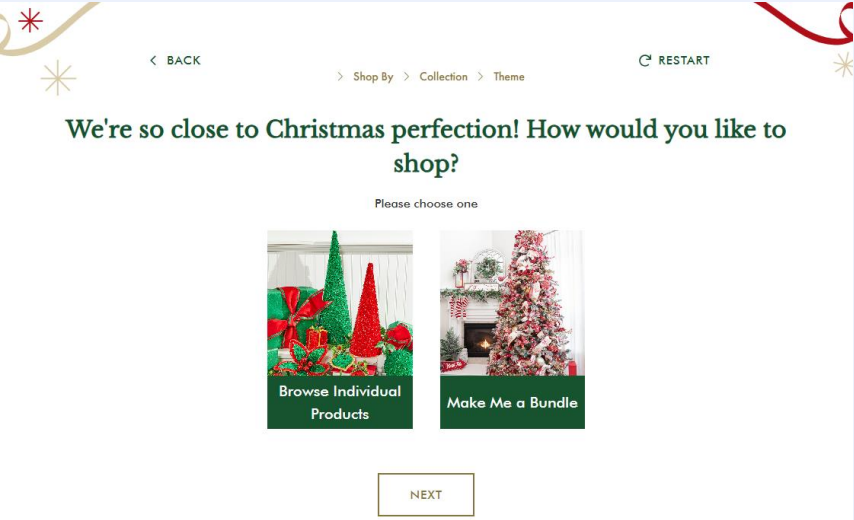Increase in add-to-cart rate

+700%
Revenue growth within a year

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Best-in-class examples

Best-in-class examples
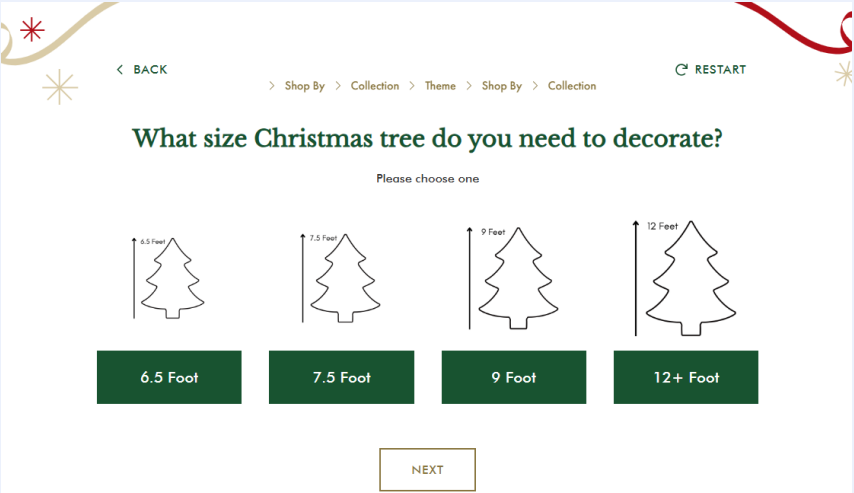
Set it up in the Zoovu Platform

Data Platform: Relations

Best practice tips to succeed

Create added value

Make sure the bundle increases the perceived value of the main product

Present it correctly

Don't overwhelm customers with too many options

Make it make sense

Display products that are relevant and reflect the customer's needs

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Lead Generation

2025 Objective II:

Build meaningful relationships with new customers

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Solution: Acquire and nurture high-intent buyers

When you should consider integrating lead generation:

1.
High-consideration products
that require customer education

2.
Repeat-purchase products
or campaign-driven demand

3.
Complex offerings and
long (B2B) sales cycles

RESULTS ACHIEVED WITH ZOOVU IN 2024:

+167%
Increase in
qualified leads

+27%
Higher lead to order
conversion

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Best-in-class examples

FEKKAI
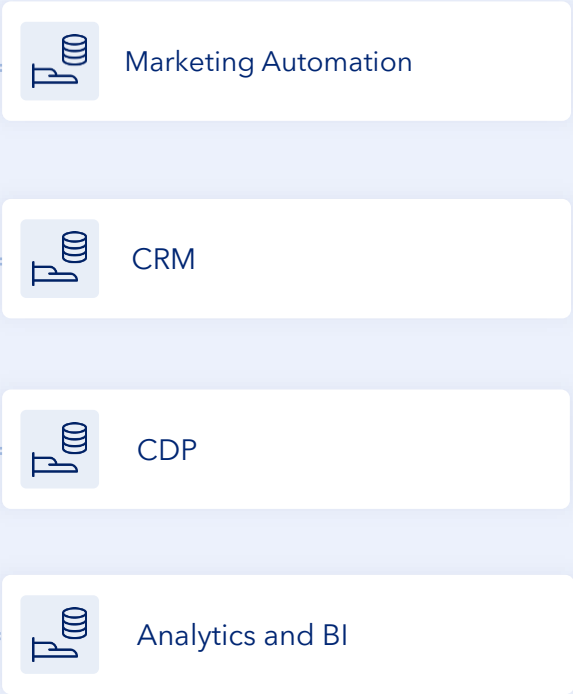
ZOOVU

Set it up in the Zoovu Platform

Experience Studio: Add and configure lead generation form

Best practice tips to succeed

Make it valuable

Offer meaningful incentives in exchange for customer information
(discounts, education, recommendations…)

Keep it simple

Don't overwhelm customers with too many fields or questions

Use the data effectively

Connect lead gen form with your CRM or CDP for automated and targeted follow-ups

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GenAI Assistant

2025 Objective III:

Improve conversion rates on product details pages with AI

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Solution: Integrate Zoe - GenAI Shopping assistant

When you should consider integrating Zoe:

1.

You experience
high bounce rates on
product detail pages

2.

Customers frequently
compare products

3.

You are **competing on
customer experience**

RESULTS ACHIEVED WITH ZOOVU IN 2024:

+45%

Increase in online
customer engagement

+25%

Increase in
conversion rate

+27%

Increase in
revenue

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Best-in-class examples

Deployed Zoe globally
to help Microsoft retail partners
drive **more sales.**

Set it up in the Zoovu Platform

Advisor Studio: Create Zoe GenAI product expert

Best practice tips to succeed

Make your product data AI-ready

Ensure your data is accurate and well-structured to deliver precise, fact-based answers, preventing hallucinations

Align with brand voice and tone

Configure Zoe's voice and tone to reflect your brand identity

Monitor and optimize

Use the Zoe dashboard to track questions and answers, and refine its performance

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Essential takeaways to accelerate success in 2025

1 **Important: Unlock the power of AI optimized product data**
Clean, structured data is the foundation for successful discovery experiences, fast rollouts, and next-gen AI capabilities. Use data platform to automate product data optimization.

2 **Start small, test, and scale quickly**
Test in a few categories or regions, learn fast, and expand quickly. Apply insights to accelerate your rollouts and drive results faster.

3 **Leverage platform insights to drive strategy and innovation**
Use the platform's analytics to continuously improve the customer experience and inform broader business strategies.

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We're here to help you succeed!

Our Customer Success Team is available to support you.

- Expert guidance
- Tailored support
- Faster results