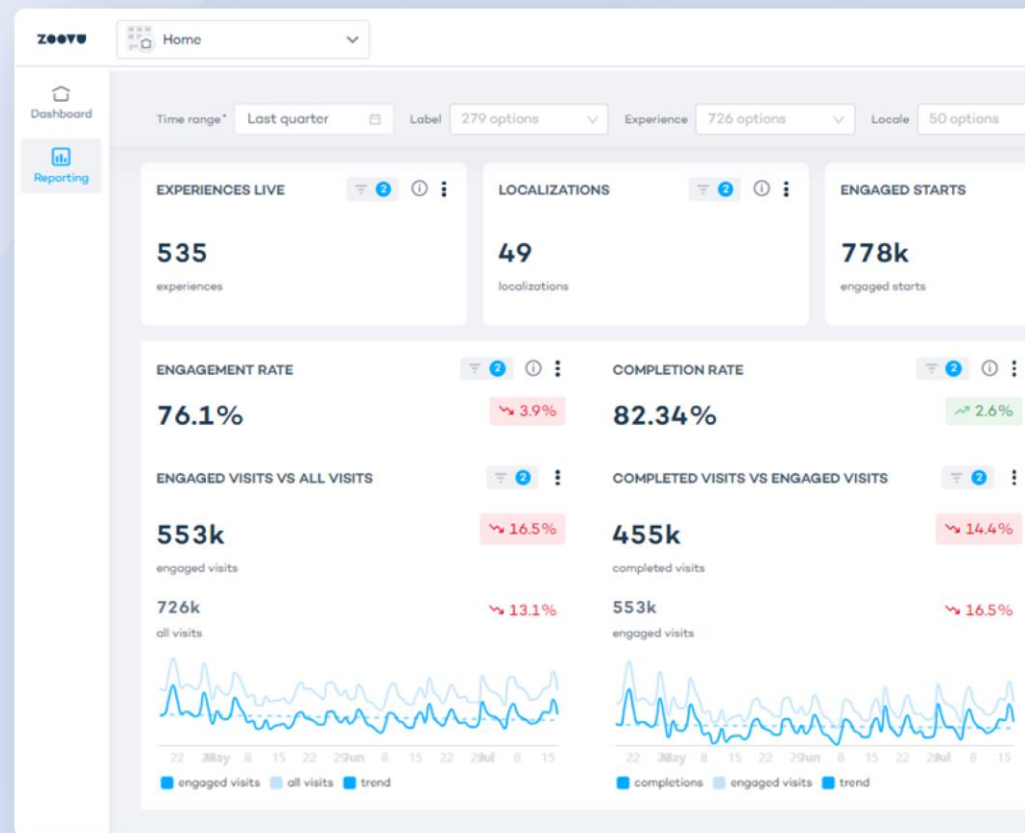




Masterclass

# 3 Proven Ways to Accelerate Revenue Growth with Zoovu in 2025



December 12, 2024

# Your hosts today



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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



Bundling and Cross-selling

2025 Objective I:

**Increase the average  
order value**

# 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

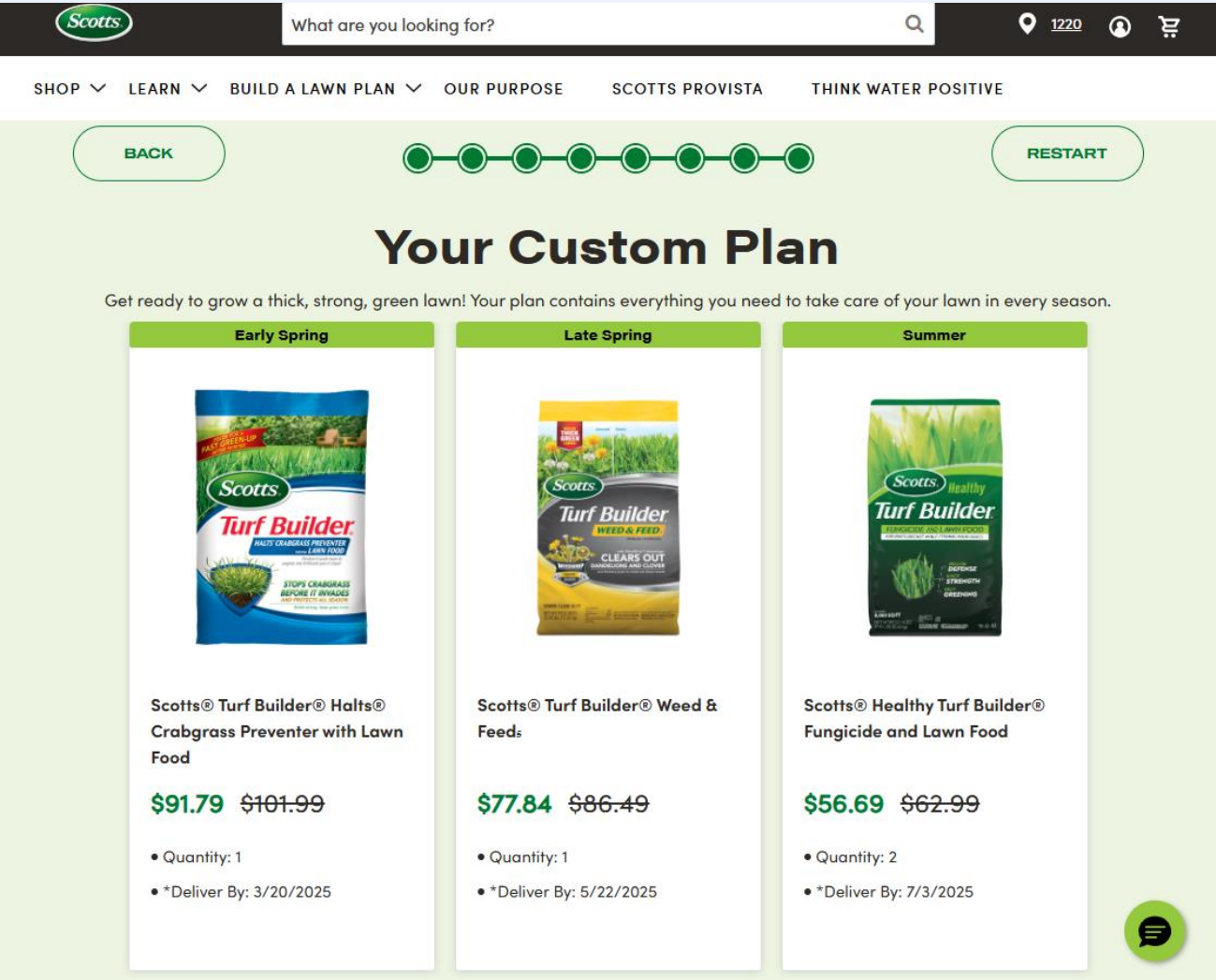
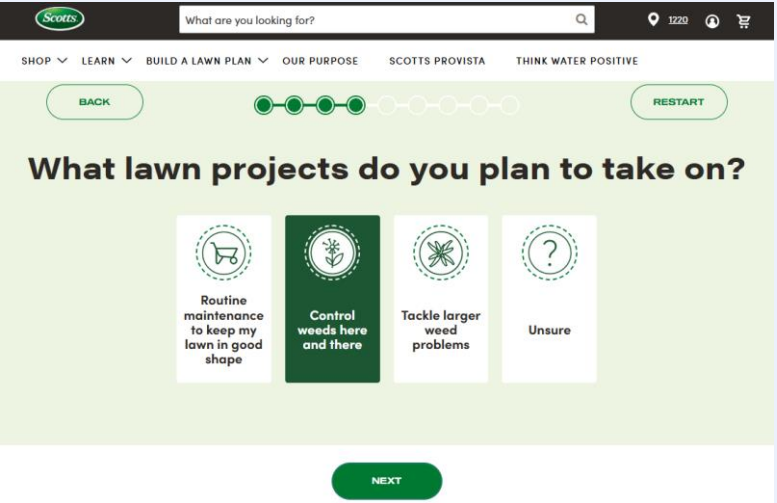
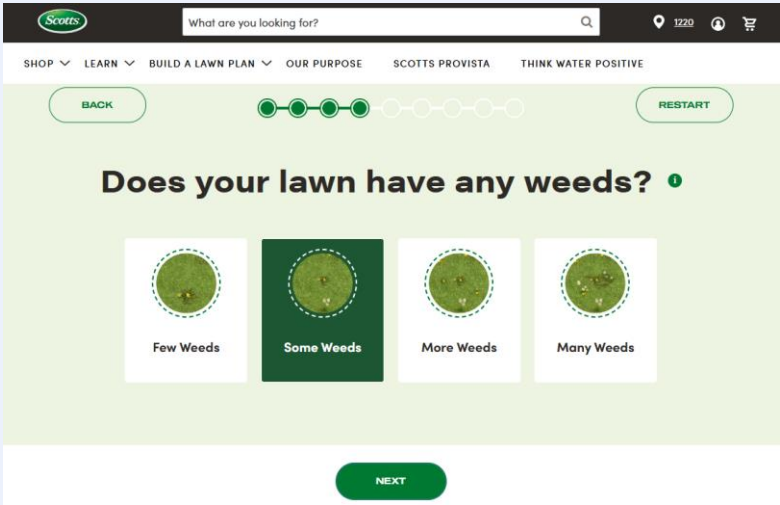
**+60%**

Increase in add-to-cart rate

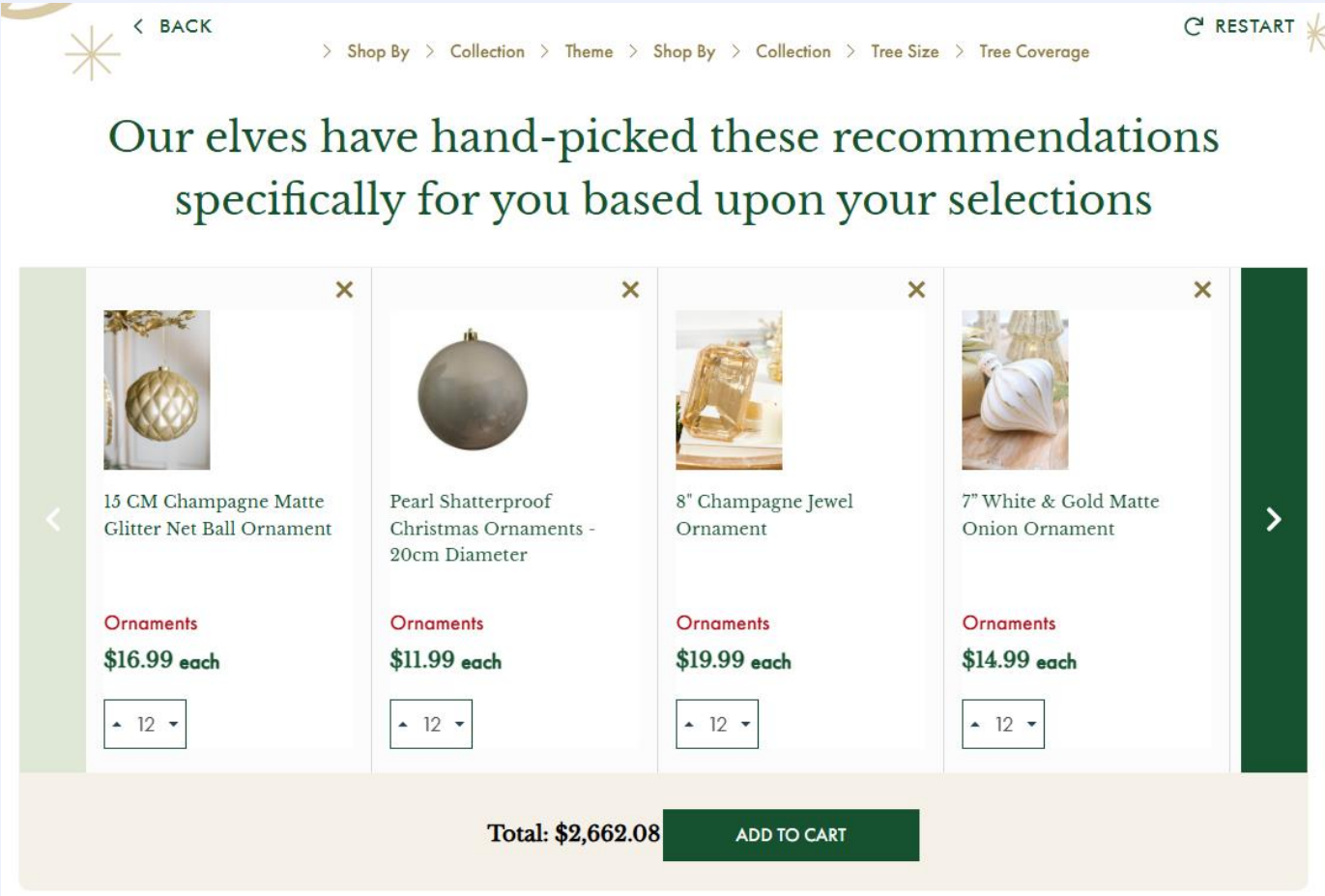
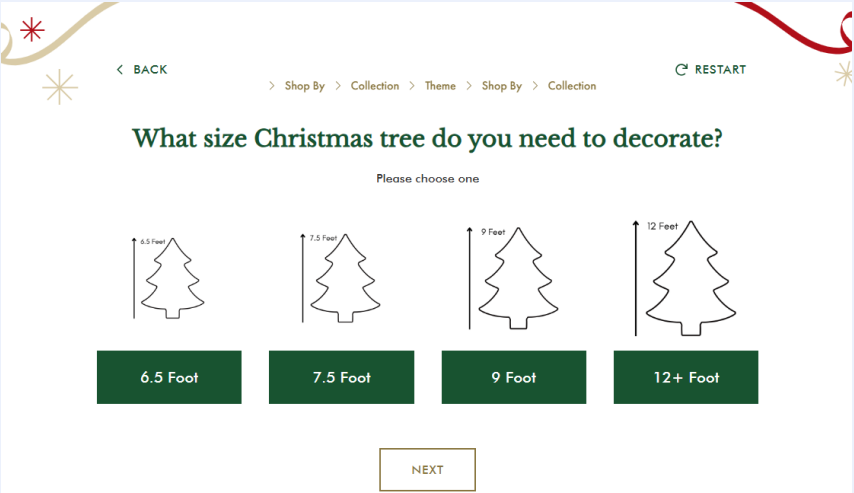
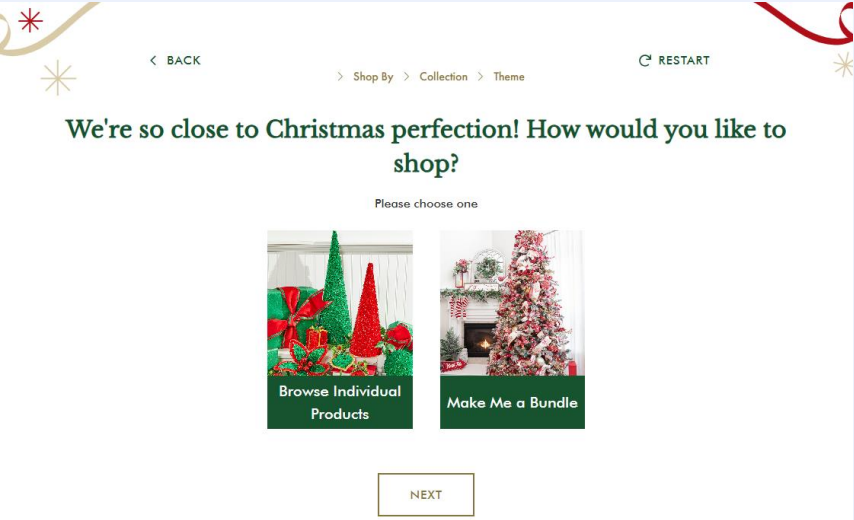
**+700%**

Revenue growth within a year

# Best-in-class examples



# Best-in-class examples





# Set it up in the Zoovu Platform

## Data Platform: Relations

The screenshot displays the Zoovu Platform interface for setting up product relations. The main window is titled "Demo - Laptop and Sleeves" and is in "Compatible" mode. It features a search bar, filter options, and a list of products on the left, a central configuration panel, and a list of related products on the right.

**Left Panel (Products):**

- Microsoft Surface Pro 9 - 13 inches - Intel Core i5 - 8GB RAM/256GB SSD - Sapphire**  
#QEZ-00038  
[//www.coolblue.de/en/product/913492/microso...](https://www.coolblue.de/en/product/913492/microso...)  
Screen size: 13.00  
[Hide matching]
- Apple MacBook Air (2022) M2 (8-core CPU/10-core GPU) 16GB/256GB Space Gray QWERTZ**  
#MacBookAir2022DECT0009  
[//www.coolblue.de/en/product/910662/apple-...](https://www.coolblue.de/en/product/910662/apple-...)  
Screen size: 13.60  
[Show matching]
- Apple MacBook Pro 16 inches (2023) M3 Max (16-core CPU/40-core GPU) 64GB/2TB Space Black QWERTZ**  
#Z1CM\_36\_DE\_CTO  
[//www.coolblue.de/en/product/942325/apple-...](https://www.coolblue.de/en/product/942325/apple-...)  
Screen size: 16.20  
[Show matching]
- Apple MacBook Air (2022) M2 (8-core CPU/8-core GPU) 24GB/1TB Space Gray QWERTZ**  
#MacBookAir2022DECT0007  
[//www.coolblue.de/en/product/910660/apple-...](https://www.coolblue.de/en/product/910660/apple-...)  
Screen size: 13.60  
[Show matching]

**Central Panel (Configuration):**

- + Connection**
- Following filters are applied: ☒ Enabled
- Left result set: 123 Screen size in
- Right result set: 123 Laptop compartment size in
- 'Screen size' is less than 'Laptop compartment size' and within the following range
- Minimum distance: 0
- Maximum distance: 1
- ☐ Distances as a percentage of selected product's value
- Mandatory
- Laptop compartment size is between 13.00 and 14.00
- + 'And' Connection**

**Right Panel (Related Products):**

- BlueBuilt Laptop Sleeve Width 33cm 14 inches S Red**  
#BBL33SRD  
[//www.coolblue.de/en/product/919874/bluebuil...](https://www.coolblue.de/en/product/919874/bluebuil...)  
Laptop compartment size: 14...
- BlueBuilt 14-inch Laptop Cover Width 32 - 33cm Leather Brown**  
#BBL118  
[//www.coolblue.de/en/product/876404/bluebuil...](https://www.coolblue.de/en/product/876404/bluebuil...)  
Laptop compartment size: 14...
- BlueBuilt Laptop Sleeve Width 33cm 14 inches S Blue**  
#BBL33SBU  
[//www.coolblue.de/en/product/919850/bluebuil...](https://www.coolblue.de/en/product/919850/bluebuil...)  
Laptop compartment size: 14...
- BlueBuilt Laptop Sleeve Width 33cm 14 inches S Blue**  
#BBL33SBLUE  
[//www.coolblue.de/en/product/942182/bluebuil...](https://www.coolblue.de/en/product/942182/bluebuil...)  
Laptop compartment size: 14...
- BlueBuilt Laptop Sleeve Width 33cm 14 inches M Black**  
#BBL33MBLACK  
[//www.coolblue.de/en/product/942181/bluebuil...](https://www.coolblue.de/en/product/942181/bluebuil...)  
Laptop compartment size: 14...
- BlueBuilt Laptophoes voor Apple MacBook Air 13 inch Blauw**



# 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



Lead Generation

2025 Objective II:

**Build meaningful  
relationships with  
new customers**

# 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

# Best-in-class examples

FEKKAI

7 of 8

Reset

What look are you trying to achieve?

Please choose one.

VOLUMINOUS BLOWOUT

BEACH WAVES

NATURAL CURLS

SLEEK GLASS HAIR

EASY & EFFORTLESS

< PREVIOUS

NEXT >

8 of 8

Reset

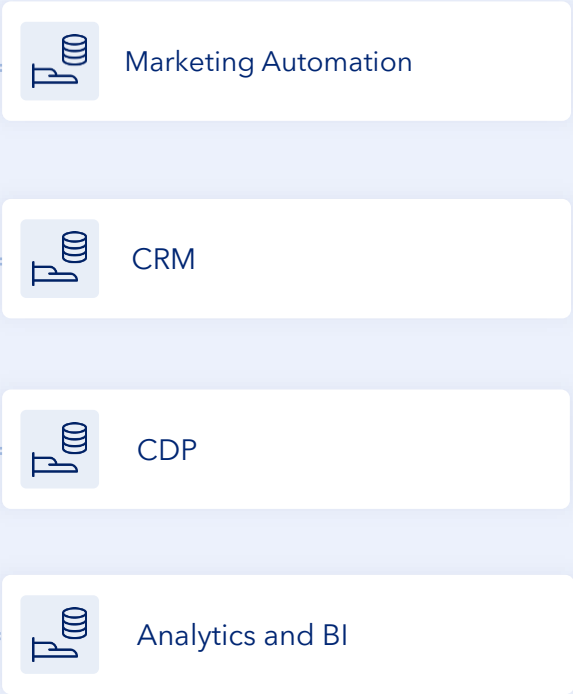
Building your routine...

Sign up for email & get early access to new products, pro hair tips & more!

email@example.com

< PREVIOUS

SHOW RESULTS >



# Set it up in the Zoovu Platform

Experience Studio: Add and configure lead generation form

The screenshot displays the Zoovu Experience Studio interface. At the top, there's a header with the Zoovu logo, a 'Conversation Studio' dropdown, and buttons for 'All saved', 'Preview', and 'Publish'. The left sidebar contains navigation icons for Catalog, Flow (selected), Design, Insights, Reports, Context, and Integration. Below these are 'Settings', 'Help', and 'AO' icons.

The main workspace shows a conversation flow for 'DEMO ASSISTANT' in 'English-US'. It includes a 'Training' button and a flow diagram with nodes: 'What are your work bag must-haves?' (with options like Compartments and pockets, Laptop Compatibility, Comfort and ergonomics, and New Answer), 'Do you have specific sustainability priorities?' (with options like I prefer eco-friendly materials, I like to support fair trade, and I'm open to all options), and a final node 'Sign up to get early access to new products & 20% off your first order'. A 'Material' list is visible on the left, including Bamboo Lyocell, Cashmere, Cotton, Denim, Leather, Linen, Modal, Organic Cotton, Other Plant-Based Materials, Polyester, Recycled Plastic, Silk, Vegan Leather, and Wool.

On the right, a 'Question bank' shows three questions: 'Material: Extra Question / Dynamic Filters', 'Do you have specific sustainability priorities?', and 'FU Question'. Below this, a 'Sign up to get early access to new products' form is configured. The form includes fields for 'Email address' (with a dropdown set to 'info@zoovu.com') and a 'Form element' button. The 'Question type' is set to 'Lead generation', and the 'Field name' is 'Your name'. The 'Enter question purpose' field is set to 'is optional'.

# 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



GenAI Assistant

2025 Objective III:

**Improve conversion  
rates on product  
details pages with AI**



# 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


# Best-in-class examples



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

### Here are some other products that match your needs

Copilot+PC



Lenovo - Yoga Slim 7x - Copilot+ PC - 14.5" 3K OLED Touch-Screen Laptop - Snapdragon X Elite - 16GB Memory - 512GB SSD - Cosmic Blue

~~\$1,199.99~~ **\$849.99**

Attributes that match your requirements:


- ✓ RAM: 16 GB GB
- ✓ Storage: 512 GB GB
- ✓ Processor: Qualcomm Snapdragon X Elite

Ask me about this product

View product page

☐ Compare

Copilot+PC



Microsoft - Surface Laptop - Copilot+ PC - 13.8" Touch-Screen - Snapdragon X Elite - 16GB Memory - 512GB SSD (7th Edition) - Platinum

~~\$1,399.99~~ **\$1,099.99**

Attributes that match your requirements:


- ✓ RAM: 16 GB GB
- ✓ Storage: 512 GB GB
- ✓ Processor: Qualcomm Snapdragon X Elite

Ask me about this product

View product page

☐ Compare

Copilot+PC



Dell - Latitude 7000 14" IPS 2560 x 1600 (QHD+) Touch Laptop - Qualcomm Snapdragon X Elite with 16GB Memory - Graphite

**\$1,489.99**

Attributes that match your requirements:

- ✓ RAM: 16 GB GB
- ✓ Storage: 512 GB GB
- ✓ Processor: Qualcomm Snapdragon X Elite

Ask me about this product

View product page

☐ Compare

Card, which means it can handle demanding games with ease. The 16GB of RAM ensures smooth multitasking, and the 512GB solid-state drive provides ample storage for your games and files. With a 10-hour battery life, you can enjoy extended gaming sessions without worrying about running out of power. The laptop also features a full HD display, a front-facing camera for video calls, and a numeric keypad for easy input. It's a reliable and sleek option for your gaming needs.

Was this helpful? [Yes](#) [No](#)

How long does the battery last?

The battery of this HP Windows laptop can last up to 10 hours on a single charge. This allows you to use the laptop for extended periods of time without needing to plug it in.

Was this helpful? [Yes](#) [No](#)

How many houurs of 4k videos can I st

By entering any information you agree to Zoovu's [Acceptable Use Policy](#)

You're going to need Word, Excel and PowerPoint

18 | All Rights Reserved © Zoovu Inc.

# Set it up in the Zoovu Platform

Advisor Studio: Create Zoe GenAI product expert

The screenshot displays the Zoovu Advisor Studio interface for configuring a product expert named 'Demo Zoe'. The interface is divided into a left sidebar with navigation options (Result manager, Zoe Advisors, Reporting, Editor, Integration) and a main workspace. The workspace is split into two panels: 'Demo Zoe' on the left and 'Preview' on the right.

**Demo Zoe Configuration Panel:**

- Products:** A section for managing product entries.
- Instructions:** A table for defining product instructions.

Name	Description
minimalist	cares about simplistic functionality and sustainability
social media creator	active on Instagram, TikTok, YouTube
- Tone of voice:** A table for defining the tone of voice.

Name	Description
default	formal and professional
friendly	friendly, like a good friend
sailor	answer like a sailor
- Support topics:** A section for managing support topics.
- Fallback topics:** A section for managing fallback topics.
- Company info:** A section for managing company information.
- PDP Custom Texts:** A section for managing product detail page custom texts.

**Preview Panel:**

- Search products:** A search bar to find products.
- Product Cards:** Three product cards are displayed: Samsung Galaxy A15, iPhone 15 Pro Max, and iPhone 14. Each card shows the product name, a SKU, and a 'Generate' button.
- Instructions:** A dropdown menu showing the selected instruction 'minimalist'.
- Tone of voice:** A dropdown menu showing the selected tone 'sailor' (highlighted in blue).
- Generate:** A blue button to generate the product description.
- Previous product descriptions:** A section showing the generated description for the Samsung Galaxy A15, which is a 'sailor' style description.

# 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

# 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.



# We're here to help you succeed!

Our Customer Success Team is available to support you.

- Expert guidance
- Tailored support
- Faster results

