



Print Elevates the Unboxing

Touchpoint



In the e-commerce segment, unboxing is probably the touchpoint on the customer journey that sparks the most emotional engagement. Such after-sales service has the potential to convert a customer from an expensive one-off buyer to a lucrative return shopper. Adnymics GmbH in Germany helps e-retailers exploit that opportunity by means of personalized package inserts. "Panorama" spoke to CEO Dominik Romer about what such a seemingly modest print product can achieve.

Dominik Romer, CEO of Adnymics, is bringing e-commerce and print together.

"Panorama": Where did the idea of developing a solution for the production of personalized package inserts come from?

Dominik Romer (CEO Adnymics):

I studied print and media technology in Munich and worked in the field of dialog marketing for many years. During that time I learnt a lot about advertising production and the handling of data. Dialog marketing is reliant on data, so I looked at where high-quality data can be obtained in order to personalize printed materials with the aim of appealing to people at a particular touchpoint. The unboxing touchpoint was the obvious choice. E-retailers know a great deal about the future recipient. We provide software and hardware that enable personalized package inserts to be printed directly at the point of distribution or at the fulfillment center.

Has the packaging touchpoint been underestimated by e-retailers?

It isn't underestimated, but e-retailers have so much on the go that packaging simply isn't paid as much attention as it deserves. Many e-retailers are chiefly focused on acquiring new customers, who are then entered into a database, regardless of whether they are active or inactive customers. That's why vast sums continue to be invested in customer acquisition. In some cases, matters like packaging, after-sales service, branding and customer relations are still neglected. However, it's clear that customer acquisition is becoming particularly expensive in the e-commerce segment. More and more e-retailers are focusing on ways to retain their existing customers. In the long term, that's significantly more cost-effective in the e-commerce segment too.

What does the IT team at Adnymics take care of?

We handle everything software-related in-house. That ranges from interfaces and plug-ins through to data capture, which we've developed a proprietary online tracking tool for, and data processing, which we've put a lot of resources into. Smart data processing determines what content is selected for the given package inserts.



Large e-retailers like Zalando are embracing print again.



What content can be personalized using the tool?

That primarily involves the name of the customer on the insert. It appears in various places to appeal to the customer emotionally. We use a cover picture that is tailored to the customer. The software selects one of various images according to the given customer segment. Dynamic couponing is also important. We've developed a solution that determines what level of incentive is necessary for the given package recipient. Then there are product recommendations. Providing print solutions for all those aspects sets us apart worldwide.

Are there other printed features besides product recommendations?

Yes. Dynamic content, for instance, is gaining in importance. The customer purchases various food products, and we supply a relevant recipe. In the USA geo-targeting is becoming increasingly important as a way of bringing people back to brick-and-mortar stores. We provide relevant solutions for that too, for example by drawing the customer's attention to a nearby store and providing an incentive for visiting.



The customer purchases food products online, and Adnymics supplies a recipe.



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How do e-retailers respond when you try to sell them print solutions at a time when there is so much hype about digital?

All major e-retailers have recognized that print-triggered sales result in a higher shopping cart value. What is more, acquisition and customer retention are becoming increasingly expensive in the online segment. The fact that major e-retailers such as Zalando are embracing print again helps us to get the message across. If something works, then e-retailers are quick to adopt it. They are highly pragmatic in that respect.

What results do your clients get with package inserts?

It's important to understand what makes our clients tick. Generally they are highly driven by figures. There's always a strong emphasis on performance. They're interested in the extent to which the shopping cart value has increased and how many additional people have been prompted to make another purchase. Our experiences have been very positive. Most clients are surprised by what a small, apparently modest package insert can achieve.

Are there also figures to back that up?

Thanks to customized package inserts, a client such as Shoepassion managed to increase its conversion rate from visitors to buyers by 26 percent and the generated shopping cart value by 62 percent. Another example is foodspring. The generated shopping cart value increased by 25 percent and the company's return on ad spend (ROAS) rose nine-fold. That figure refers to the actual turnover generated for each euro spent on advertising.

What kind of clients is your solution chiefly targeted at?

We target all e-retailers, but we tend to focus on client groups for which we know our inserts are extremely effective, such as the furniture, fashion, food and drugstore segments. We never cease to be amazed by the results.

Besides your smart package inserts, are there any other products that Adnymics personalizes and encloses with packages?

We've considered using merchandise samples or similar products, for instance in the drugstore segment. However, we cast aside that idea because the market for personalized package inserts is huge and we don't want to spread ourselves too thin.

Adnymics ...

- ... currently employs 30 people in Munich.
- ... has offices in Munich, Berlin and New York.
- ... provides software and hardware for the generation of customized package inserts.
- ... obtains data for personalization via an online tracking tool.
- ... installs printing systems directly in the customer's logistics center.



In the e-commerce segment, unboxing is most likely the touchpoint on the customer journey that sparks the most emotional engagement.

26%

higher conversion rate from visitors to buyers when personalized package inserts are used.

Up to 90%

higher shopping cart value for repeat customers than the shop average.



Please see our website for an extended version of the interview with Dominik Romer: www.mullermartini.com/Adnymics/E