

Customer case

VOYADO

DIDRIKSONS



Quadrupled
revenue growth this year alone



825%
increase in members who shop



57%
conversion increase

“ At the moment we are experiencing a huge success. We are doing everything right at the moment, and with Voyado as support we just continue to see our numbers growing – it’s really exciting!

– Daniella Johansson, E-commerce Manager at Didriksons





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– Daniella Johansson, E-commerce Manager at Didriksons

The need for personalized communication

Didriksons was founded in 1913 in Sweden, with a vision to protect the fishermen working on the rough sea. And ever since then, the company has continued to establish itself as Scandinavia’s leading jacket brand! Today, they have physical resellers all over Europe – and strong, growing e-commerce.

Didriksons used to have an email campaign management tool they felt was very limited. Some of the parts they were missing, were **ways to understand their customer data better and segment audiences to create personalized campaigns**. They wanted to create loyalty, but it was difficult when they didn’t even know who their loyal customers were!

*“With the growth of Didriksons e-commerce, one thing we knew, was that **we needed to communicate with our customers in a personal way**. If we didn’t, we would risk losing them”, says **Daniella Johansson**, E-commerce Manager at Didriksons.*

Another thing Didriksons always had aspirations of doing, was to send out communication from the customers’ local stores. After some research, they understood that **a CRM platform was what they needed**. And after comparing the market for different solutions – **the decision ultimately landed on Voyado**.

“We couldn’t be happier with our decision!” Daniella says.



Why Didriksons chose Voyado

In addition to the segmentation and possibilities to create loyalty, **Didriksons decided on Voyado because of all the opportunities they saw ahead.** Daniella explains what they mean by that:

*“Voyado is on an exciting journey, **constantly coming up with new features and add-ons.** It feels like they have a bright future ahead and we’re happy to be a part of it”*

“Everything is easier now”

The **simplicity of Voyado** also really appealed to Didriksons and Daniella:

*“The implementation was really fast, it only took a few weeks! **The platform was also very easy to understand and start working in.**”*

With a full overview of their customers, Daniella and the team can **work with the customer journey on a much deeper level** and understand which customers make what purchases. They are also able to **spot trends and appeal to new customers.**

*“We can also **segment our profitable customers in Voyado,** then set up “lookalike” audiences in Facebook, to target our marketing towards!”*

Didriksons has started taking advantage of the many **time-saving marketing automation options in Voyado.** For example, they have automation for onboarding emails to new customers, transactional emails, and delivery status – **which all convert extremely well.**

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