

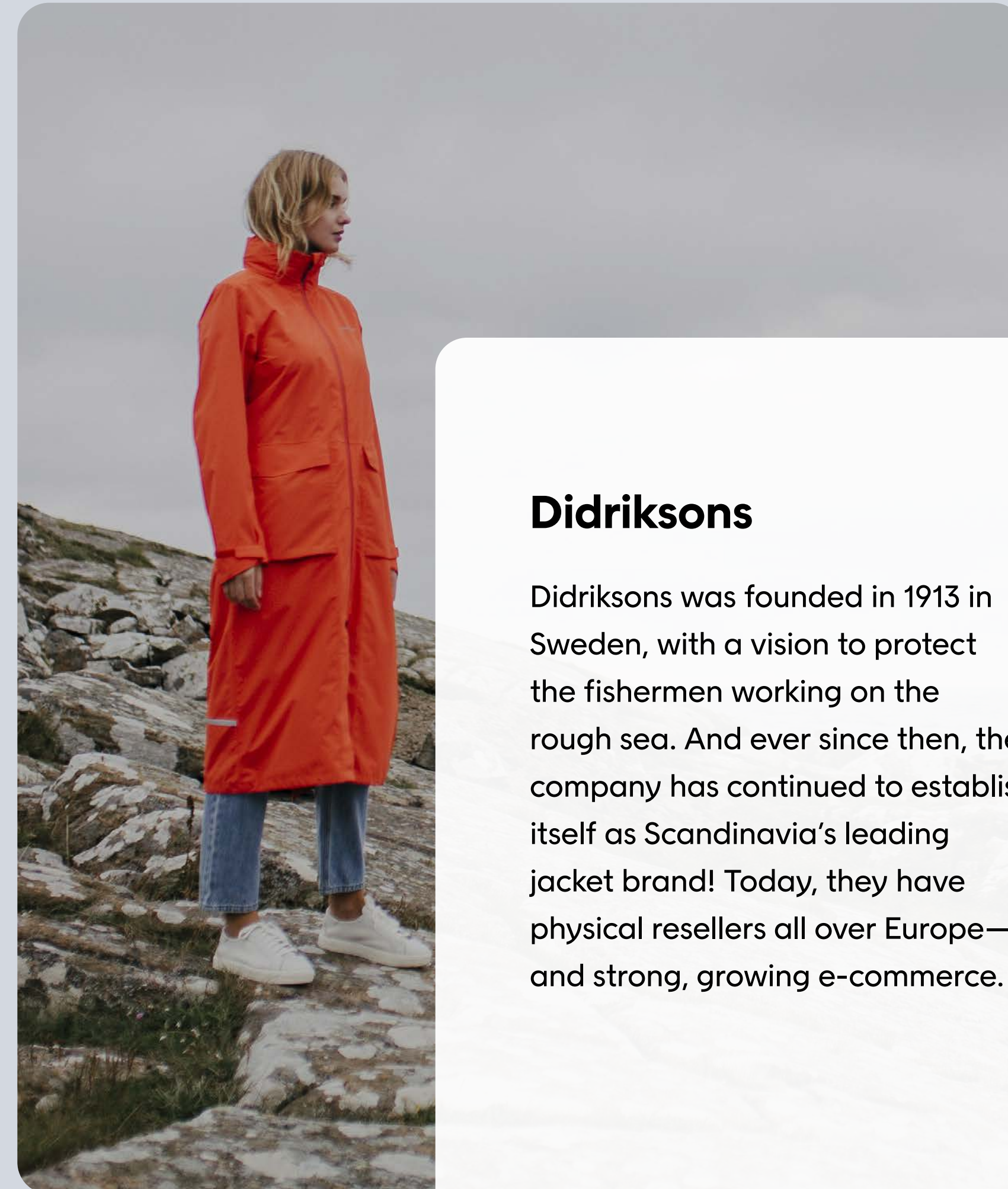
A sustainable solution

DIDRIKSONS

The need for personalized communication

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, the E-commerce Manager at Didriksons.



Didriksons

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.



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.

Since working with Voyado, Didriksons have seen:

→ 4X

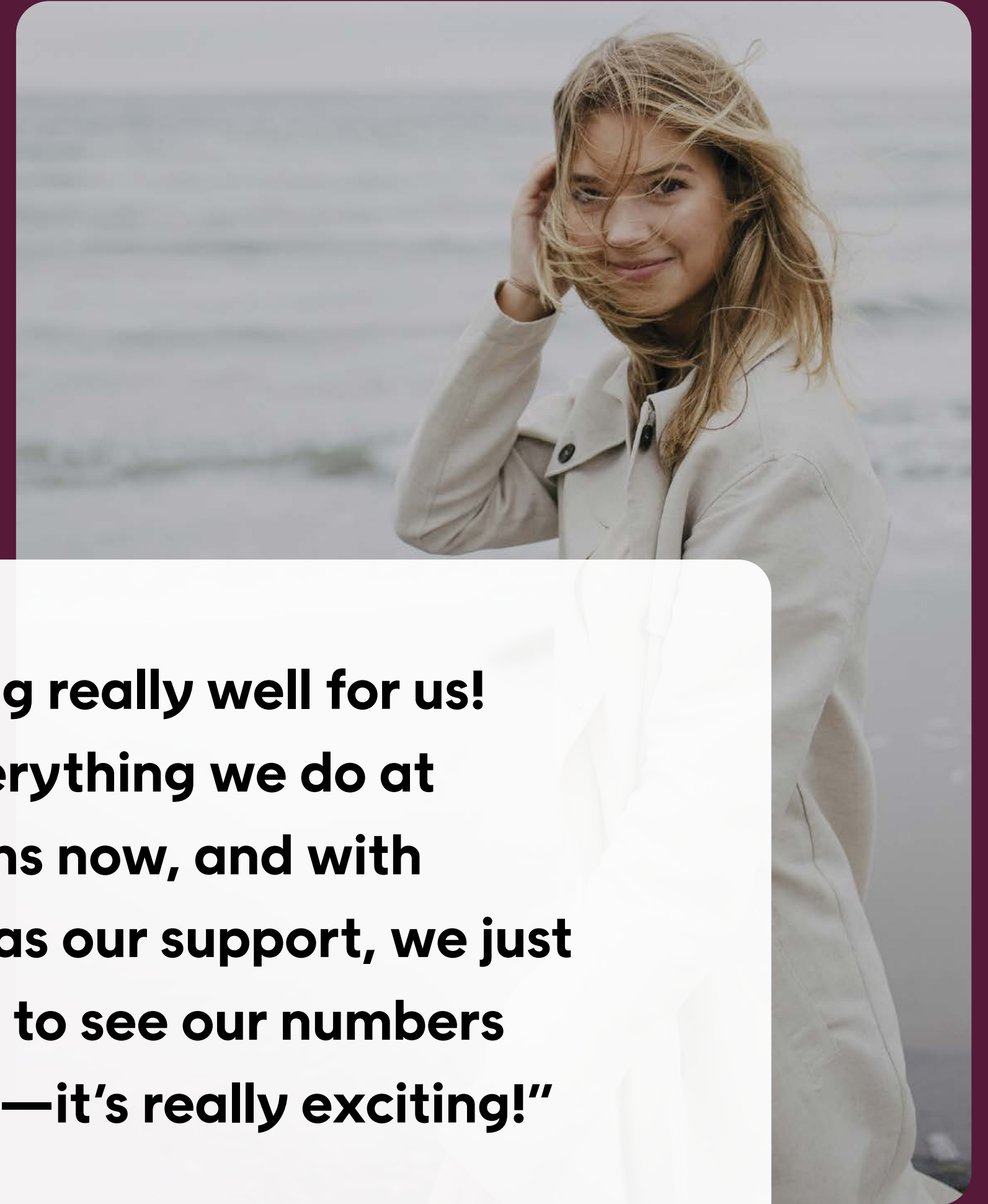
revenue growth the first year

→ 825%

increase in members who shop

→ 57%

conversion increase



“It’s going really well for us! With everything we do at Didriksons now, and with Voyado as our support, we just continue to see our numbers going up—it’s really exciting!”

Daniella Johansson, E-commerce Manager at Didriksons

Customer case: Didriksons

Grow your retail business every day. The easy way.

With Voyado's customer experience cloud,
you can engage your customers, elevate
their experiences, and evolve your brand.
Across all channels.

Book a demo

