



**ANGELA**  
BRUDERER

# Integrated omnichannel platform leads to 48% more orders

Five years into their partnership with Emarsys, Angela Bruderer's team saw:

**+5%**

Active customers year-over-year

**+7%**

Revenue from active customers year-over-year

**48%**

More orders



“Emarsys has proven to be a professional and skilled partner to enable us in growing our business. And we look forward to expanding our marketing communication across print and online.”

— Christian Kappler, CEO, Angela Bruderer



“During Black Friday, our customers received highly relevant product recommendations from the current promotion, from products they would want to buy and were interested in as per their browsing and purchase history and predictive algorithms.”

— Jürg Thomann, Head of E-Commerce, Angela Bruderer

## The Business

Angela Bruderer AG is the leading Swiss mail-order business for high-quality bedding, homeware, and household items. The company has been dedicated to delivering a personalized, quality shopping experience for customers since 1980.

## The Outcome

Drive revenue growth by increasing repeat purchases from active customers

## The Challenge

- Angela Bruderer wanted a way to automate the process of engaging thousands of customers, across all channels, in a personalized way.
- To craft a coherent and personalized customer experience, they needed a way to combine AI with automated use cases, to scale communications across the customer lifecycle.
- They wanted a single platform that could easily integrate with Magento to achieve their marketing goals.

## The Solution

With Emarsys, Angela Bruderer is empowered to deliver an online experience so personal, it is as if it was in-store.

- **Deep Magento integration.** Emarsys synchronized Angela Bruderer's product catalog, customers, newsletter subscribers, events, orders, and website behaviors, in real-time, to create, automate, and deploy highly personalized campaigns.
- **True omnichannel personalization.** Customers now enjoy a true 1:1 customer experience on the

channels they love and use the most, such as email, Facebook, and Google.

- **A simple and intuitive solution.** The e-commerce team was able to quickly launch advanced campaigns across multiple channels.

