



Cyberport

Seamless User Experience

To keep its leading position in the electronic industry, Cyberport wants to prepare for the digital future. In collaboration with ecx.io, the online shop and mobile app will be relaunched and a comprehensive digital strategy implemented.

The challenge

Cyberport is a German retailer owned by Burda Digital and focused on consumer electronic goods. With 16 stores in Germany and Austria and over 660 employees, Cyberport has the 4th largest electronic shop in Europe. 5.1 million customers in total and 4 million store visitors prove this success, which adds up in an annual revenue of 700 million Euro. The online shop has over 200 million page impressions and over 40 million unique visitors. Cyberport is highly involved in omnichannel strategies and online marketing including Social Media, Online Shop, Mobile Shop and App, Sales and Stores.

As Cyberport's marketing activities tended to be centred around the product in the past, one of the future aims was to focus on the customers and their journey. Additionally, Cyberport's high service quality, which is provided with a hotline service for over 1 million customers, had to become more visible online. In collaboration with ecx.io, Cyberport will further improve its digital involvement, including a 360° marketing strategy to make marketing processes easier and place the customer in the centre of attention.

“ The future is digital. That is why we want to become leading experts in the area of e-Commerce and deliver the perfect customer journey. In collaboration with ecx.io we built up the next generation e-Commerce platform to create an outstanding digital experience.

László Kovács
CTO at Cyberport, responsible for e-Commerce Technology



Our solution

For a comprehensive approach, including all aspects of digitalisation, an e-Commerce hub was set up in Munich. As the managing part of the project's expert network, ecx.io offers consulting for Cyberport on different levels. We deliver best practices for business analysis, personalisation, picture management, web analytics and SEO. ecx.io also takes care of the enablement and entrenchment of all business and developing experts newly employed at Cyberport. As a plus, we introduced a new agile way of working to Cyberport, using the methods of Design Thinking and SCRUM.

The technological implementation of the digital relaunch is based on the Adobe Marketing Cloud, including AEM, Target, Analytics and Mobile, in combination with SAP Hybris. These technologies combine state-of-the-art platforms for online commerce and marketing and allow Cyberport to create an augmented, seamless user experience. The new online shop is scalable to different needs and provides a foundation for future projects and developments.



Joint success

The result of the relaunch will be a modern platform based on the technologies of the big players in the digital marketing business. Cyberport will be firmly prepared for the digital future with a cohesive system and the necessary tools for a comprehensive 360° Marketing. In combination with the established omnichannel strategy, customer touch points will be

generated across many channels. Thanks to the new mobile app, which can now be tracked with Adobe Analytics, Cyberport can understand their customers better and create a seamless high quality user experience.



40 mio. Unique website visitors



Adobe Marketing Cloud
SAP Hybris