

**robotistan.com**



# How Segmentify's personalised recommendations delivered 30% of Robotistan's entire sales

## Overview

Founded in 2010, Robotistan is the biggest hardware and electronics store in Turkey with 4,000 products available on its website. As Turkey's leading "Market for Makers", Robotistan plays an important role in improving the maker culture within the country.

Robotistan invests in the personal development of its customers, regularly hosting social responsibility projects and providing product and technical support. Many education institutions, from high schools to universities, regularly collaborate with Robotistan on training workshops, events, and laboratory experiments.

## Goals & Challenges

With its focus on supporting the maker market, Robotistan had limited IT resources for managing third-party tools. In fact, previous third-party integrations into the Robotistan website had gone poorly due to this very reason.

Due to these negative experiences in the past, Robotistan was understandably reluctant to introduce new third-party integrations into their business.



Homepage

**14%**

Higher Revenue

**30%**

Contribution to total sales



Our conversions have increased as a result of recommending products based on a customers interests. Real-time analytics has allowed us to react quicker to customer interests, which has also increased our sales. One of our favourite features is personalised emails which have helped us communicate with customers that have been dormant for a while, and send make personalised recommendations to encourage them to visit our online store again. Huge thanks to the fantastic customer success team who have supported us every step of the way, and go the extra mile to ensure Segmentify is achieving the best results every day.



ilge IPEK  
Co-founder



Personalised Product Recommendations

## Segmentify's Solutions

The conditions were tough but Segmentify was determined to help and support Robotistan grow its business by using Segmentify's smart personal recommendation tool.

As a result, Segmentify joined forces with T-soft, the online platform Robotistan uses for its online retail site and helped them build a custom app for Segmentify.

A guide was created to explain the app installation process to Robotistan, which included a total of eight quick steps, none of which required any technical knowledge-leaving no questions about the whole process.

After the installation of Segmentify with the T-soft app, the data flow was checked by the Segmentify team to make sure everything was working smoothly. Segmentify then installed its personalised recommendation tool and launched personalisation campaigns on Robotistan's website.

## The Results

### Meet the Power of Personalised Recommendations!

3

days to go live

Thanks to Segmentify's dedication to success, speed and perfection, the entire integration of the personalisation tool and launch of the personalisation campaigns required only three business days. It took one day for installation and checking the data flow, one day for the campaign preparation, and one last day for testing.

Due to Segmentify's personalised recommendations, the number of users who added a product to the shopping basket reached 30% of entire Robotistan.com purchases.

30%

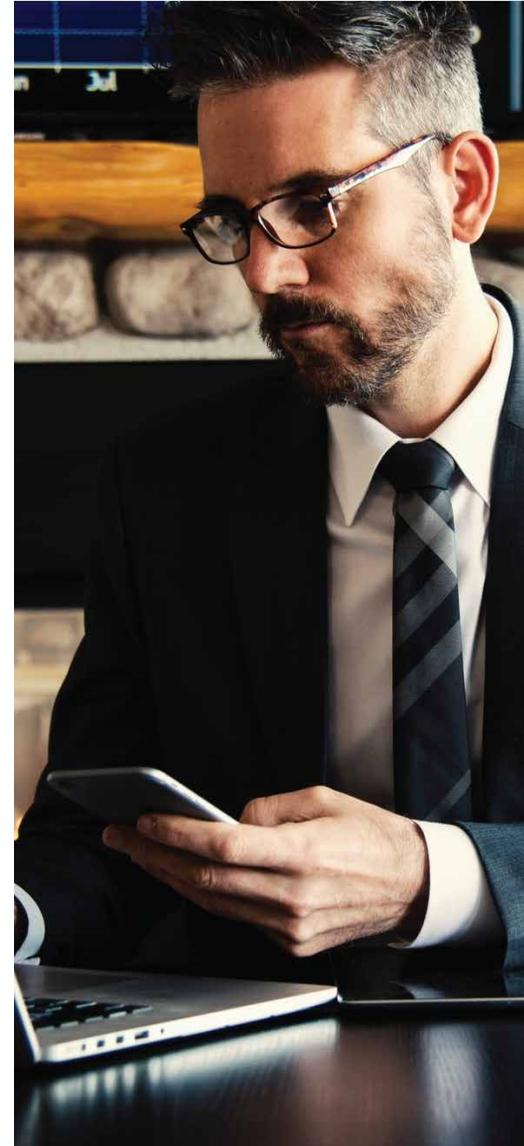
Contribution to total sales

14%

Higher Revenue

Segmentify's AI-powered personalised recommendation platform was so effective that it contributed to 14% of overall Robotistan revenue.

Segmentify's personal recommendation system, integrated via the custom app developed by T-soft, has continued to work steadily for over one year without requiring any IT management from Robotistan. With our tailor-made solutions, perfectionist approach, dedicated team and of course, the most brilliant personalisation tool, Robotistan was incredibly satisfied with the process and results provided by Segmentify.



Create a personalised shopping experience and increase your sales

[www.segmentify.com](http://www.segmentify.com)