



### The result

Conversion Rates over 4% ↗

Reduced setup effort due to simple connection by 80% ↘

*„Thanks to optilyz, it was possible for us for the first time to display not only text but also images on a large scale on a customer-specific basis. The 1-to-1 image personalization has a significant influence on the future purchase frequency and customer value development“.*

Christian Efendic, Team Lead CRM

## Automated 1:1 image personalization is successfully used to increase repurchase rates

### The problem

Contorion is a leading digital specialist dealer for handicraft and industrial supplies. The company’s product range includes over 300,000 products from well-known manufacturers, including power tools, hand tools and workwear. Thanks to high user-friendliness, professional customer service and short delivery times, Contorion has become the central contact point for hundreds of thousands of business and private customers. At its Berlin location, the company employs over 180 people. Since 2017, Contorion has belonged to the Munich Hoffmann Group, which generates sales in the billions.

Contorion wants to address selected customers even more efficiently with highly personalized mailings. The idea: each customer is sent individualised order forms for the last consumer goods purchased. On the form, article numbers, descriptions and product images are to be compiled individually for each customer. The recipients then only have to enter the required quantity and return the completed form or are incentivized to place an online order. The required data is available in Contorion’s systems. The problem is that it is nearly impossible to manually merge tens of thousands of images with additional data from different systems.

### The solution

**Contorion has connected optilyz to its content data and systems in order to be able to use 1-to-1 image personalization with minimal setup. The respective product images and data are transferred directly to optilyz and automatically printed on the respective order form. An attractive cover letter accompanies the form bearing the slogan „Would you like more? For your reorder we offer you a 15% discount“ in the envelope. With this approach, Contorion was able to achieve an extremely profitable and relevant customer experience:**

- Minimal setup effort allows automated 1-to-1 image personalization
- Product images are printed individually per customer on mailings
- Top customer segments are successfully addressed with maximally relevant mailings



**Example: Automated 1:1 image personalization**  
Individual order form to increase repurchase rates

## Bestellformular

**per Fax an 030 / 208 47 33 69 oder**  
**E-Mail an firmenkunden@contorion.de**

**Ihre Kundennummer:**  
DE92003479534

**Lieferadresse**

Sample Company  
Street 9  
0000 City

**Alternative Lieferadresse**

Firma: \_\_\_\_\_  
Name: \_\_\_\_\_  
Straße / Nr.: \_\_\_\_\_  
PLZ / Ort: \_\_\_\_\_

Artikel/Bezeichnung	VE	Preis (netto)**	Menge
Schutzbrille OptTema Bügel blau Fogban-Scheibe klar beschlagfrei Art.-Nr.: 400124348	1	5.01 €	<input type="checkbox"/>
GehörschutzL3 HV EN352/ISO4869 Kapsel grün fluoreszierend Art.-Nr.: 400124416	1	19.57 €	<input type="checkbox"/>
UPower Sicherheitsschuh EN 20345 S3 SRC Solid Gr. 42 Glattleder Art.-Nr.: 400126621	1	36.00 €	<input type="checkbox"/>
UPower Sicherheitsschuh EN 20345 S3 SRC Solid Gr. 43 Glattleder Art.-Nr.: 400126622	1	36.00 €	<input type="checkbox"/>
3M Gehörschutz Optime III Kapseln schwarz/rot Art.-Nr.: 400129	1	21.89 €	<input type="checkbox"/>
Lemaitre Sicherheitsschuh S3 Douro 1340 Größe 42 Art.-Nr.: 50714023	1	44.00 €	<input type="checkbox"/>
Lemaitre Sicherheitsschuh S3 Douro 1340 Größe 43 Art.-Nr.: 50779560	1	44.00 €	<input type="checkbox"/>
Hase Montagehandschuhe Superflex Größe 10, Nylon Art.-Nr.: 60297167	10	30.35 €	<input type="checkbox"/>
STIER Brillenetui Art.-Nr.: 78544290	1	4.08 €	<input type="checkbox"/>

**Zahlungsart**  Rechnung  Vorkasse

Sie erhalten im Anschluss eine E-Mail mit allen notwendigen Informationen

Ort, Datum

Unterschrift (Hiermit akzeptiere ich die AGB der Contorion GmbH / www.contorion.de/agb)

\*Der Rabatt ist einmalig pro Person bis zum 30.06.2018, für alle Produkte der Kategorien Befestigungstechnik, Materialbearbeitung, Chemisch-Technische Produkte, Arbeitskleidung & Arbeitsschutz, Reinigen, Betriebsausstattung & Baustellenbedarf sowie Beschläge & Sicherheitstechnik gültig. Eine Barauszahlung oder die Kombination mit anderen Gutscheinen und Rabatten ist nicht möglich. \*\*Hinweis: Falls die Preise von Ihren individuellen Konditionen abweichen, gelten Ihre hinterlegten Konditionen.

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Amtsgericht Charlottenburg  
HRB 157922 B  
Steuernummer: 30/253/36909  
USt-ID: DE 294930836

personalized voucher codes

personalized address

personalized product images

personalized customer ID

personalized article name and number

personalized sales unit

personalized pricing by customer status



Christian Efendic  
Team Lead CRM

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