



SITECAMPAIGN

Stella nova

UTILIZING THE POTENTIAL IN COMBINING SITECAMPAIGNS

Stella Nova improved their overall customer experience by combining multiple SiteCampaigns targeting different stages of the customer journey.

GOAL

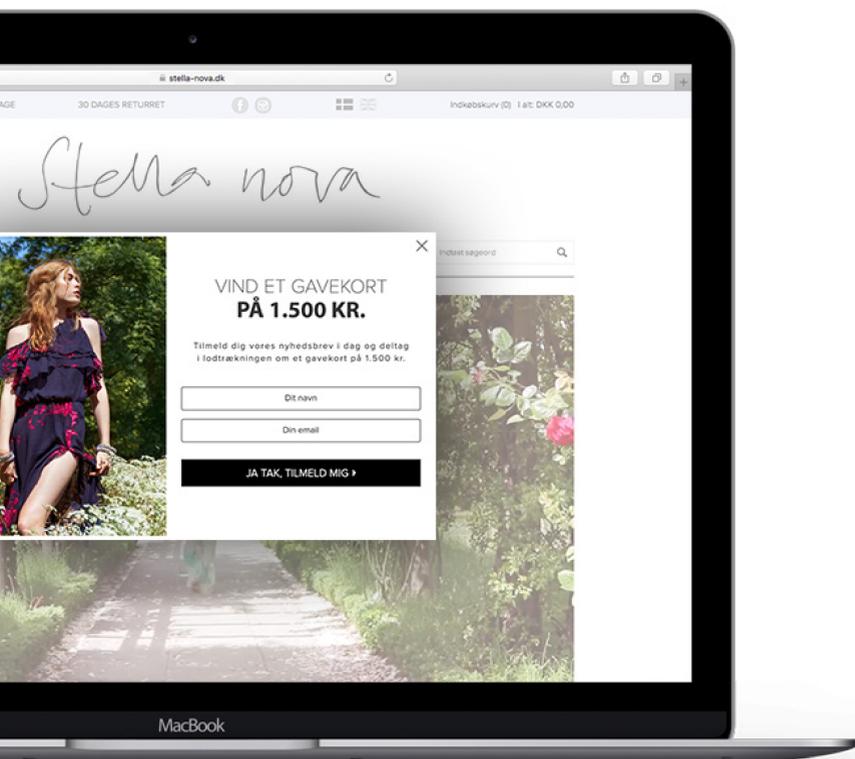
Stella Nova wanted to utilize the potential in combining different SiteCampaigns in order to improve the customer journey on their website without interfering with the visitor's user experience.

SOLUTION

The solution was to combine three SiteCampaigns focused on different goals and performance metrics. The setup used intelligent rules and a clear prioritization between campaigns to ensure that the SiteCampaigns enhanced the user experience while guiding visitors toward a conversion.

RESULTS

The result was a setup that is tailored to match Stella Nova's website and contribute to the overall customer experience. The campaigns have resulted in an increase in newsletter sign-up rate, average time spent on site, and conversion rate.



ABOUT STELLA NOVA

Stella Nova is a leading Danish fashion brand creating stunning, luxurious, and wearable styles for the modern woman. Stella Nova collections transmit a French-inspired universe where beautiful and feminine details and materials are perfected with a cool touch of Scandinavian functionalism.

The focal point is the creation of the perfect wardrobe with updated every day classics in a consistent quality where each design emanates from a deep love of contrasts, details and materials.



SiteCampaign has been an easy way for us to improve the user experience on our website. Combining the three SiteCampaigns has been a great way to present relevant messages to our visitors and improve different stages of the customer journey. The interaction between the campaigns ensures that the SiteCampaign presented to the visitor is always relevant and never intrusive.

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