

Knexus Case Study

Launchpad 2019

The Company: *What is Knexus?*

Knexus' platform uses machine learning to unlock a brands' content and automatically deliver it to the right customers at optimal moments in their buying journey, increasing sales

The Brief: *Website Personalization*

Deliver a superior website experience that reduces bounce rates and increases ecommerce exits


The Solution: *How Knexus Helps JOHNSON'S[®] Baby*


Knexus' platform tags and indexes all of the JOHNSON'S[®] Baby article, YouTube and Instagram content, and dynamically decides which pieces of content are the most effective to deliver to each customer based on their individual needs and stage of the buying journey. This content is then dynamically paired with the most relevant product, giving a clear and effective call to action

The Outcome: *Commercial Deal with JOHNSON'S[®] Baby*

Initial 7-month subscription with JOHNSON'S[®] Baby

Sales exits to eRetailers  **52%**

Bounce rates on key landing pages  **23%**

Average website session duration  **15%**

Invitation to apply

6th Aug 2019

Application Submitted

21st Aug 2019

Phone Interview

17th Sep 2019

Invitation to present

24th Sep 2019

Launchpad presentation

3rd Oct 2019

Informed of Success

25th Oct 2019

Timeline
12 weeks