



FEATURED CUSTOMER CASE STUDY

BHG measured a remarkable **4% uplift in conversion rate** and **6% uplift in sales**

Simply by adding Theca

LEARN HOW

A yellow dashed arrow starts near the text "LEARN HOW" and points downwards towards the laptop screen.

FEATURED CUSTOMER CASE STUDY

Leveraging Inter-Brand Synergy: A Theca Solution for Bygghemma Group

Bygghemma Group (BHG) stands as a paragon in the Nordic e-commerce landscape. With 100+ destination sites in 25 countries, BHG has not only carved a significant market share in the Home Improvement market space, but has also emerged as a trendsetter in online retail.

Through its myriad platforms, BHG has fostered a seamless shopping experience, thus, attracting a vast customer base.

Objectives

The cornerstone of BHG's revenue model hinges on driving high-precision traffic to its websites, predominantly sourced from search engines. However, three significant pain points have emerged in this trajectory:

Maximizing the efficacy of paid search investments

BHG recognizes the dynamic nature of the digital advertising space and is innovating its approach by integrating Theca's capabilities. This strategic move is designed not only to capitalize on Theca's adeptness in redirecting and recycling traffic on e-commerce platforms but also to sustain the influx of high-quality traffic. BHG aims to enhance the value extracted from every dollar spent, maintaining high-caliber traffic consistency similar to traditional paid searches, but with improved cost efficiency.

Improve user retention at group level

Search engines are gradually evolving into product listing pages, which encourage users to utilize them as primary navigation hubs. Instead of users continuing their journey within the retailer's website, they often bounce out after visiting the retailer's product page and click on the next product listed on the search engine's product page.

Scaling up small brands

While BHG stands as a large conglomerate, it encompasses several smaller websites operating independently under their distinct brands. The challenge lies in leveraging the group's overall magnitude to optimize costs for these smaller entities.



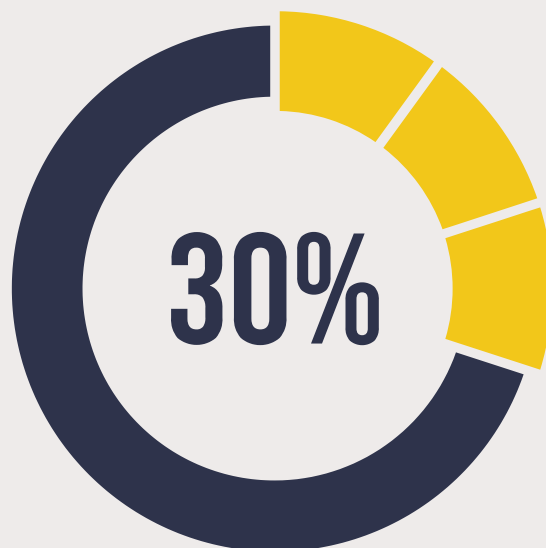
“Theca's innovative approach has enabled BHG to leverage the diversity of our brands and the variety of our assortment as a **strategic advantage**”

MARTIN LEO
GROUP CTO, BHG

Utilising group size as a strategic advantage

The allure of search engines stems from their ability to capture and cater to specific user intents, especially those inching closer to a purchase. BHG identified a goldmine of such intents within the internal search engines of its own brands. **Every week, millions of queries are handled by different destination sites within BHG**, contributing to a solid inventory for paid search within the group.

A meticulous analysis revealed that nearly **30% of these search queries could be better addressed by other destination sites within the group**, mostly due to assortment limitations but also lack of product information, product availability etc. The strategy pivoted towards harnessing this inter-brand synergy to surround the customer by the entire offering of the group results in retaining the traffic within the BHG ecosystem.



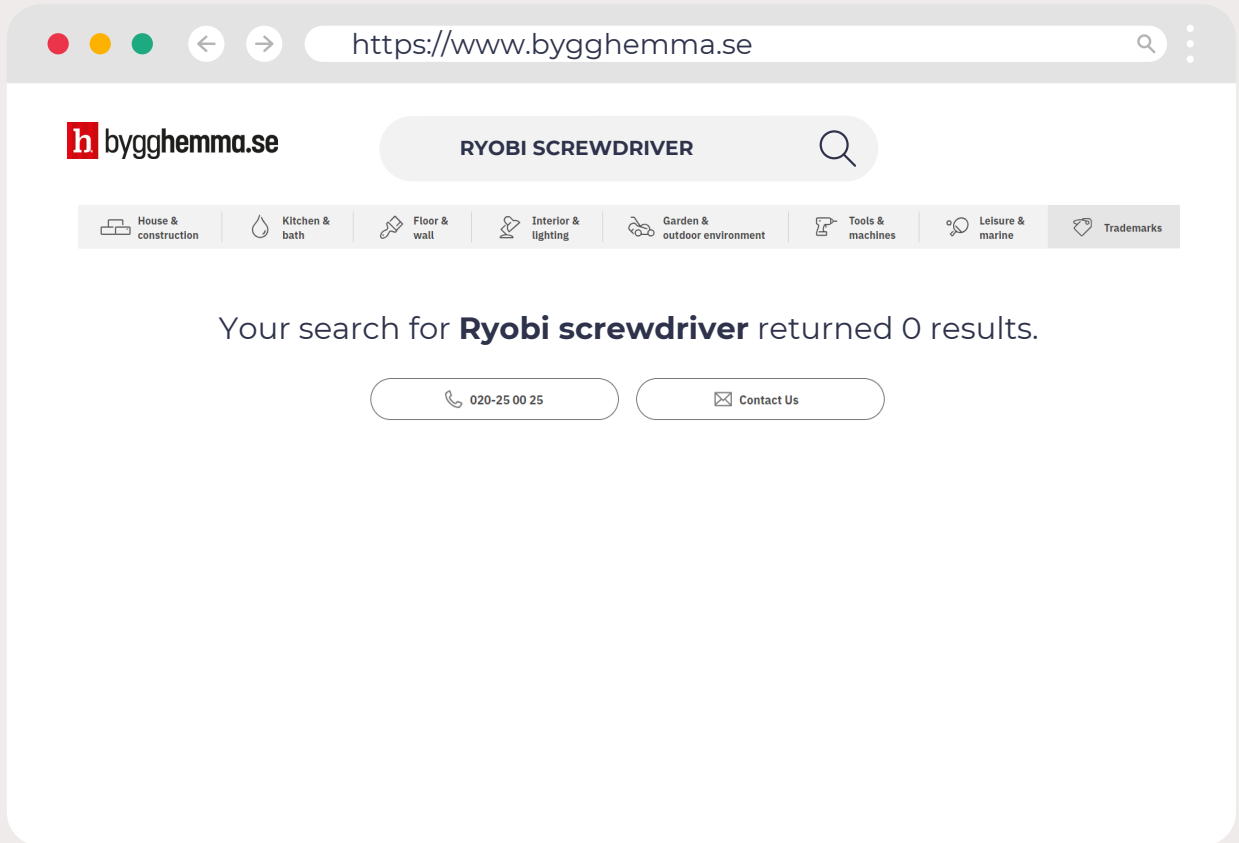
Solution overview

Enter Theca - a cloud-based solution designed to orchestrate a private Ad network facilitating smooth traffic exchange between destination sites. Theca's network not only retains the unique brand identity of each entity but also knits them into a cohesive unit, broadening the horizon for each customer.

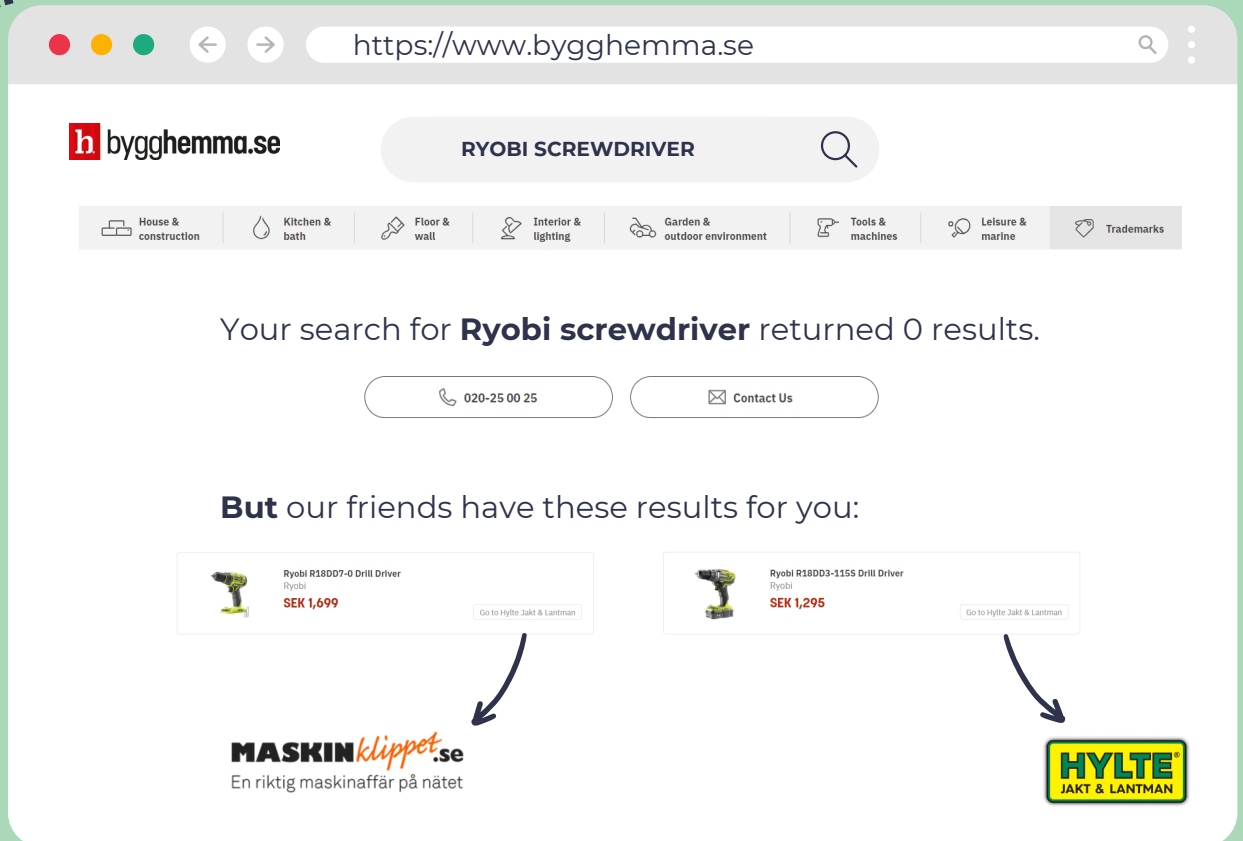
The platform automatically scans, unifies, analyses, and maintains the complete assortment of each destination site. Theca also offers a seamless integration with already existing Google Shopping and AdWords files to further enhance the network's prowess. Search queries from source sites are mirrored to Theca's stable API which serves relevant ads from within the network. This setup empowers BHG to direct the traffic to where the value is maximized.

To better understand customer intents and grasp the terminology used in the Home Improvement market space, we developed technology to automatically collect and meticulously examine all DIY, leisure, furniture and furnishings related websites adjacent to BHG. The data was utilized for the fine-tuning of a specialised language model tailored and optimized for the solution used within BHG group.

Before



After





“Implementing Theca's search ads results pane was **smooth and swift**, instantly bringing a noticeable lift in sales, cross-site navigation and engagement”

MARTIN ALM

CTO, BYGGHEMMA.SE



Technical architecture

At the very essence of a Theca network entities known as **sources** distribute traffic to **targets**. Sites acting as sources require small implementation efforts while targets receive traffic without any required action. Sources can also be setup as targets.

The integration into the source site www.bygghemma.se required a few days of efforts all-in-all for implementing Theca, mainly related to user interface changes. The process involved defining one source site and nine target sites and setting up a search ads result pane which taps into Theca's HTTP/JSON API. Measurements of sales generated was then tracked with preferred software for analytics and measurement within the group, namely Google Analytics.

The core of the solution is based on large language models combined with vector based search. Once integrated, the system autonomously channels search queries from the source site to find the most relevant ads at target sites within the private ad network, enriching cross-site navigation and ad relevance.

Theca's low-footprint SaaS delivery method ensures minimal integration efforts while maintaining scalability and ease of clustering multiple ad networks. Scaling the network with additional sources and targets is a matter of a few clicks.



“Theca Systems' solution has empowered us to **induce the value of our acquired traffic**, effortlessly recycle and distribute it across our group's platforms”

ALEXANDER LJUNG

CHIEF DIGITAL OFFICER, BHG

Results

The implementation of Theca's solution was put to test through a rigorous A/B testing by BHG, and the outcome was nothing short of promising. The sessions exposed to **Theca ads registered a remarkable 4% uplift in conversion rate and a 6% uplift in overall sales.** This tangible impact underscores not only the efficacy of Theca's solution in navigating the intricate web of intra-group traffic optimization but also sets a precedent for other conglomerates facing similar challenges in the digital marketing arena.

The Theca ads consistently achieve an impressive click-through rate **signifying a strong level of ad relevance and user engagement.**

The above account delineates a transformative journey undertaken by BHG, where the implementation of Theca's private Ad network solution not only addressed the existing pain points but also unlocked new avenues for growth and customer satisfaction.





Lessons learned

Turning exits into an advantage by breaking the taboo

In the e-commerce sector, guiding users away from a site is often frowned upon and conventionally treated as a taboo. However, this project revealed that sometimes aiding users to exit can be more beneficial both to the retailing group, but also to the user compared to futile efforts to retain them.

When and where to show the ads

During the project, various positions and graphics for the search ad panel were tested. BHG also explored the following scenarios:

1. Injecting network results into the native search results provided by the local search engine.
2. Displaying network results only when no local search results were available.
3. Always displaying network results at the bottom of the SERP.

We found that the third alternative yielded the best results.

Take the step into a new
world of **collaboration!**

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