



# Case Study: Smartphonehoesjes.nl

## How Smartphonehoesjes.nl Streamlined Product Management and Localization with Akeneo PIM



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Akeneo facilitates a lot of efficiency in managing our assets. Previously, we had to manually add the correct images to the correct products, Akeneo automates that process with a set of rules that ensure that the images are connected to the correct products. This saves us 15 hours of manual work each week, which is huge for a team of only 2 people.

**Violette Venneman, Senior Product Content & Merchandising Manager**

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### Challenges

- Managing product data for over 53,000 SKUs and 1.3 million images with just a team of two
- Offering thousands of products in over six different countries in three different languages
- Selling in a highly competitive industry where time-to-market and channel differentiation have big impacts



### Benefits

- Managed more products in less time without increasing team size
- Quickly localized products for consumers spread across Europe for a better customer experience
- Saw a faster time-to-market and increased conversions

## Mastering the Mobile Accessory Market Worldwide

Smartphonehoesjes.nl is an international eCommerce retailer providing accessories for mobile devices, including phone and tablet cases, screen protectors, charging cables, power banks, smartwatch straps, and more.

### Challenges

#### Juggling 53,000 SKUs, 1.3 million images, and 3.6 million product values... with a team of 2

Smartphonehoesjes.nl is well-known across Europe, selling in six different countries and in 3 different languages. With thousands of available products, that means organizing, managing, updating, and localizing a lot of assets. And in an industry where consumers rely heavily on visual content, making sure these assets are accurate, high-quality, and tailored to the right platform is of the highest importance.

What's more, the smartphone market is constantly changing as new phones and tablets are launched every year. For Smartphonehoesjes.nl, that means over 10,000 new SKUs a year with each new accessory varying slightly from the last. Prior to Akeneo, the team manually updated every product listing, with the process involving making a copy of the previous model, changing around 20 items on the product page, updating the categories, and then adding the corresponding images one-by-one for every SKU. This was done manually for every webshop in every language.

Though the team was powering through this herculean task, the manual management of product data was causing serious challenges. Not only was it inefficient and tedious, it meant a slower time-to-market, no opportunity to differentiate content per channel, and difficulty expanding internationally with localization to a new language requiring an average of 3 full months of work.

### Solutions

#### Making the shift from manual to automation

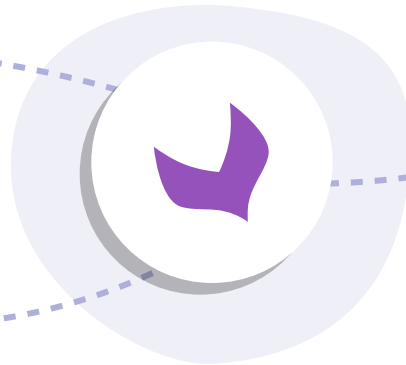
With thousands of new products every year and even more assets, Smartphonehoesjes.nl needed a PIM that could automate much of the data updating process, as well as help localize content for current and future markets. Enter Akeneo.

Akeneo's features such as product models and rules (a tool that allows you to automatically enrich product information according to specific actions and conditions) immediately stuck out to the Smartphonehoesjes.nl team. Tapping into these capabilities, the team uploaded all images in bulk to the company's asset banks, and then used a set of rules to make sure the images were connected to the correct products. The ability to easily import data and quickly create new product listings meant Smartphonehoesjes.nl could expand their offerings and significantly improve the customer experience without increasing the workload of their small, but mighty team.

The Smartphonehoesjes team also utilized the powerful Akeneo SI partner, Calago, in their implementation process. Calago was able to help the mobile device retailer to assess the current PIM situation, create a plan that includes end goals, and outline the expected project scope and any potential risks. Calago contributed especially with a critical attitude and offered new improvements that Smartphonehoesjes had not considered beforehand, quickly translating thoughts and ideas into concrete plans. Examples of this are the more practical image uploading process and consideration of language and channel-specific actions, ensuring that the company would not waste valuable time on low-value-add work.

## The Project at a glance

- Spreadsheets
- ERP (2024)



- Adobe Commerce Connector
- Induxx

- Global eCommerce
- Amazon
- bol.com



# Better Efficiency, Localization, and Conversion Rates: The Akeneo Advantage

## Better efficiency frees up time and resources

The rules and automations available through Akeneo not only helped provide a better customer experience, but also a better employee experience. By using Akeneo PIM, the team cut down on 15 hours of manual work each week. When we consider just two people are in charge of managing thousands of SKUs, this extra time saved is monumental. With fewer hours spent on tedious, repetitive updates, the product information team has been able to spend more time on high-impact tasks.

## Easier localization improves the international customer experience

Because Akeneo helped accelerate asset uploading and management, Smartphonehoesjes.nl was able to localize both product data and product images. Now, the company's Dutch, German, and French customers can all read the product information included on each corresponding image in their own language, leading to an improved overall customer experience. What's more, Akeneo is helping accelerate Smartphonehoesjes.nl's expansion into new languages as well.

## Higher quality product information leads to increased conversions

The improved efficiency and localized product images translated into a better customer experience... and better business results. The company not only saw a faster time-to-market, but also experienced a 10.2% increase in product conversion on their own webshops and a 5.7% increase of product conversion on bol.com, the biggest marketplace in the Netherlands.



**Number of Users : 2 (database & copywriting responsible)**

**Extra:** - 1 Akeneo Product Owner,  
- 4 Photographers (for uploading images and videos)  
- 3 buyers (solely responsible for ERP attributes)



**Number of Products : 50,000**



**Distribution Channels :**  
**Magento CORE, Channable, Vendiro, WMS**

## About Akeneo

Akeneo is the Product Experience (PX) company, helping organizations deliver enriched, engaging, consistent, and compelling product experiences across the entire customer journey. By providing best-of-breed technology and expertise, Akeneo equips global brands, manufacturers, distributors, and retailers to deliver omnichannel customer experiences that turn browsers into buyers.

As the Product Experience company, Akeneo helps leading brands, manufacturers, distributors, and retailers such as Chico's, Staples Canada, Boohoo, Canon USA, BoxyCharm, The Very Group, and LVMH deliver engaging and compelling product experiences that foster customer loyalty. With its modern and best-of-breed PIM, highly-connected App Store, leading SIs, and API-driven technology, Akeneo dramatically improves product data quality and accuracy, simplifies catalog management, and accelerates the sharing of product information across all channels and locales.

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