



**Verkkokauppa**  
TODENNÄKÖISESTI AINA HALVEMPI **.com**

# Case Study: Verkkokauppa

## How Verkkokauppa Leveled Up Cross-Sell Opportunities & Customer Experiences with Akeneo



“

“We have 60,000 products; we needed the PIM that could support the volume of product information we had without limitations on product variants, or product attributes. **Akeneo was the one solution that met all those needs.**

Teo Laiho, **PIM Specialist**

”



### Electronics & Everything Else: eCommerce Experts Equipped with Akeneo

As their name literally translates to “eCommerce”, it’s no surprise that Verkkokauppa has been a retail powerhouse in Finland since 1992. With a unique blend of **physical stores** and a bustling **eCommerce shopping experience**, Verkkokauppa offers a diverse range of products, including **computers, home electronics, toys, gaming, and navigation products**. Verkkokauppa boasts an extensive catalog of over **60,000 products**, selling both **directly to consumers** and **to other businesses**.

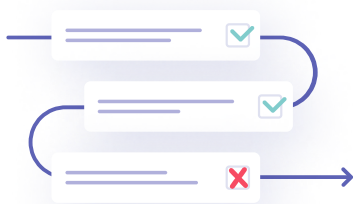
Verkkokauppa sought out a PIM solution that would support their **vast catalog of products, integrate seamlessly with their existing technology stack**, and **provide a more compelling experience for their customers**. Let’s dive into how Verkkokauppa harnessed Akeneo technology to unlock the next level of customer experiences with **smarter cross-sell and upsell opportunities, enhanced internal efficiency**, and **scalable product experience management**.

## How Managing PIM with ERP Ends in SOS

As Verkkokauppa's extensive product catalog continued to expand, they faced **significant challenges in managing product information efficiently**. Initially, they relied on an **ERP system** as their primary source of centralized product information, but this approach quickly proved to be **unscalable and unmanageable** as their product range grew.

**ERPs are primarily designed for managing financial and operational data.** They often have **limited flexibility** in handling complex product data, especially if you have a **wide range of product attributes, variants, and categories**, which often leads to data constraints and inefficiencies.

Plus, ERP's tend to be **built with a focus on functionality** for finance and operations teams. They may not offer a **user-friendly interface** for product managers and marketers to efficiently input, update, and enrich product data. This can **slow down the product information management process** and **increase the risk of errors**.



In an attempt to address these challenges, Verkkokauppa experimented with a different **Product Information Management (PIM) solution**. However, this too fell short of their needs, failing to support the **high number of product variants, attributes, and categories** required for their diverse product range.

The team also needed a PIM solution that seamlessly **integrated with their existing technology stack**, particularly their ERP system. And that's when Verkkokauppa turned to the **product experience experts at Akeneo**.

“

“Akeneo had a few features we really needed, such as unlimited product variants and attributes. We have over 60,000 products and hundreds of attributes, so we needed a PIM solution that could support the volume of information without limitations. Akeneo met those needs.”



Teo Laiho  
**PIM Specialist**

”

## The Akeneo Advantage: Smart Recommendations, Seamless Integrations, & Sophisticated Attributes

Verkkokauppa found the answer to their product information management woes in **Akeneo's PIM solution**. Akeneo stood out for several reasons, including:

### No Limitations on Variants and Attributes:

Akeneo didn't impose restrictions on the number of product variants, attributes, or categories that the team could input. This flexibility was crucial for Verkkokauppa, given the sheer diversity of their product offerings and their plans to scale and grow their product catalog.

**User-Friendly Interface:** The user-friendly nature of Akeneo's PIM solution made it easy for Verkkokauppa's team to quickly get trained on how to use the PIM, and how to manage and update product information efficiently and at scale.

**Seamless Integration:** Perhaps most importantly, Akeneo seamlessly integrated with Verkkokauppa's existing ERP system, ensuring that their technology stack worked harmoniously to deliver accurate and up-to-date product information to customers without a hitch.

**Smart Product Recommendations:** Akeneo enabled the Verkkokauppa team to create dynamic product associations, revolutionizing their approach to intelligent product recommendations on their eCommerce site.

We've implemented product recommendations, which involves finding and promoting compatible products to consumers, and we've already seen tangible results with an **increase in sales of associated products**.



Teo Laiho  
**PIM Specialist**

## Elevating Sales, User Experience, and Team Efficiency with Akeneo

With the right technology and product experience strategy now in place, Verkkokauppa saw:

**Boosted Sales of Associated Products:** By utilizing product associations, Verkkokauppa improved the product recommendation system for consumers and have experienced a noticeable **uptick in sales of associated products**. Not only does this **build trust with consumers** by showing they understand their needs, but also helps Verkkokauppa **cross-sell and upsell more effectively**.

**Improved User Experience:** The **enhanced product filtering options, enriched product attributes, and reliable data** made the online shopping experience more seamless and informative for Verkkokauppa's customers. This led to **higher customer satisfaction and increased retention rates**.

**Enhanced Team Efficiency:** Verkkokauppa's adoption of Akeneo not only **transformed their product experience** but also **streamlined their team's efficiency**. With Akeneo's user-friendly interface and seamless integration with their existing systems, Verkkokauppa's team could efficiently manage and update product information, allowing them to focus on more strategic initiatives.

**Akeneo is very user-friendly.** We've received a lot of positive feedback from users, and that reinforces the decision we made. **We've been quite happy with Akeneo.**



Teo Laiho  
**PIM Specialist**





## About Verkkokauppa

Verkkokauppa.com is Finland's best-known and most visited online Finnish retail store, whose goal is to be a cheaper place for its customers to shop. Verkkokauppa sells technology, entertainment electronics, toys, games, sports, pet and childcare products as well as installation services through the online store, retail stores, and 2,500 pickup points. Founded in 1992, Verkkokauppa employs more than 750 employees and over the past twenty years, the organization has delivered more than 9 million shipments and 15 million products to customers.

## About Akeneo

Akeneo is the product experience (PX) company, enabling organizations to build and deliver world-class product experiences across every customer touchpoint through a comprehensive PX Strategy. By providing best-of-breed technology and expertise, Akeneo's Product Cloud with native artificial intelligence capabilities equips global brands, manufacturers, distributors, and retailers like Chico's, The Very Group, TaylorMade Golf, Rail Europe, Kering, and more to accelerate growth, stay competitive, reduce time-to-market, and deliver engaging customer experiences that convert browsers into buyers. For more information: <https://www.akeneo.com>.

Visit us at  
[www.akeneo.com](https://www.akeneo.com)

