

Press release, 3 June 2019

Byggemma Group increasing its investment in artificial intelligence

The Nordic region's largest listed retail group, Byggemma Group, is increasing its investment in artificial intelligence to manage the 400,000 products, 120 million visits and 1.7 million orders its webstores process annually.

"By continuing to strengthen and invest in our AI initiatives and optimising how the most relevant products are displayed, we can create a better customer experience and satisfy our ambition to increase growth and profitability," says Adam Schatz, CFO at Byggemma Group.

Maximising sales in limited screen space

Displaying a product catalogue on a webstore can be described as the art of *choosing and presenting products and content in a way that best uses screen space*. Since screen space is limited, its use needs to be optimised.

"Every page in our webstores consists of several retail areas, and each area displays a product range according to a specific strategy. The goal is to maximise relevance for the user while meeting business targets for the stores, which can be profitability as well as volume," says Adam Schatz.

AI optimises for relevance and ambitious business targets

The AI solution developed for Byggemma Group, delivered by Apptus, decides which areas are to be used to construct different pages of Byggemma Group's sites. By analysing user behaviour, the solution can automatically sort and optimise search results, categories, recommendations and product lists according to what is most relevant for the visitor at the moment.

The AI solution also helps maximise current business goals - conversion, revenue, profit margins - through optimal sorting and relevance. Business goals can be changed, for example to a revenue-based strategy in conjunction with pay day, when customers are more interested in quality products, and then after half a month changed back to profit margins.

Våra visningsbutiker >
Våra varumärken >
EN DEL AV
Installationstjänst >
XL
Reportage & guider >

Vad söker du? **SÖK**

HUS & BYGG **KÖK & BAD** **GOLV & VÄGG** **INREDNING & BELYSNING** **TRÄDGÅRD & UTEMILJÖ** **VERKTYG & MASKINER** **FRITID & MARINT**

Fler kategorier > Fritidsboende & husvagn > Lek & sport > Bil, MC & cykel > Friluftsliv > Båtar & båttillbehör > Jakt & jaktutrustning >

» Hem / Fritid & marint / Fritidsboende & husvagn / Kök till fritidsboenden

Kök till fritidsboenden

- » Grillar 799
- » Utekök 29
- » Minikök 33
- » Bänkspis 4
- » Vedspis & kökspanna 3
- » Gasolkylkåp 12
- » 12-volt kylskåp 3
- » Gashåll 17
- » Gasspis & gasolspis 21
- » Gasolugn 2

Pris

29 kr 39 999 kr

Visa Endast Kampanjartiklar 80

Visa Enbart Nyheter 4

Leveranstid

Endast Snabbleverans 792

Varumärke

- » Ariete 1
- » Big Green Egg 139
- » Bluegaz 23
- » Bon-Fire 12
- » Boretti 55
- » Borö Trinette 24
- » Bosch 6
- » Briv 3
- » Broil King 77
- » Cylinda 1

Kök till fritidsboenden

Visar 888 av 888 produkter **SORTERING**

10% JUST NU! KAMPANJ	8% JUST NU! KAMPANJ	10% JUST NU! KAMPANJ	9% TOM 3115 KAMPANJ
 <p>Weber Gasolgrill Weber Genesis® II E-310 GBS 8 990 kr 9 999 kr</p>	 <p>Weber Gasolgrill Weber Genesis® II E-315 GBS 10 995 kr 11 999 kr</p>	 <p>Weber Gasolgrill Weber Genesis® II E-310 GBS Smoke Grey 8 990 kr 9 999 kr</p>	 <p>Weber Kolgrill Weber Performer Premium GBS 4 290 kr 4 699 kr</p>
 <p>Minikök Borö Trinette Paket 1200 mm för Mikrovågsugn fr. 19 719 kr 20 755 kr</p>	 <p>SUNWIND Kylskåp Sunwind Cuisine 12V 80 L 4 490 kr 4 990 kr</p>	 <p>SUNWIND Kylskåp Ventus 225 Vit 12 990 kr 14 590 kr</p>	 <p>SUNWIND Kylskåp Ventus 185 Svart 11 990 kr 13 590 kr</p>

In this example, grills are automatically displayed at the top because the grilling season has just started. In the winter, stoves and ovens were highest up. The grill listed first ended up there because it contributes the most to Byggemma's business goal.

Increased efficiency and sales

Historically, considerable resources have been used to manually decide and display products. With an automated solution that learns based on user behaviour, Byggemma Group can both supply personalised, relevant product suggestions and free up time for the product team.

"Thanks to AI, we have already freed up more time for creative activities like campaigns and enriching product and information presentations. Through the current initiative, we expect to further improve the customer experience and have the ambition to thereby contribute to increased sales and better margins," concludes Adam Schatz.

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About Bygghemma Group

Bygghemma Group is the leading online supplier of home improvement products in the Nordic region. We offer our customers a broad product range at attractive prices, with convenient home delivery. We conduct operations in two segments: DIY and Home Furnishing. DIY comprises sales of products from well-known brands for homes and gardens, and Home Furnishing comprises sales of furniture and home decor, mainly under proprietary brands. Bygghemma Group includes a wide range of webstores, such as www.bggamma.se, www.trademax.se, www.chilli.se and www.furniturebox.se. Bygghemma Group had sales of approximately SEK 5 billion in 2018, has its head office in Malmö and is listed on Nasdaq Stockholm Mid Cap.

About Apptus Technologies

Apptus offers e-commerce AI and business goal-driven systems that optimise webstore product display. Our automated solutions use machine learning and behaviour data in search functions, categories, ranking of product lists and product recommendations to deliver relevant and personalised offers that improve the customer experience, increase sales and streamline work.