

A woman with blonde hair, wearing glasses and large black headphones, is sitting on a bed or sofa. She is looking at a laptop screen and has her hand on her chin in a thoughtful pose. She is wearing a light-colored, textured cardigan over a white top. A notebook and a pen are on the bed in front of her.

SWISS•SENSE[®]

Developing a data
driven international
growth strategy

Overview of Swiss Sense

With more than 120 of their own stores in the Netherlands, Belgium, Germany, Austria and since 2021 also a presence in Denmark with the acquisition of the successful retail chain Drømmeland, Swiss Sense is a leading player in the European market for sleeping comfort.

The Dutch family-owned retail business was founded by the Diks family in 2006, who has been designing, producing, marketing and supplying products for a comfortable bedroom for decades. With an extensive collection of beds, mattresses, bedding, bed linen and accessories for the bedroom, the sleep specialist wants to ensure that everyone gets a good night's sleep. Swiss Sense has over 2,000 employees worldwide, and prides itself on the high quality and craftsmanship of its products.



For more information, please visit www.SwissSense.nl



Sector: Retail

Number of employees: 2,000+

The challenge

With a strategic undertaking to understand how to grow their presence in each of the markets they operated, Swiss Sense wanted to analyze their customer data in the Netherlands to give a greater understanding of their ideal customer profiles. They wanted to use learnings gained to scale in the other markets. To use data to identify and help regional tactics based upon maturity and market penetration, focusing on:

- ✓ Support for local and international strategy
- ✓ Take the strategy and roll out into marketing (4 Ps)
- ✓ Champion data driven decision making



The solution

Swiss Sense started out by wanting to create persona led attitude segments but working collaboratively with the Experian consultant team, quickly moved into using Mosaic as it was established this provided far greater actionable insight to support their objectives.

Working with Whooz initially in the Netherlands, Swiss Sense quickly understood that Experian could give them a factual based view of customers in the other countries outside The Netherlands where Swiss Sense operates, using a combination of Global and in-country Mosaic profiles. Swiss Sense wanted a partner that could help them to deliver a consistent approach across all the countries they operated in, hence choosing Experian.

In addition to providing data and analytics consultancy, Experian created a bespoke Tableau dashboard to deliver Mosaic data and customer insights directly to the end users – helping drive adoption and uptake of the segmentation strategy.



Results

Working closely with the Swiss Sense team made the entire process quick and seamless as they understood the value of the data to provide what they needed. Building a solution bespoke to Swiss Sense through an iterative, collaborative team process meant the project was delivered quickly and fulfilled their requirements.

Using a bespoke Tableau dashboard and Mosaic data, Swiss Sense created an overview of each customer type to give an overall high level consistent segmentation view across their entire customer base while using the more granular Mosaic data in each country to gain the optimal understanding of each region's customers.

Informing their marketing activity, Swiss Sense's content marketing team use Experian's segmentation portal and Mosaic data to drive customer content, suggest relevant imagery and guide tone of voice amongst others.



Understanding of local and regional customer profiles using Mosaic



Better decision making based on data



Data led operational and marketing strategy



Results

Using what they have identified as main growth Mosaic segments from their customer profiling, Swiss Sense was able to see which regions and cities were over-indexing for their ideal customer types and ran offline media campaigns to drive increased footfall and brand awareness.

Mosaic data is also used to measure outcomes of the marketing activity, by combining with brand trackers to understand the effectiveness of the activity by Mosaic segment.

In addition to data led advertising, Swiss Sense also used Mosaic profiles to drive product level recommendations for customers. Product offerings such as curated bundles were created to give personalized recommendations for customers segmented by Mosaic groups.



Direct mailing flyers delivered to target audiences' homes



Out-of-home (OOH) advertising in cities where key segments over-index



Leafletting in target town centers

Summary

Better decision making based on data

Challenge

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- ✓ Understand local and regional customer profiles using Mosaic
- ✓ Data led operational and marketing strategy
- ✓ OOH advertising in cities where key segments over-index

Interested in how segmentation can support your organization?

Experian has many years of experience building and deploying truly actionable consumer segmentation models across a wide range of sectors.

- Blending third- and first-party data alongside bespoke research using a range of proven methodologies dependent on an organization's objectives.
- Innovative visualization approaches to enable insight socialization and adoption within the organization.
- Developing models and segmentations which can be deployed at an individual level to support personalization across your customer base.
- Using our extensive consumer insight and audience activation capabilities ensures that target groups can be better understood, sized and also deployed across acquisition channels such as premium display, programmatic display, social media, addressable TV and digital out-of-home.



To find out more, please visit: experian.com/marketing