

# Using a Retail Data Journey to Rapidly **Expand** Global Operations



SHOEPASSION  
— .COM —

SHOEPASSION.com founder Tim Keding had a passion for high quality and stylish shoes built in the tradition of Goodyear-welting footwear. Founded in 2010, SHOEPASSION.com began as an online store in Germany and quickly grew to include brick-and-mortar retail stores and a global online presence. SHOEPASSION.com is a full service footwear provider. Besides shoes, they also sell shoe-care products and accessories such as matching leather products, shoe repair service, and offer advice through practical shoe-care seminars.

## Challenge

SHOEPASSION.com had disparate systems running different parts of its business operations, which was hindering their aggressive expansion plans. With data in silos from their ecommerce, analytics, and ERP systems, Simon wanted to add in data from Google Ads, Google reports and docs, and excel spreadsheets to gain better customer and operational insights.

On the marketing side, SHOEPASSION.com wanted to increase the yield in marketing activities by analyzing customer orders, revenue, and churn. It was also important to analyze their costs and ROI from various marketing channels. According to Simon Kronseder, head of marketing at SHOEPASSION.com, “We had data everywhere. We just couldn’t bring it all together and use it effectively.”

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SIMON KRONSEDER, HEAD OF  
MARKETING, SHOEPASSION.COM

On the operational side, SHOEPASSION.com faced challenges in managing product inventory, distribution, and delivery. Daniel Pokorzynski, head of finance, states, “To minimize our costs, we need to keep the minimal level of inventory to satisfy our customer demands in the various geographies.”

SHOEPASSION.com needed a way to maximize the value from the information they had, and not just look at reports. Simon and Daniel both stated, “We know our business, but we don’t have an expansive IT staff.”

## Solution

“Datameer Flip Side provides an instant profile of our data which makes our data preparation process that much easier.”

[Simon Kronseder, Head of Marketing, SHOEPASSION.com](#)

SHOEPASSION.com became a Datameer customer in 2012. By bringing data from disparate on-premise and cloud systems, SHOEPASSION.com was able to perform critical analysis to reveal a 360 view of its business. Using Datameer to analyze Marketing metrics first, Simon wanted to understand customer buying behavior and use this information to create cross sell recommendations.

The first step of any data analysis is knowing your data. Simon states, “Datameer Flip Side provides an instant profile of our data which makes our data preparation process that much easier.” Flip Side is an automatically generated visual profile of all the data, showing trends, anomalies, and outliers in your data and is available at every step of your analytic cycle. This instant profile allows the analyst to go back and adjust or repair the data set.

SHOEPASSION.com used Datameer to run scheduled analyses, automatically updating every hour to every month. They also use Datameer for ad-hoc data discovery of new insights and trends.

## Results

With Datameer, SHOEPASSION.com was able to unify all of their data for a 360-degree view of its business. Data was used to increase profits by:

- Delivering a better customer experience
- Generating targeted cross-selling campaigns
- Increasing the ROI on their digital campaigns
- Lowering costs through better inventory and distribution management

One very successful marketing campaign utilized insights from Datameer to identify that shoe buyers have higher propensity to buy matching belts, resulting in a 10 percent increase in cross-sell revenue.

Simon states, “We were very happy with the results of this campaign. Data only has value if the insights can be put into action, and Datameer helped us do just that.”

A second area SHOEPASSION.com applied Datameer to was the reconciliation of invoices in their ERP system with different payment methods, such as PayPal, credit cards and more. Prior to adopting Datameer, SHOEPASSION.com had to go through a labor-intensive manual process. Through Datameer, SHOEPASSION.com automated the invoice matching, reducing workload on the finance team by 90 percent. This corresponds roughly to 40 working hours per month.

In addition, by performing analysis to show trends in consumer purchases and inventory by location, SHOEPASSION.com can keep just the right amount of inventory and send product where it needs to be, whether stores or customers themselves.

Daniel states, “As SHOEPASSION.com continues to grow, data will become even more important as we get more customers, more product lines, and more tools to include in the analysis.”

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