



T TRAMONTINA

Case study

Tramontina is a global kitchen and home solutions brand, known for high-quality cookware, knives, and durable products - used by millions of households and professionals worldwide.

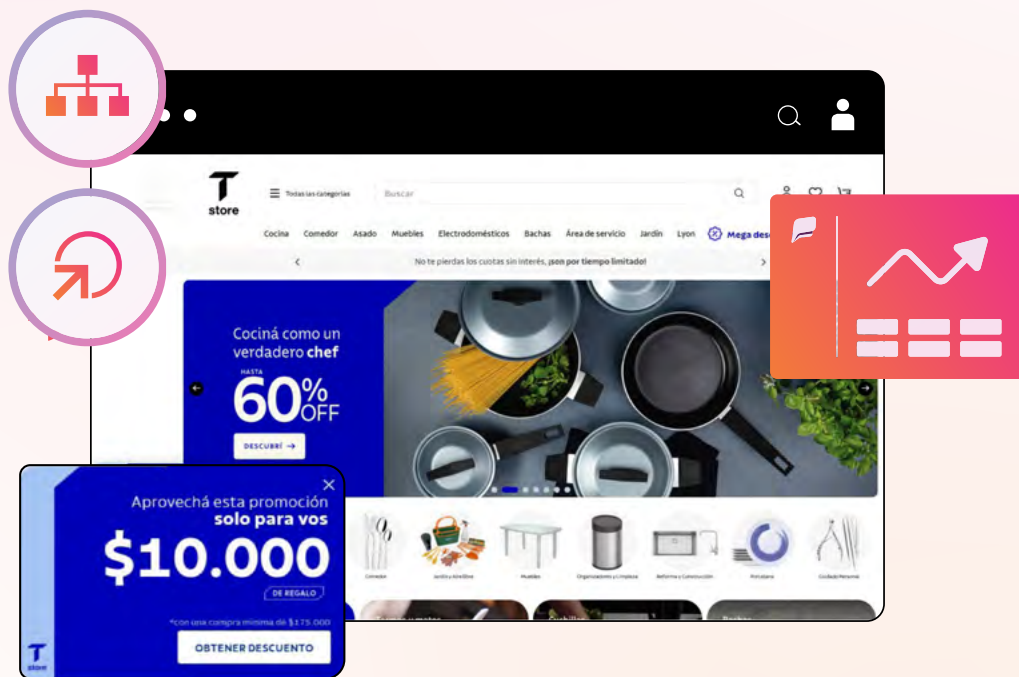
The Challenge

Tramontina focused on identifying opportunities to increase average order value and improve the website's conversion rate through targeted promotional strategies for specific user segments.

The Solution

Using on-site behavioral insights, we identified several user segments with opportunities to improve either Average Order Value (AOV) or Conversion Rate (CR).

For segments with upselling potential, tailored offers and promotions were designed and delivered through a slide-out widget that encourages users to increase their cart value and complete their purchase within the same session.



The widget features an expanded first view highlighting the benefits of purchasing during the visit, an 'Apply to Cart' button that enables one-click activation of the offer, and a minimized, unobtrusive view that remains visible throughout the user's browsing journey.

The Results

Desktop and mobile users exposed to upselling initiatives showed a 42% increase in Average Order Value over a six-month observation period. These results opened the door to further optimize performance and continue improving key metrics for this user segment.

+42%
AOV



The results have been outstanding: we achieved a 42% increase in the average ticket among users who used coupons. These indicators confirm the effectiveness of our current synergy, and position Tramontina on a strong growth trajectory.

We are confident that this is just the beginning of a new phase of significant achievements for both companies.



Juan Manuel Rivarola

E-Commerce Manager
Tramontina

Fanplayr uses behavioural data and AI to help businesses boost sales and engagement on e-commerce and web platforms. By analysing user behaviour in real time, Fanplayr enables personalised marketing, improves conversion rates, and retargets visitors effectively to drive revenue growth.

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