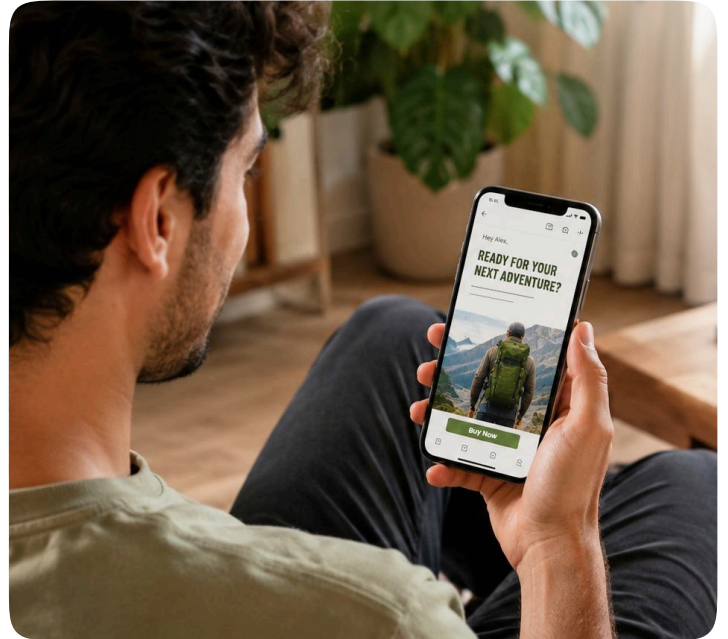


ALGONOMY

Case Study



Scales Localized Promotional Emails Across European Markets with Algonomy Active Content



SEGMENT

Outdoor & Sports Retail

SEGMENT

Automate and scale localized promotional email campaigns while modernizing design and improving conversion rates.

SEGMENT

Active Content, Recommend

Results

Reduction in campaign prep time

75%

Faster lead time on changes

86%

CTR increase

19.4%

Revenue-per-user uplift

32.3%

Client Overview

Bergfreunde GmbH is an online retailer specializing in mountaineering, climbing, and outdoor equipment. The range includes 40,000 items from over 700 brands for ambitious climbers, expedition mountaineers, and sports and nature enthusiasts living in cities. As a pure online player, Bergfreunde sells its range exclusively through its online shop, which is customized and localized for a total of twelve European markets.



40,000+

Items in the catalog



700+

Brands



12

European markets

A partnership since 2015: Bergfreunde has been working with Algonomy since 2015, initially deploying the Recommend product for personalized product recommendations on its website. This long-standing relationship, and the fact that the entire product database was already integrated, made Algonomy the natural choice when the team set out to transform their email marketing operations.

The Challenge

Bergfreunde runs a twice-weekly promotional deal campaign called PreisGrounder, one of its most important email marketing initiatives. Until recently, the entire campaign creation process was handled manually, directly inside their marketing automation platform. That meant every time the team needed to launch a new PreisGrounder send, someone had to build the email layout from scratch, swap in the latest product images and offers, translate copy for each country, and push it through their marketing automation platform for delivery.

This was a significant time drain. Preparing a single campaign took roughly four hours of work across teams, and the lead time from product selection to final send was about 1.5 weeks. For a campaign that runs twice a week, this pace made it nearly impossible to react to spontaneous changes or market shifts.

At the same time, the team saw an opportunity to modernize the look and feel of their emails. They wanted to introduce countdown timers, star ratings, gender-specific product labels, and other social proof elements that a static, manually built template could not support easily.

And there was a bigger picture problem: Scalability. Bergfreunde was already serving seven European markets, with five more on the way. Replicating a manual email-creation workflow across 12 countries and language versions was simply not viable.

In summary, Bergfreunde needed to:

- 1 Speed up and automate a repetitive, high-frequency campaign workflow
- 2 Modernize the campaign design with dynamic elements like countdown timers and social proof
- 3 Build a scalable process that could support twelve countries and language versions without extra effort
- 4 Maintain or improve conversion rates through stronger product focus and a clearer user journey

The Solution

Bergfreunde turned to Algonomy's Active Content product to overhaul its PreisGrounder campaign workflow, while also leveraging the Recommend product to bring personalized product recommendations into its email channel. Because Bergfreunde had been an Algonomy Recommend customer since 2015, the entire product catalog and behavioral data were already in place. This simplified the Active Content implementation significantly and allowed the team to move fast.

Active Content for PreisGrounder

From Manual Builds to Automated, Localized Campaigns

The implementation replaced Bergfreunde's manual email creation process with a centralized, automated system. Algonomy's team designed and built the entire PreisGrounder email template, including graphics, layout, and dynamic content logic. The process covered specifications, design, delivery, testing, and go-live.

With Active Content, the campaign now works differently. Instead of rebuilding an email from scratch every time, the Bergfreunde CRM team simply updates the product data feed. Active Content pulls in the relevant product images, prices, descriptions, and promotional copy, then automatically localizes and assembles the email for each of the seven (soon twelve) country versions. Campaign creation in their marketing automation platform is handled seamlessly, with Active Content generating the final creative that gets pushed through the ESP.

The new template also brought a modern look to the PreisGrounder emails. Countdown timers create urgency. Star ratings and gender-specific product labels serve as social proof. The overall design is cleaner and more engaging, giving shoppers a stronger reason to click through and buy.



Countdown timers



Star ratings



Gender-specific labels



Auto-localized

PreisGrounder Campaign Workflow

BEFORE	AFTER (with Active Content)
Campaign lead time: ~1.5 weeks	Campaign lead time: 2 days
Campaign prep: ~4 hours per send	Campaign prep: under 1 hour per send
Built manually in their marketing automation platform each time	Automated assembly via Active Content
Static design, no dynamic elements	Countdown timers, star ratings, social proof
Scaling to new countries = more manual work	New countries added with no extra effort
All designs created internally	All designs handled by Algomomy

Recommend for Email

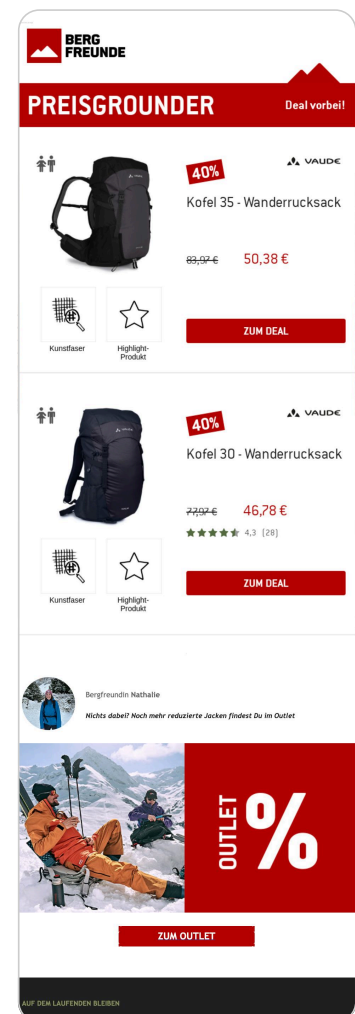
Personalized Product Recommendations in Every Send

Alongside the Active Content rollout, Bergfreunde also upgraded its email recommendation capabilities using Algomomy's Recommend product. The team deployed a new, fully featured recommendation template for emails, complete with modern product tiles and new tag parameters that are now compatible with all recommendation use cases.

This new template allows Bergfreunde to embed personalized product recommendations directly into their email campaigns, turning every send into an opportunity to surface the right products for each individual recipient.

The Birthday Campaign: Recommend in Action

One of the first campaigns to benefit from this upgrade was the Birthday campaign. Previously, the birthday email featured manually selected products, the same for every recipient regardless of their browsing or purchase history. With Recommend, those static product picks were replaced with personalized recommendations



*Campaign 01
PreisGrounder – Twice-weekly promotional*

tailored to each customer's preferences. No other changes were made to the campaign; the only difference was swapping manual product curation for algorithmic personalization.

The early results are encouraging:

19.44%

CTR increase



32.33%

Revenue per user uplift



The Compounding Effect: Active Content + Recommend Together

What makes Bergfreunde's setup especially powerful is how Active Content and Recommend reinforce each other. Active Content handles the operational side: automating the assembly, localization, and design of campaigns at scale. Recommend handles the intelligence side: ensuring the products shown to each customer are personally relevant.

Together, they create a compounding effect. Active Content gives the team the speed and scale to send more campaigns across more markets, while Recommend ensures that each of those campaigns lands with greater relevance. The operational efficiency gains from Active Content free up the team to focus on strategy rather than production, while Recommend drives measurable improvements in click-through rates and revenue per user.

For a brand like Bergfreunde that sends promotional emails twice a week to customers across multiple countries, this combination means the marketing team can do more with less effort, and every send works harder.

Campaign 02
Birthday – Personalized via
Recommend

What Active Content and Recommend Bring to the Table

For Bergfreunde, the value of Active Content and Recommend is tightly linked to the specific challenges the team was facing: high-frequency campaigns, multi-market complexity, and a desire for more relevant, better-designed emails. Here is what each product contributes to the solution:

ACTIVE CONTENT	RECOMMEND
Automated email assembly from a single data feed, replacing manual builds	Personalized product recommendations in every email, tailored to each recipient's behavior and preferences
Built-in localization for multiple country and language versions, generated automatically	Algorithmic product selection that replaces manual curation, improving relevance without adding workload
Dynamic design elements such as countdown timers, star ratings, and gender-specific product labels	A modern, fully featured email recommendation tile with new tag parameters, compatible with all campaign types
Seamless integration with Bergfreunde's marketing automation platform, keeping the existing sending infrastructure intact	Leverages a decade of integrated product catalog and behavioral data from the existing Recommend deployment
Scalable architecture that supports adding new markets without additional manual effort	Proven uplift in CTR and revenue per user when personalized recommendations replace static product picks

When combined, these capabilities mean that Bergfreunde's email marketing is both operationally efficient and individually relevant. The CRM team spends less time building campaigns and more time refining strategy, while each customer receives emails that feel tailored to them.

Results

The deployment of Active Content and Recommend has delivered measurable improvements across Bergfreunde's email marketing operations:

75%

Reduction in campaign prep time (4 hrs to 1 hr)

86%

Faster lead time (1.5 weeks to 2 days)

7

Markets, with the same automated workflow

Operational Impact

The automation of the PreisGrounder workflow has transformed how Bergfreunde's CRM team operates. Campaign preparation time dropped from roughly four hours to under one hour per send. Lead time for implementing changes, such as swapping products or updating promotional copy, shrank from 1.5 weeks to just two days. This newfound agility means the team can now react to market shifts and spontaneous promotional opportunities in near real-time.

Scalability

With the new setup, adding additional countries and language versions requires no extra manual effort. Bergfreunde currently serves seven European markets and is in the process of expanding to twelve, all supported by the same automated workflow.

Design Modernization

The PreisGrounder emails now feature countdown timers, star ratings, and gender-specific product labels. All design work was handled by Algonomy, giving Bergfreunde a polished, modern campaign look without burdening the internal team.

Personalization Uplift (Birthday Campaign)

Replacing manually selected products with personalized Recommend-driven recommendations in the Birthday campaign yielded a 19.44% increase in click-through rate and a 32.33% uplift in revenue per user. These early results validate the impact of layering algorithmic personalization on top of automated content assembly.

From my perspective, the collaboration has been very positive and constructive. I experienced Algonomy's technology as flexible and powerful, particularly in automating campaign execution and enabling more modern, engaging designs. The close cooperation and hands-on support made it possible to implement complex use cases efficiently and with high quality. I am especially pleased with the efficiency gains and the improved scalability of our campaigns.



Martin Hauf
CRM Manager, Bergfreunde

The Future

Bergfreunde and Algonomy continue to explore new ways to deepen personalization and improve campaign performance. Several initiatives are on the roadmap:



A/B Testing for PreisGrounder

Adding testing capabilities directly into the PreisGrounder workflow so the Bergfreunde team can experiment with creative variations, product selection strategies, and layout choices to continuously optimize campaign performance.



Gamification

Evaluating gamification elements to increase engagement and interactivity within promotional emails, creating more memorable experiences for Bergfreunde's outdoor-enthusiast audience.



Expanding Recommend Across All Email Campaigns

Leveraging the new recommendation template tag across all email campaign scenarios, ensuring that every customer touchpoint benefits from personalized product recommendations.



12-Country Expansion

Rolling out the Active Content-powered workflow to five additional European markets, bringing the total to twelve countries served with localized, automated campaigns.

Email us at hello@algonomy.com for a personalized demo

ALGONOMY

Algonomy helps consumer businesses maximize customer value by automating decisioning across key retail functions, with AI-enabled solutions for eCommerce, Marketing, Merchandising, and Supply Chain. Algonomy is a trusted partner to more than 400 leading brands, with a global presence spanning over 20 countries. Our innovations have garnered recognition from top industry analysts such as Gartner and Forrester. More at www.algonomy.com.