Location Data and Personalization

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Haypp Group

The Haypp Group spearheads the global transformation from smoking to healthier product alternatives.

With origins in Scandinavia, our extensive experience from pioneering markets in smoke-free alternatives, as well as being a leader in the e-commerce sector, we now fully take our vision to a global scale.

With eleven e-commerce brands, the Haypp Group is present in eight countries, where we served more than 790,000 active consumers in 2022.

Haypp Group

- We're a leading e-commerce company that drives the global transformation from smoking to healthier product alternatives.

- **Why?** There're 1,1 billon smokers in the world. At least seven million people die every year form smoking-related diseases.

- **How?** By offering healthier enjoyment such as Swedish style snus and nicotine pouches online, through state of the art e-commerce store brands.

Role of Data Team
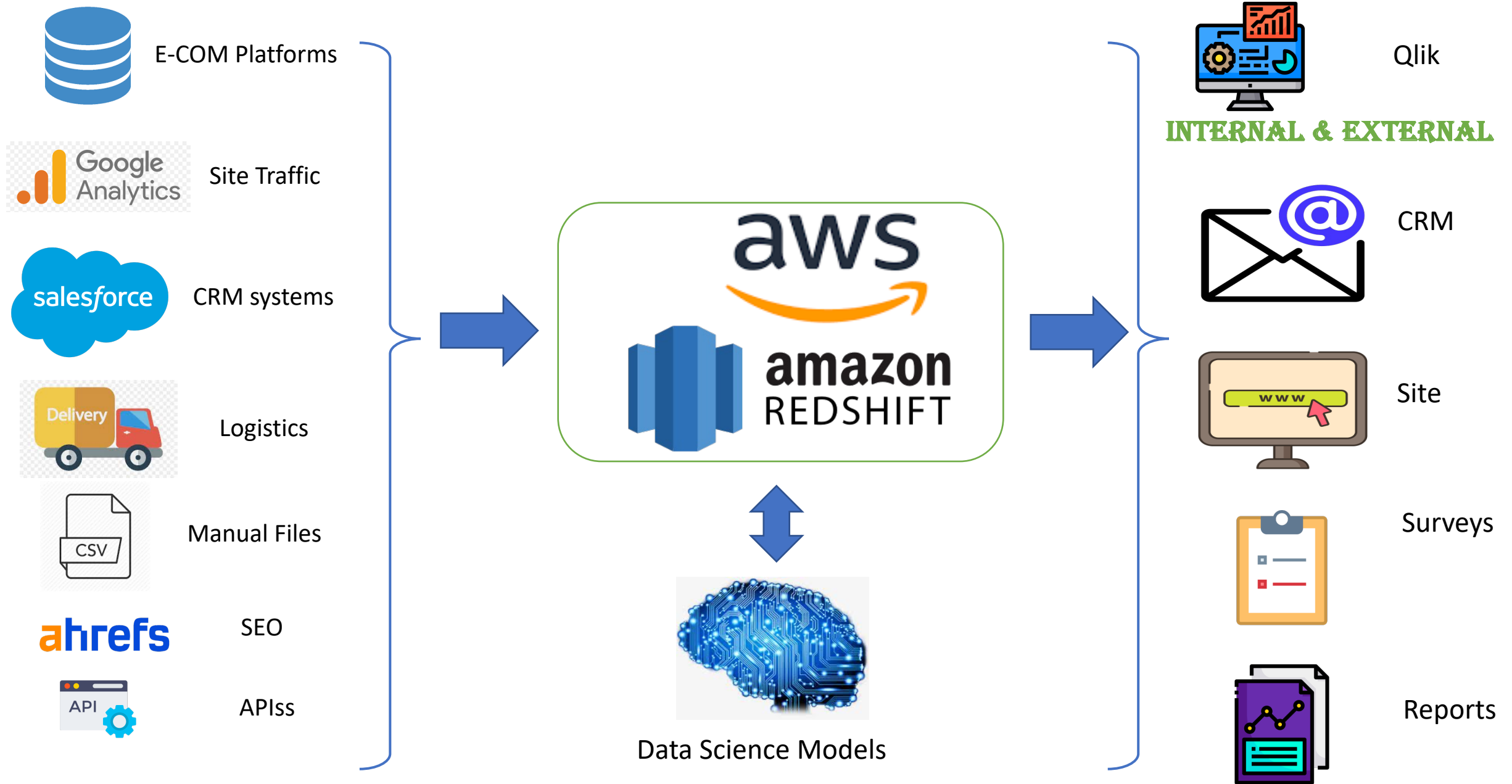
Location data
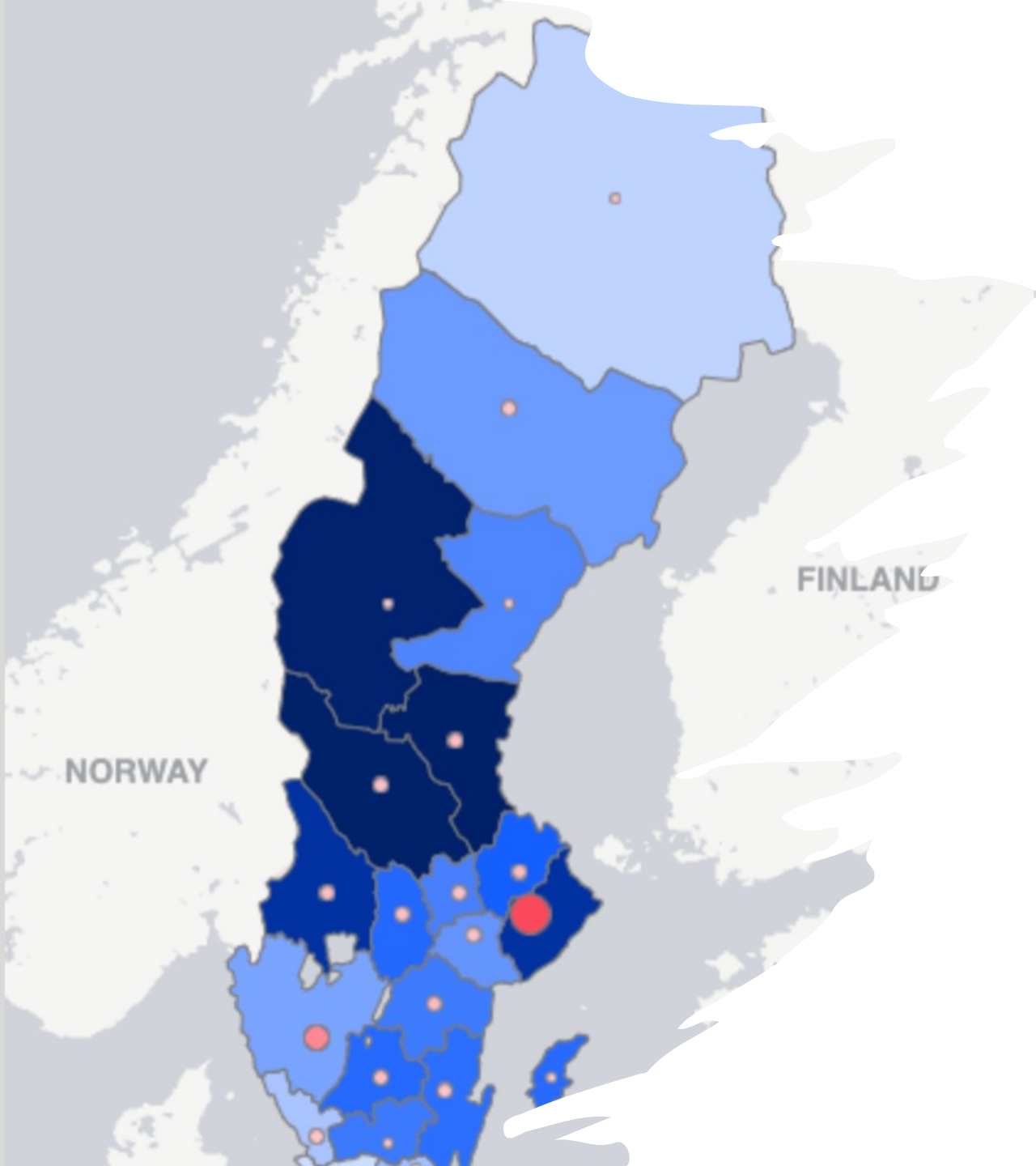
- Traditional BI
    - Customer & Market Share
    - Transactions, AOV, LTV
    - Trends in purchase behavior
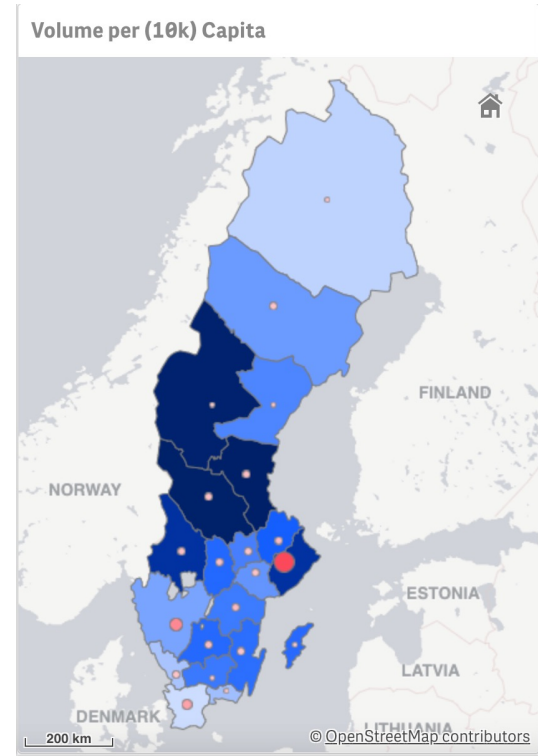
- Marketing

- Personalize
    - On-site channel
    - Recommendations
    - CRM

Demo1: Location based personalized

- Different Product Categories
- Number of Brands & Products
- Number of Offers, New launches
- Customers with different preferences

Baseline: Store-1

Volume per (10k) Capita

County 1: Store-1

+1

+2

-2

-1

Volume per (10k) Capita

County 2: Store-1

+1

+1

-2

0
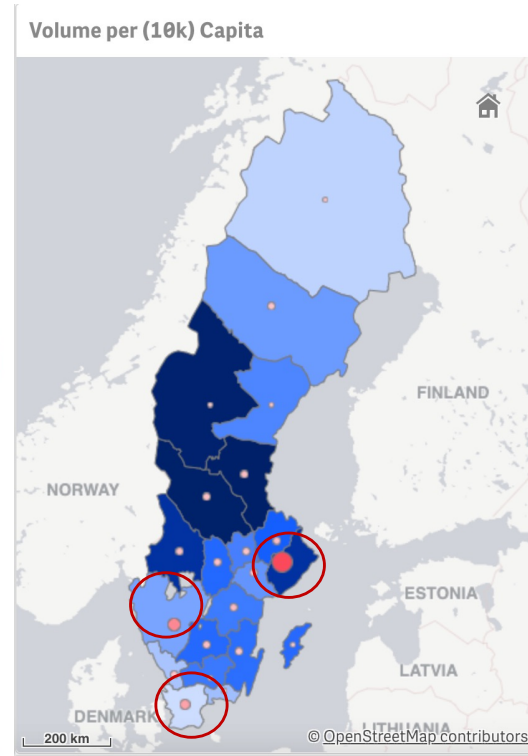

Volume per (10k) Capita

County 3: Store-1

0

+1

-2

0

NEW IN

Volume per (10k) Capita

OUT

County 4: Store-1

Volume per (10k) Capita

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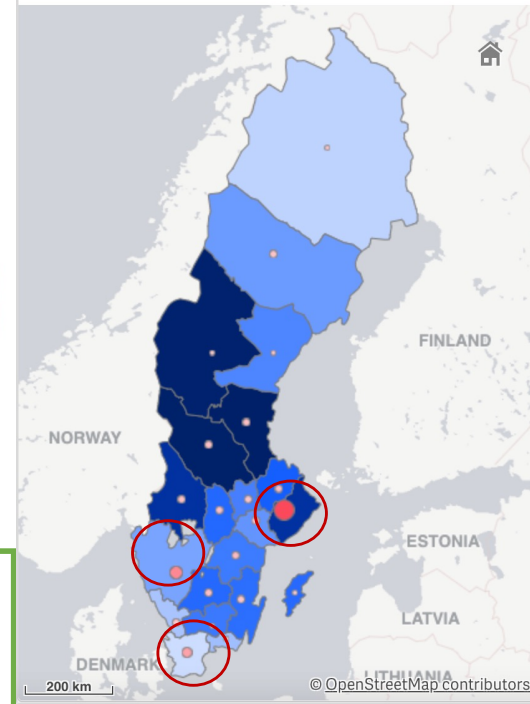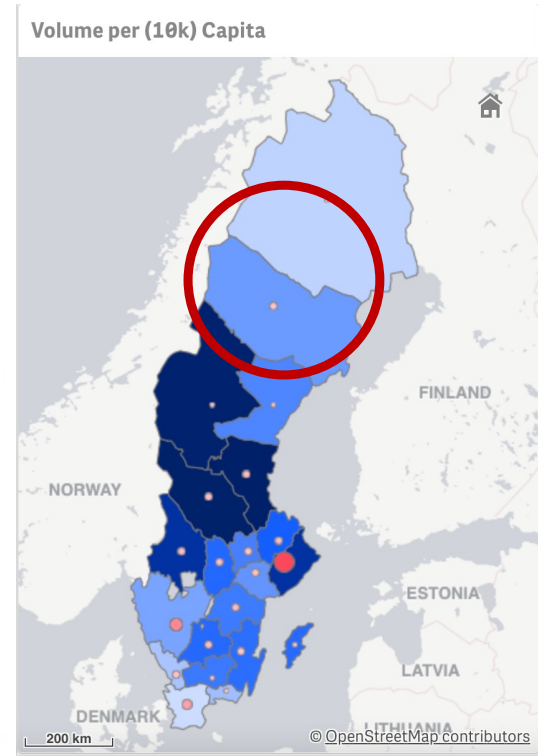
Scope for Impact: Location Personalization

Location based personalized

Thank You