



Early-life nutrition company **Nutricia** gives mothers personalized help, support, and contextual product information along their motherhood journey—and drives sales in the process.

**Industry:** Healthcare • **Founded:** 1896 • **Employees:** 100,000 worldwide (Group Danone) • **Market share:** The world's #2 early-life nutrition company • **Headquarters:** Albert Einsteinlaan, 2719 EP Zoetermeer, Netherlands • [nutriciavoorjou.nl](http://nutriciavoorjou.nl)

For years, early-life nutrition manufacturer Danone Nutricia has been building relationships with mothers-to-be and mothers of young children by creating digital content, tools, and services for them on its Nutricia For You website.

But technology was holding back efforts to offer more personal and valuable experiences to mothers. The SharePoint platform that Nutricia For You was originally built on didn't allow Nutricia's marketing team to measure customer engagement and identify what content and services were resonating.

The marketing team wanted a system that would allow them to become a trusted partner and advisor to mothers by offering them useful, relevant content just when they're most receptive to it. So in 2014, they began looking for a suitable customer experience platform. After a request-for-proposal process, Sitecore emerged as the leading contender.

Nutricia's marketing and technology manager, Max Goijarts, explains: "We liked that Sitecore was a centralized solution. Having an experience database or customer experience profile in one place is essential to engage in the moment. Another benefit was the personalization, testing, and other marketing tools teams could use without needing code or technical proficiency. So in 2014, we migrated from SharePoint."

The Nutricia team worked with Sitecore Business Optimization Strategies (SBOS) consultants to set out their strategic objective (making Nutricia the brand of choice) and digital goals (membership sign-ups, two-way communications, interactions with its Careline service). Another aim was to set up an e-commerce platform that gives mothers relevant information about Nutricia products.

## Challenge

- **Achieve marketing and sales ROI** by moving beyond low-performing traditional advertising and outbound marketing techniques
- **Become brand of choice** by providing relevant customer advice and experiences to customers (new mothers and mothers-to-be)
- **Measure and optimize customer experience quality** around the impact of the content, tools, and services on its loyalty website Nutricia For You
- **Move into e-commerce** and start selling directly to mothers in addition to traditional channels

## Solution

- Sitecore<sup>®</sup> Experience Platform<sup>™</sup> 8
- Sitecore<sup>®</sup> Experience Database<sup>™</sup>
- Sitecore<sup>®</sup> Experience Profile<sup>®</sup>
- Experience Analytics
- Personalization and testing
- Commerce Connect
- Email Experience Manager
- List Manager
- Experience Automation

## Results

- **Eight-fold growth in month-over-month revenues** since launching its "Mother's Journey" program
- **75% sales growth** each month with an average monthly rebuy growth of 140%
- **Download increases:** App downloaded by 28% of new mothers in Benelux in its first year post-launch
- **CX success:** Competencies increased across marketing and partner stakeholders
- **New revenue stream:** Created a sales channel built on direct, one-to-one relationships
- **Personalization benefits:** Conversion uplifts from 19% to 205% across sales, membership signups, and engagement
- **AB and MV testing outcomes:** Delivered an ROI more than 95 times the cost to set up and execute a single test

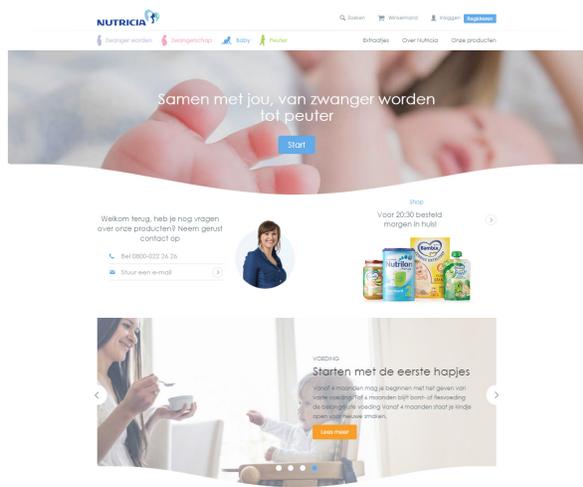
Nutricia built its strategy to provide valuable, contextual experiences to mothers around a customer lifecycle model called “The Mother’s Journey.” The model maps out the first 1,000 days of a mother’s experience, from pre-pregnancy to mothering a toddler. By using Sitecore XP 8 to establish exactly where a mother is on her journey, and what her interests and needs are, Nutricia can offer appropriate advice and support on any issue—from ailments to bottle feeding.

“We can now centralize data and measure all touchpoints—such as point-of-sale, email, the website, and mobile app,” Max explains. “It all leads back to the customer experience platform. Having that in a central place really gives an advantage because we are able to link it back quickly towards a single view of a customer.”

Nutricia’s relatively small digital team works closely with a full-time development team in Sitecore partner agency Lukkien. With Lukkien onboard, Nutricia gained expertise in a number of areas including user experience (UX) and conversion optimization. Lukkien collaborated closely to architecture Sitecore technology so that XP delivers personalized content based on visitor interactions, including the mother’s journey storyline pages that adapt based on behavioral profiling.

“We continuously strive to improve the quality of customer experiences using personalization and testing, to drive engagement,” explains Nutricia’s consumer experience manager, Renate van der Vaart. “We have developed an understanding about the different personalization techniques using out-of-the-box personalization rules as well as about 20 custom rules. More than 60% of the pages are optimized and nearly every visitor is exposed to personalization. We never stop learning and we pride ourselves on improving the quality of connected customer experiences.”

Nutricia has sustained average growth through its sales channel of 75%, and average monthly rebuy growth of 140%. Meanwhile, working with Sitecore has helped to engender a culture of context-marketing innovation. What’s more, the team has gained digital and context-marketing competencies that will benefit the business for years to come.



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Lukkien is a digital agency for online media, photography, film, CGI, graphic design, audio, and more. They have a strategic and creative vision on cross-media campaigns and online marketing. With all facilities underneath one roof, they bring creativity and technology together.

### Services offered

#### THINK:

- Insights
- Digital strategy

#### CREATE:

- User experience
- Website development
- Content production (video, photography, animation)

#### CONNECT:

- Analysis and optimization
- Content management
- Engagement

### Industries served

- Automotive
- FMCG
- Media
- Retail
- Telecom

### Size

210 employees

### Headquarters

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6716 BM Ede, Netherlands

[lukkien.com](http://lukkien.com)



Sitecore is the global leader in experience management software that enables context marketing. The Sitecore® Experience Platform™ manages content, supplies contextual intelligence, and automates communications, at scale. It empowers marketers to deliver content in context of how customers have engaged with their brand, across every channel, in real time. More than 4,600 customers—including American Express, Carnival Cruise Lines, easyJet, and L'Oréal—trust Sitecore for context marketing to deliver the personalized interactions that delight audiences, build loyalty, and drive revenue. • [sitecore.net](http://sitecore.net)