

EXPERIENCE POWERED BY RADIUS8 WELCOMER

35%

INCREASED STORE ENGAGEMENT

“ We are using Radius8 to bridge the digital divide that exists in the store-to-digital shopping experience. Since our deployment, we have seen significant increase in physical store sales – especially during the COVID-19 pandemic. ”



BERT MIDDENDORP

VP of Ecommerce

CUSTOMER
Hunkemöller

INDUSTRY
Intimate Apparel

OF STORES
900 +



KEY RADIUS8 RESULTS FOR HUNKEMÖLLER:

- **Rapidly deployed, in just a few weeks, in the middle of the COVID-19 pandemic to communicate store status, re-openings, and safety protocols for each unique location across multiple countries and languages.**
- **Increased local store engagement on eCommerce by over 35%, making it easy for customers to find the important information they needed.**
- **Created a platform to drive targeted promotions to consumers near each store, resulting in increased foot traffic and new in-store transactions. This helped expedite a return to business as usual in Europe.**

Hunkemöller got back to business quickly after the COVID-19 shutdown by leveraging hyperlocal digital experiences to increase online engagement and deploying targeted and localized offers to drive foot traffic to their reopening stores.

When COVID-19 caused widespread closures across Europe, Hunkemöller, the leading women's bodywear retailer in Western Europe with over 900 locations in 21 countries needed to react fast. The Radius8's technology, deployed in just a few weeks, provided them with the ability to keep their customers up to date on safety measures and policies, opening hours for each local store providing a much-needed direct line of communication between the retailer and consumers.

As the pandemic restrictions eased in Europe and retailers started to reopen, albeit in a modified fashion, Hunkemöller launched a locally targeted promotional campaign to only those customers near stores. This drove much-needed traffic to their stores and resulted in net new sales for the retailer.

The Radius8 Welcomer has become a key piece of Hunkemöller's digital and local strategies at to help during COVID-19 and beyond. The brand has realized how easy and seamless it is to create geofences and launch location-specific updates and promotions, with store inventory search and service reservations coming soon.