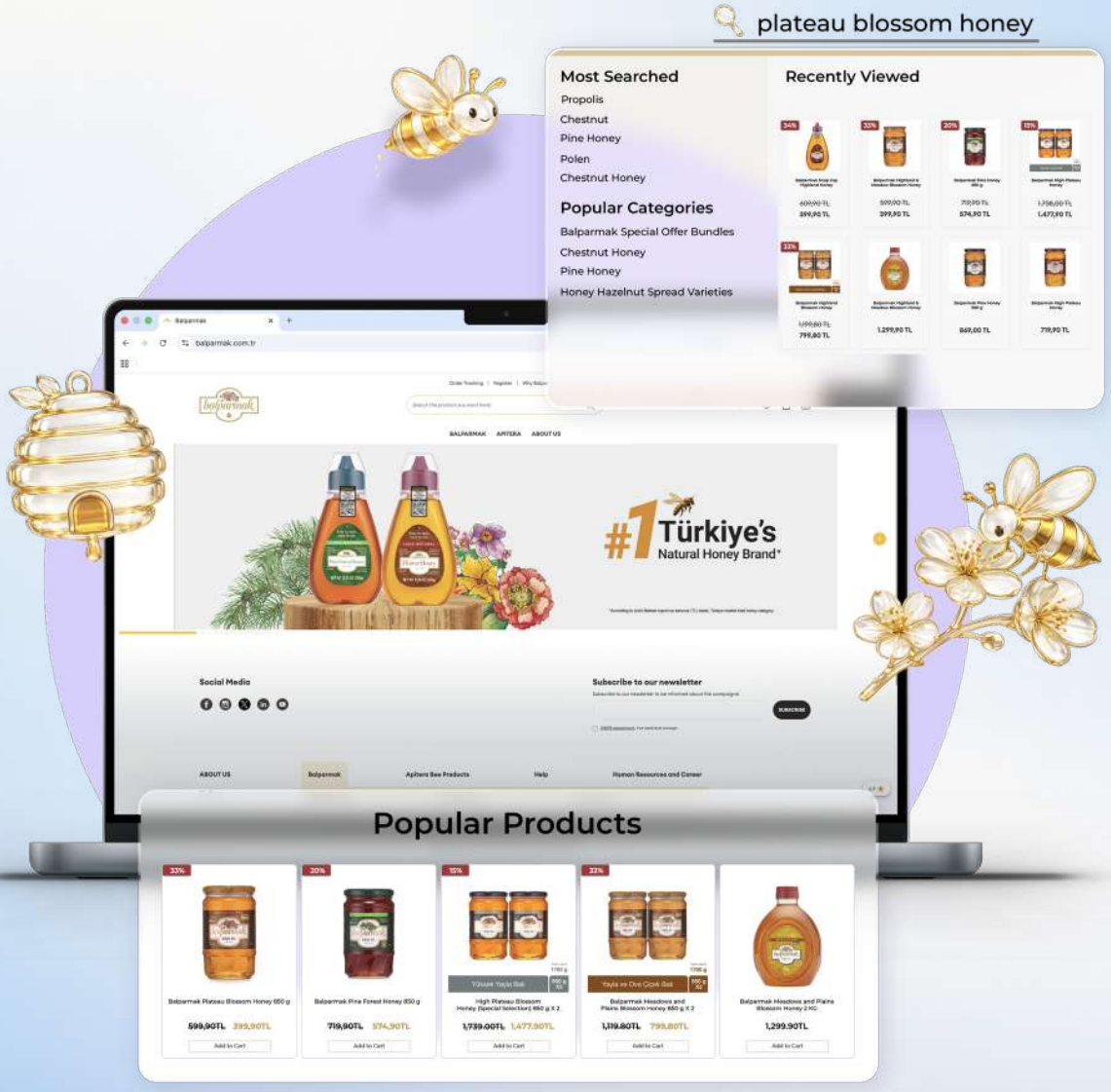
personaclick × balparmak

Case Study

How a Leading Honey & Bee Products Brand Increased Its Digital Revenue Contribution by Turning the Empty Cart Into a Personalization Opportunity

- Product Recommendations
- Dynamic Segmentation
- Onsite Marketing
- Marketing Analytics



Case Study

Introduction

"Balparmak transformed its cart experience from a passive, session-based checkout flow into a continuously operating personalization layer by activating real-time, behavior-based product recommendations with PersonaClick."

Balparmak is **one of the most established brands in Turkey** when it comes to honey and bee products. With a wide portfolio ranging from classic honey varieties to the Apitera product family, the **online sales channel has become increasingly important** for the brand.

As its **e-commerce operations continued to grow**, the Balparmak team began looking beyond campaign performance and started examining the **on-site shopping experience more closely**. During this process, one of the key areas that drew attention was the **cart experience of returning users.**

The **automatic clearing of carts after 24 hours** meant that users who came back to the site could no longer see the products they had previously added. This created **a serious break in the journey** for users who were expected to **continue their purchase.**

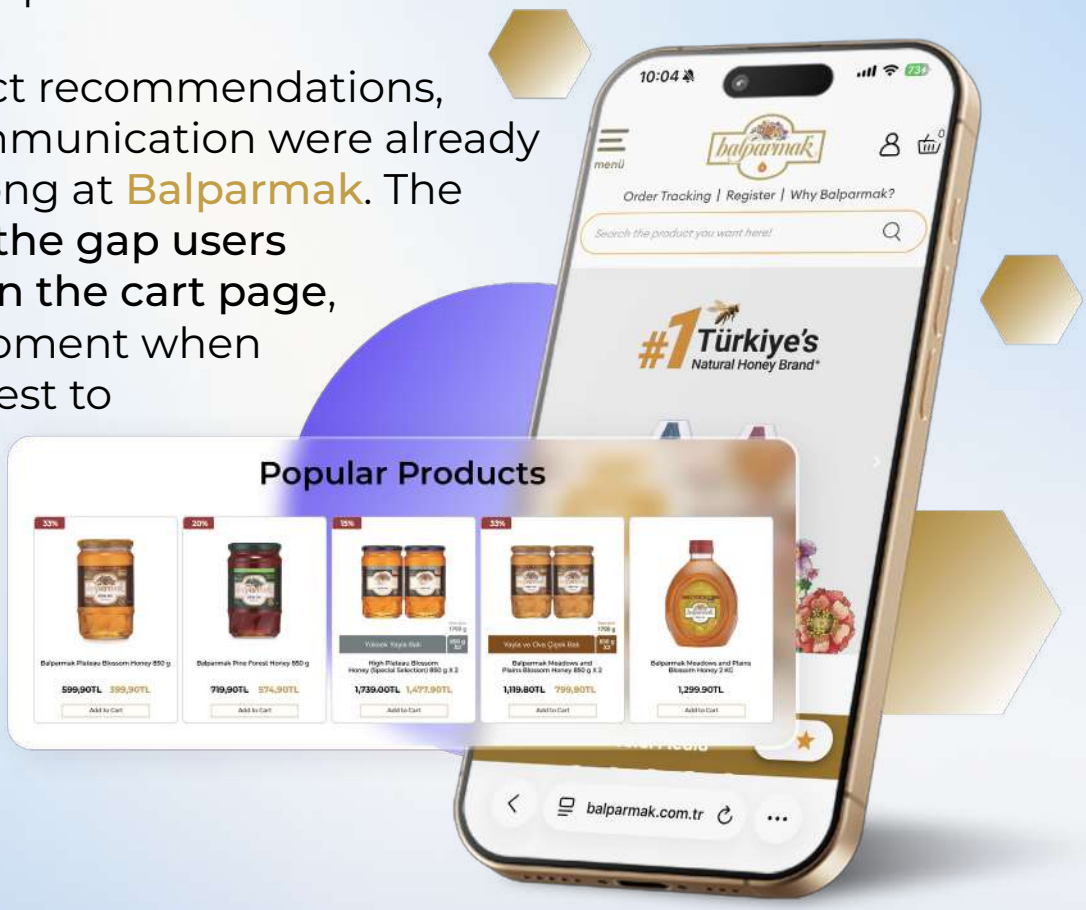
Case Study
Problem Statement

"Balparmak transformed a technically sound but conversion-disrupting cart clearing process into a seamless journey continuation model by resolving the checkout-stage personalization gap with PersonaClick..."

At Balparmak, **clearing carts** after a certain period of time was technically correct. However, in practice, this turned into a **negative experience**, especially for users who returned to the site.

Users had to remember the products they had previously added to their cart, search for them again, and re-add them manually. In many cases, the **shopping journey stopped** at this point and users **left the site.**

Search, product recommendations, and email communication were already active and strong at Balparmak. The real issue was **the gap users experienced on the cart page**, right at the moment when they were closest to completing a purchase.



Case Study

Solutions to the Problem by PersonaClick

"Balparmak transformed its empty cart page from a passive, abandoned state into a behavior-driven continuation engine by activating real-time, interest-based product recommendations with PersonaClick..."

Together with **PersonaClick**, Balparmak developed a setup that **transformed this gap into an opportunity.** The empty cart page was no longer left truly "empty."

For users whose carts had been cleared, a **dedicated recommendation area** was added to the cart page. This area worked **based on the user's past on-site behavior. Products previously added to the cart, recently viewed items, favorites, and similar products aligned with the user's interests** were automatically displayed in this section.

The goal was **not to introduce something** new to the user, but to **bring back the products they had already shown interest in.** Without overwhelming the user, the objective was to allow them to **continue shopping from where they left off.**

Case Study

Keys Results & Highlights

Empty Cart Revenue Contribution

Launched in Q4, the empty cart recommendation layer transformed a typically lost touchpoint into a measurable revenue driver. The widget generated **132** direct orders and contributed approximately **1.5%** of total Q4 revenue.

Engagement & Click Performance

The recommendation area was viewed over **35,000** times and reached more than **20,000** unique users. **2.49%** of users clicked on products, and **27%** of those clicks converted into purchases.

Share Within Recommendation Revenue

The empty cart setup accounted for more than **10%** of the total revenue generated by the **Product Recommendation module** during Q4.

Strategic Insight

Achieving this level of performance from a moment typically considered "lost" reshaped how **Balparmak** evaluated conversion-stage personalization opportunities.

Taken together, these outcomes show how Balparmak converted a traditionally overlooked touchpoint into a structured revenue opportunity, reinforcing personalization as a direct commercial growth lever.

Case Study
Why It Matters & What is Next

Why It Matters

At Balparmak, **PersonaClick** already provides a **broad personalization infrastructure** through product recommendations, search results, email campaigns, and automated communication flows. The empty cart setup is **not a replacement** for this structure.

On the contrary, it completes a **small but critical moment in the shopping journey** that is often overlooked. Without sending an additional message, without offering extra discounts, and simply by displaying the **right products in the right place**, it delivers **measurable commercial impact.**

In short, this initiative clearly demonstrates that when small improvements are made at the right moment, they can create **significant revenue contribution.**

What's Next

Balparmak aims to extend the gains achieved in the empty cart experience to **other breakpoints across the customer journey.** The connection between search behavior, product pages, and communication flows is being strengthened even further.

The empty cart use case is not just a single success story for Balparmak. It is a strong example of how a **customer-centric approach**, built on understanding user behavior, translates into **tangible e-commerce results.**

Case Study
Closing Notes

The empty cart is usually overlooked by brands. Yet for the user, it represents a breaking point where the shopping journey was left unfinished. With **PersonaClick**, we designed this moment with the right processes, guided users properly, and enabled them to access the products they were already interested in again, helping them complete their shopping experience.

Balparmak
Digital Marketing Team

This case shows that personalization is not only about large campaigns. A small improvement made at the right moment can create direct revenue impact.

CEO **PersonaClick**
Gürhan Işık

Book a Demo

https://personaclick.com/request-demo/