



Datatrics

Showing every visitor the right recipe pushes conversion rates up by 46% for Leuke Recepten

+46%

Conversions

+25%

Returning visitors

In collaboration with Datatrics Gold Partner:



U DIGITAL

let's go digital together





About Leuke Recepten

Having fun in the kitchen and enjoying a meal – that is Leuke Recepten's mission. The recipes are usually easy, quick, and fun to make, and they help home cooks achieve the most delicious results with minimal effort! Even if you're not crazy about cooking or don't have much time, you will find enough inspiration on LeukeRecepten.nl to make you want to head for the kitchen. These recipes are a lot of fun and often include creative and surprising presentation ideas.

In case you're wondering: 'Leuke Recepten' is Dutch for 'fun recipes,' and it is clear what inspired the name!

Leuke Recepten equates every saved recipe to one conversion as a content platform. By using Datatrics, the platform's conversion rate has increased by over 46%!

The challenge

Not only does Leuke Recepten receive a wide range of visitors, but it also has a huge variety of content (over 3,000 recipes). The brand's goal is to inspire with fun recipes that match each visitor's needs.

Additionally, it wanted to increase engagement by creating a fan base, with people saving and printing more recipes, and by generating more views. Another important objective was to become less dependent on Google and other social channels indirectly.

Together with Gold Partner U Digital, Leuke Recepten worked on a solution for this challenge.



The solution

Leuke Recepten's diversity of visitors and the high volume of recipes on offer make it challenging to match each visitor with the right content. Datatrics was the missing link: we've managed to make sure that each visitor sees the right recipe – along with other inspiring, personalized content.

Datatrics offers the possibility of recognizing each visitor. This clarifies which segment each visitor belongs to and which content best suits them. By personalizing this content, relevance increases and, consequently, engagement. The visitor receives a steady flow of inspiring content, which stimulates interaction.

The website is not the only channel Leuke Recepten uses to inspire visitors; the brand also uses emails to trigger users into taking action.

Tools

- Wordpress: for blog retrieval
- Copernica: as a CRM source and for sending personal weekly menus and newsletters
- Social media channels

Personalized content blocks

When a visitor logs in, they will see blocks with recipes that have been specially selected for them. The selection is based on the pages they have viewed previously, the preferences they entered, items they saved, and related recipes.

SPECIAAL VOOR JOU



Mexicaanse bonenschotel met ei



Broccoli rijst met zalm



Gezonde pasta carbonara



Kip ketjap salade



Bloemkool pizza schotel



Indische varkenshaas

"We want everyone to have the best possible experience, and we want to make sure that no one is left out. Thanks to personalization that is now possible, our customers' experience has improved. This also translates into an increase in the number of recipes being saved and the number of pages viewed on average."

Eric Waterschoot – Co-owner of Leuke Recepten

Each segment sees its own personalized offer.

Personalized pop-ups

Visitors find not only inspiration but also information. This is where the expertise of Sandra, the co-owner of Leuke Recepten, comes to the forefront. She advises visitors on the best way to cook and, as an added tip, she encourages them to buy her book. Visitors are also encouraged to follow Leuke Recepten on social media.

The screenshot shows the Leuke Recepten website. The header includes the brand name "Leuke Recepten" and a navigation menu with links: HOME, RECEPTEN, MENUGANG, WEEKMENU, TOP 10, BLOGS, and OVER ONS. A search bar is located below the navigation menu.

The main content area features a large image of a dish with the text "Wat eet jij vandaag?" (What are you eating today?). Below this, a search bar is visible with the text "Zoek uitgebreed" (Expand search).

Two personalized pop-ups are overlaid on the website:

- Left Pop-up:** Promotes the "Leuke Recepten kookboek" (Leuke Recepten cookbook). It features the book cover and the text: "LEUKE RECEPTEN KOOKBOEK. Wist je dat er een Leuke Recepten kookboek is met meer dan 100 makkelijke en verrassende recepten?" (Leuke Recepten cookbook. Did you know there is a Leuke Recepten cookbook with more than 100 easy and surprising recipes?). A button labeled "BEKIJK HIER" (View here) is at the bottom.
- Right Pop-up:** Features a photo of Sandra, the co-owner, and the text: "BAKTIP. De oventemperaturen zijn voor een conventionele oven mits anders vermeld" (Baking tip. The oven temperatures are for a conventional oven unless otherwise specified). A button labeled "OMREKENEN" (Convert) is at the bottom.

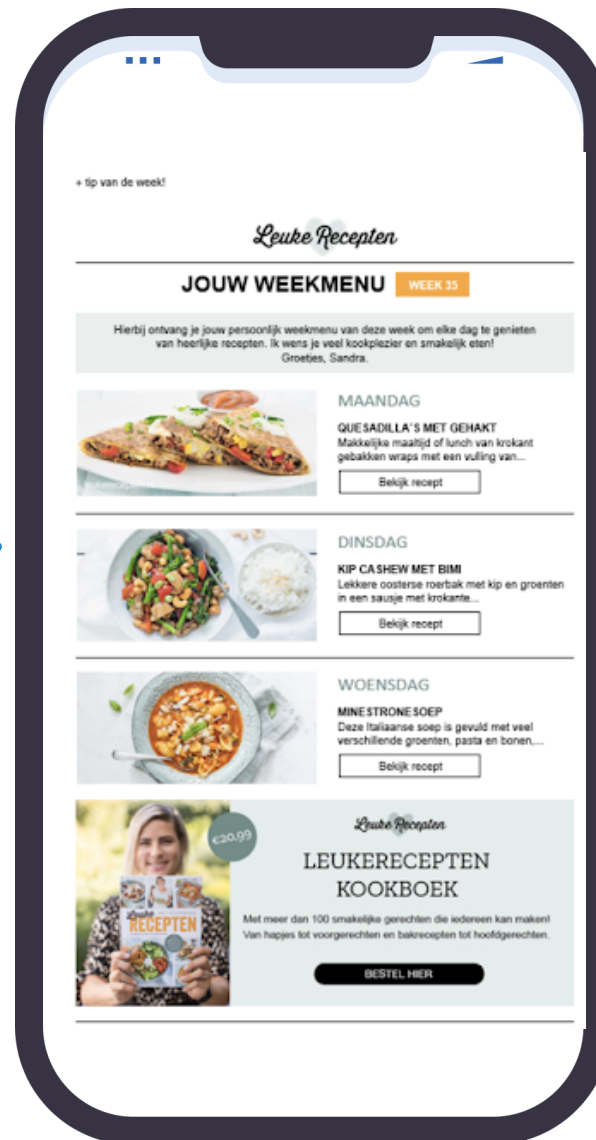
The recipe being viewed is "Broccolischtotel met brie". The main image shows a dish of pasta, broccoli, and brie cheese. Below the image, the text reads: "RECHT 25 MIN + 25 MIN OVENTIJD 3 Å 4 PERSONEN" (Direct 25 min + 25 min oven time 3 to 4 people). A button labeled "NOTITIES" (Notes) is visible. The description below the recipe states: "Schtotel met pasta, broccoli en brie is een makkelijk recept en een heerlijke combinatie!" (Schtotel with pasta, broccoli and brie is an easy recipe and a delicious combination!).

Not only to inspire, but also to **inform**

A personalized weekly menu

Leuke Recepten uses various channels to inspire. For example, every week, they send a personalized menu that considers how many people will be eating, their favorite cuisines, dietary wishes, and their grocery shopping day. In this way, Leuke Recepten stays top of mind among its visitors.

Leuke recepten
inspires via
multiple channels



+ tip van de week!

Leuke Recepten

JOUW WEEKMENU WEEK 33

Hierbij ontvang je jouw persoonlijk weekmenu van deze week om elke dag te genieten van heerlijke recepten. Ik wens je veel kookplezier en smakelijk eten! Groetjes, Sandra.



MAANDAG

QUESADILLA'S MET GEHAKT
Makkelijke maaltijd of lunch van krokant gebakken wraps met een vulling van...

Bekijk recept



DINSdag

KIP CASHIEW MET BIM
Lekkere oosterse roerbak met kip en groenten in een sausje met krokante...

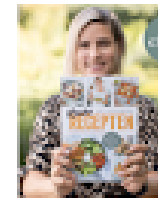
Bekijk recept



WOENSDAG

MINESTRONE SOEP
Deze Italiaanse soep is gevuld met veel verschillende groenten, pasta en bonen...

Bekijk recept



Leuke Recepten
LEUKERECEPTEN
KOOKBOEK

Met meer dan 100 smakelijke gerechten die iedereen kan maken! Van hapjes tot voorgerechten en bakrecepten tot hoofdgerechten.

BESTEL HIER



DONDERDAG

BIF ET TURKSE MET SALSA VERDE
Makkelijk comfort eten met een zelfgemaakte salsa verde van verschillende...

Bekijk recept



VRIDAG

ITALIAANSE KIP SPIN
Lekkere en makkelijke rijst opstap met kip in pasta marinade, salijsje courgette en...

Bekijk recept



TIP UIT JOUW FAVORIEETE
RECIPIEN

BORROWED RECIPE
Maak zelf makkelijk een heerlijke pasta! Lekkere maar verrassend met ingrediënten uit de...

Bekijk recept



ZATERDAG

CAPRI DE BURGER
Lekkere knallende Italiaanse burger burger op een croquette broodje met mozzarella...

Bekijk recept



ZONDAG

BORROWED CURRY
Makkelijke vegetarische curry met kokosmelk, komkommer en courbonen...

Bekijk recept

Results

The complexity of this case lay in recommending recipes based on a visitor's dietary requirements. An added challenge was to also inspire repeatedly with new matching recipes.

These issues were tackled by actively enriching profiles and supplementing them with information from visitors' interactions with the recipes. In this way, visitors are placed in the proper diet segment and receive suitable recipe recommendations. By using Datatrics, Leuke Recepten has created an online omnichannel experience that is inspiring on every platform.

"Visitors' experience on Leuke Recepten has improved because appealing recipes inspire them. That makes us happy too."

Eric Waterschoot – Co-owner of Leuke Recepten

The most important results that Leuke Recepten has seen since using Datatrics are:

- + 46% more saved recipes
- + 25% more returning visitors
- + 15% more time spent on the website
- around 3,500 new subscribers to the weekly menu every month



Summary

Gold Partner U Digital ensured that visitors' experience of Leuke Recepten became more relevant and worthwhile with their knowledge and expertise. Visitors are now shown content that fits their diets and are also repeatedly inspired with new content. Aside from the inspiration on the website, they also receive inspiration via email.

"We would recommend that any media or content platform works with a personalization tool like Datatrics. Without a tool like this, it is virtually impossible to be relevant to your visitors. Additionally, it offers many different options for encouraging visitors to join your fan base."

Eric Waterschoot – Co-owner of Leuke Recepten

Key accomplishments:

- Personalized content blocks ensure a pleasant experience for visitors
- Pop-ups with personalized messages inspire and inform
- Through inspiring and relevant content, visitors spend an average of 15% more time on the website

Are you curious whether Datatrics can improve your business results? Try Datatrics for free now! Click [here](#) for more information.



Marketing personalization made easy



Part of:

