

REGISTRIA

SUCCESS STORY

A classic American home appliance and cookware brand boosts product registrations and is able to leverage exceptional first-party data with PhotoregisterSM and Registra's best practices



ABOUT THE BRAND

Cuisinart is an American home appliance and cookware brand under private ownership of Conair Corporation. The company was started in 1971 by Carl Sontheimer to bring an electric food processor to the US Market. The company has since expanded to offer consumers a wide variety of product options to use throughout the kitchen and home.

INITIAL GOALS AND CHALLENGES

Cuisinart was experiencing low visibility into owner behavior and preferences due to outdated onboarding experience and product registration systems that resulted in a static, non-actionable customer database functionality and was difficult to use.

- 01 *Implement new Onboarding processes*
- 02 *Increase data accuracy and conversion rates*
- 03 *Leverage data to drive direct owner engagement and owner insights*



CHALLENGE

Outdated product registration and onboarding experience

SOLUTION

Implement Photoregister to transform the onboarding experience and registration.



“ *First-Party Data (owner data from registrations) is truly the best customer data we have. It tells us about who are customers are and then fuels many of the direct and indirect marketing efforts we undertake.* ”

— CHRISTINE, KAPP —
(SR. DIGITAL MARKETING MANAGER)



CHALLENGE

Low visibility into owner behavior and preferences.

SOLUTION

Optimize the onboarding experience to increase data accuracy and conversion rate.





CHALLENGE

Static, non-actionable customer database functionality and use.

SOLUTION

Optimize the onboarding experience to increase data accuracy and conversion rate.

RESULTS

This success story demonstrates the importance of a modern owner onboarding process to improve the Ownership Experience.

OWNER DATA FROM REGISTRATIONS

- *Makes up the most valuable subsection for email, social and CRM programs with highest opt-in and engagement rate.*
- *Fuel Cuisinart's successful Ratings and Reviews Program.*
- *Serve as strategic data across the organization's product development, advertising and market research areas.*



INCREASE in registration rates in the first year.



YEAR OVER YEAR growth in Registrations.



Prefer PhotoregisterSM via mobile device over other onboarding methods.



YEAR OVER YEAR growth in PhotoregisterSM

ABOUT US

Registria helps brands deliver exceptional ownership experiences to their customers.

We believe ownership experiences should be frictionless. Our award-winning technology delivers highly personalized experiences across the product ownership lifecycle by identifying and onboarding product owners, creating direct sales and engagement channels, and giving owners the information, care and support they desire.

FOR MORE INFORMATION

www.registria.com | info@registria.com

