

eCommerce Leadership Rebuild

Native Instruments GmbH · Berlin · Music Technology · Enterprise

THE BRIEF

The eCommerce department had been without leadership for eight months. Native Instruments needed someone who had been in the weeds and could drive online business forward. Alongside operational recovery, a new business roadmap was needed: stakeholder alignment, vendor selection for paid, SEO, and platform partners, and a clear plan for growth in the following year.

KEY OUTCOMES

€2M

Record monthly organic uplift

25%

Product line revenue increase

8 wks

From arrival to record month

3M

Subscribers on new email platform

WHAT WE DID

Talent assessment. Assessed the team in week one. Identified a colleague misaligned in paid ads who had a community engagement background. Moved her to the new creator team. She became head of department.

Platform rebuild. Partnered with vendors to rebuild the eCommerce platform, replacing an 18-year-old tech stack with a modern, scalable architecture.

Email platform. Partnered with vendors and co-directors to introduce a new email marketing platform for 3 million subscribers.

Attribution and testing. Created a monetary attribution strategy for non-brand organic keyphrases across all countries, alongside an A/B testing model for key website elements.

Reporting structures. Built new budgetary reporting and analysis of eCommerce priorities and execution strategy at board level.

Engineering collaboration. Defined and implemented website improvements with the engineering team, increasing certain product lines by up to 25%.