commercetools
Next generation commerce

JUST EAT Takeaway.com

CASE STUDY JUST EAT TAKEAWAY.COM

How Just Eat Takeaway.com added 50,000 SKUs and experienced a massive 75% increase in transactions per minute.

JUST EAT Takeaway.com

Just Eat Takeaway.com specializes in online food ordering and home delivery. The Dutch dot-com company is an intermediary online portal between the customer and the restaurants, where customers can order food online from restaurants' menus, and have it delivered by the restaurants directly to their homes. In addition to their food delivery business, Just Eat Takeaway.com runs a B2B marketplace for their restaurant partners to purchase both food and non-food items from third-party sellers.

COMPANY SIZE
3 Billion USD

MARKETS
23

HEADQUARTERS
Amsterdam, Netherlands

INDUSTRY
Food

BUSINESS MODEL
B2B, B2C

WORKED WITH PARTNERS
AWS, Dept, Prismic, Sunrise

The Challenge

Just Eat Takeaway.com's online B2B marketplace enables restaurant owners to purchase both food and non-food items from third-party sellers. It originally ran on Magento 1, which did not meet their needs in terms of accepting online payments. When Magento 1 was phased out and required an update to Magento 2, the digital team at Just Eat Takeaway.com knew it was time to look for a better solution for their B2B commerce architecture – one that could incorporate a seamless online payment system, as well as handle their ambitions to be data-driven and scale up big time.
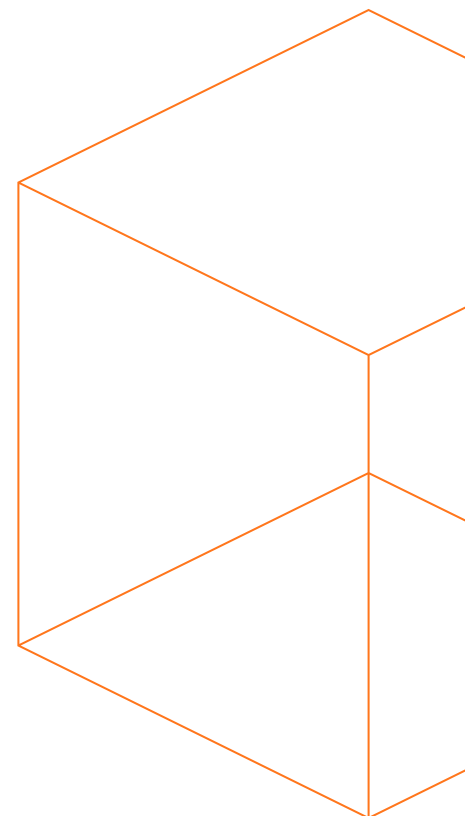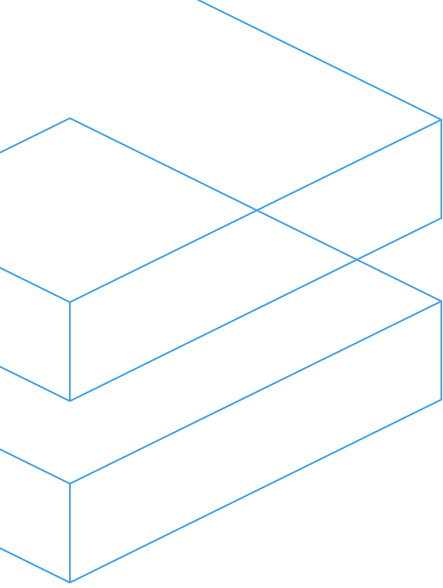
The Solution

With the commercetools headless, API-first, microservices-based approach at the helm, Just Eat Takeaway.com's new B2B solution can now easily integrate their business acquisitions and all the complexities involved in these types of mergers. This includes adding new currencies and languages, all while being capable of scaling up to add new products and third-party vendors. Hosted on an AWS cloud infrastructure, the marketplace now has an uptime of 99.99% and is highly scalable and secure.

> With rapid changes in the food delivery market we needed a system that can scale with us to even better support the needs of our partner restaurants. As a headless system, commercetools gives us the flexibility, scalability and speed to support our ambitions.

RICK KOOPMAN
GLOBAL HEAD OF ECOMMERCE PARTNER MARKETING, JUST EAT TAKEAWAY.COM

Why it was a success

Just Eat Takeaway.com launched their new system for all their markets in September 2020 and saw positive results right away, including growth of up to 20 percent in their average order value. The solution provided by commercetools means Takeaway.com's marketplace can also handle more API calls, a vastly higher number of product SKUs, and even more transactions. Additionally, the performance of the online shop has improved immensely in terms of conversion rates and transactions per minute.

Last update, January 2023
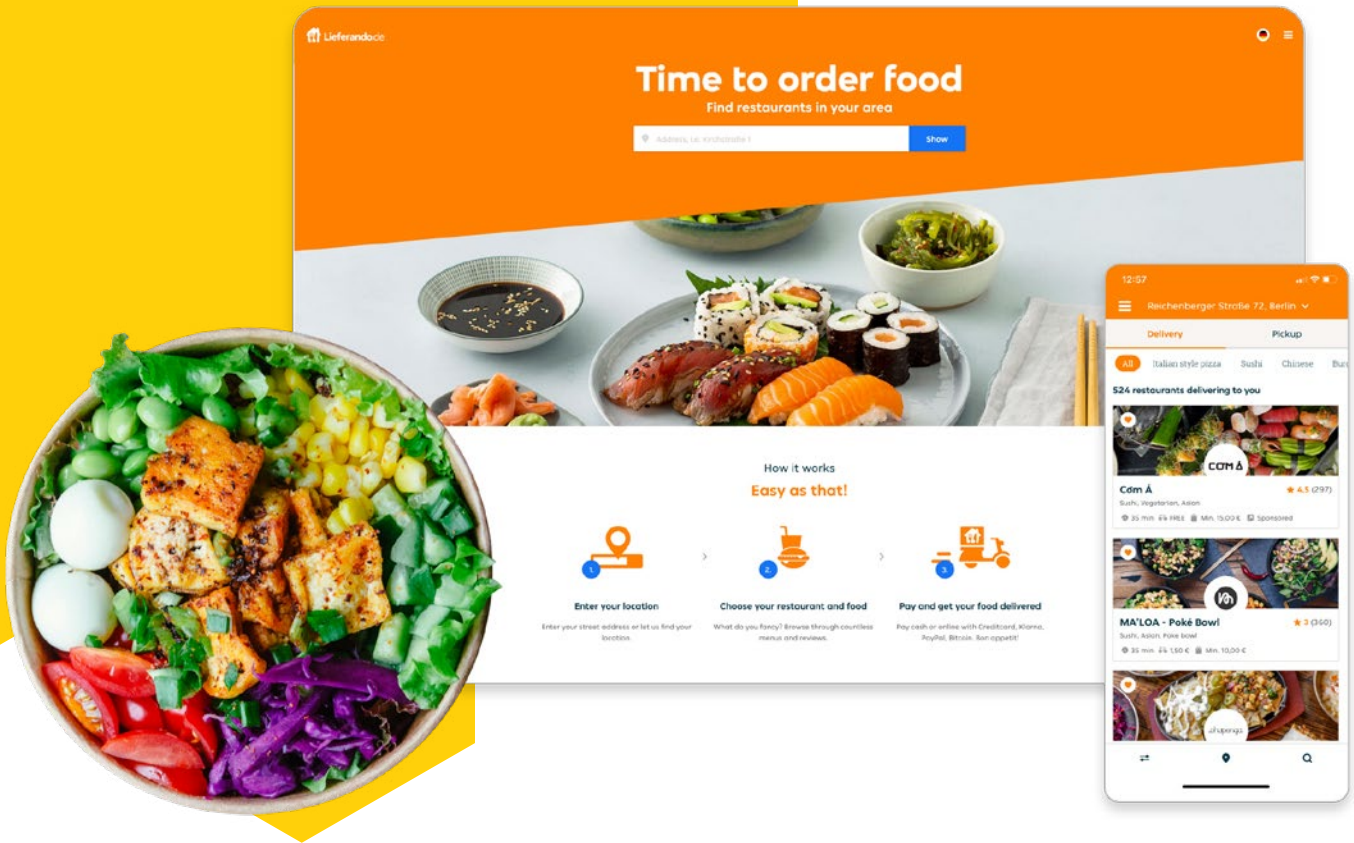
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commercetools features for Just Eat Takeaway.com

Assortments
Large assortments and product data that can be merged from multiple suppliers.
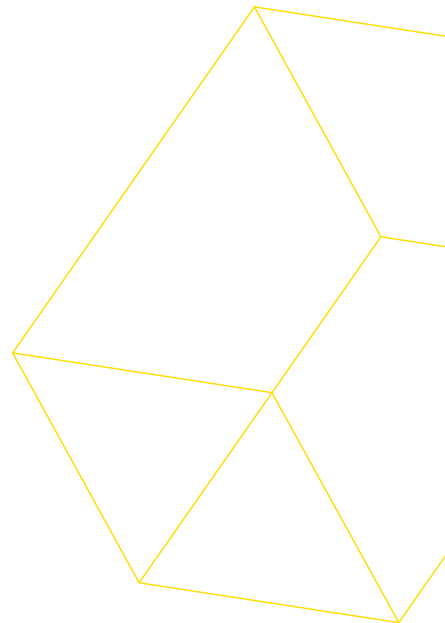
Promotions
Personalized promotions provide truly relevant discounts driving conversion.

Commerce in the Cloud
A single platform scaled to support a phased global-roll out with localization.

About commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.

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