

Discovering the Power of “Smart Content” to Drive-up Conversion Rates

BedBathStore.com uses Sitebrand to quickly and easily segment its website visitors, test various campaigns, and change creative on-the-fly to achieve superior conversion rates

BedBathStore.com

- Multichannel retailer with a growing selection of bed and bath products

Location

Headquartered in Lynbrook, New York, USA



www.BedBathStore.com

Key challenges:

- High traffic with modest conversion
- Inability to segment visitor traffic
- Need to personalize website experience

Solution:

- Sitebrand Web Personalization Channel™
- Immediate implementation of proven lift campaigns including *Welcome Back*, *First Time Visitors*, *Geo-Targeting*, *Key Word Searches*, *Lost Shoppers*, and *Shopping Cart Abandonment*

Results:

- Over 25 active campaigns targeting specific visitor segments
- Measurable increases in segment profitability and performance analysis
- Almost 20% revenue lift from the top performing campaign
- Invaluable campaign insight about what strategies achieve optimal lift

Although the Bed and Bath Store has been in business for over 30 years, the company has enjoyed its most impressive growth since 2001. That's when the single bricks and mortar retail operation, now located in Lynbrook, New York took its full service line-up of quality bed and bath products online with BedBathStore.com. Here shoppers from across the United States get their pick of high quality linens, curtains, bathroom accessories and other products including furniture.

Focusing on conversion

Access to a nation wide market, fast shipping, aggressive pricing – up to 45% off – and terrific customer service have helped drive 20% annual growth per year since 2002. The site now gets over 3 million page views and well over 600,000 unique visitors per month. Not surprisingly Chief Operating Officer, Mike Reichman wanted to shift the BedBathStore.com online strategy from generating traffic to converting more of this healthy, steady stream of visitors into buyers. And why he immediately became interested in the **Sitebrand Web Personalization Channel™**.

Empowering e-marketers

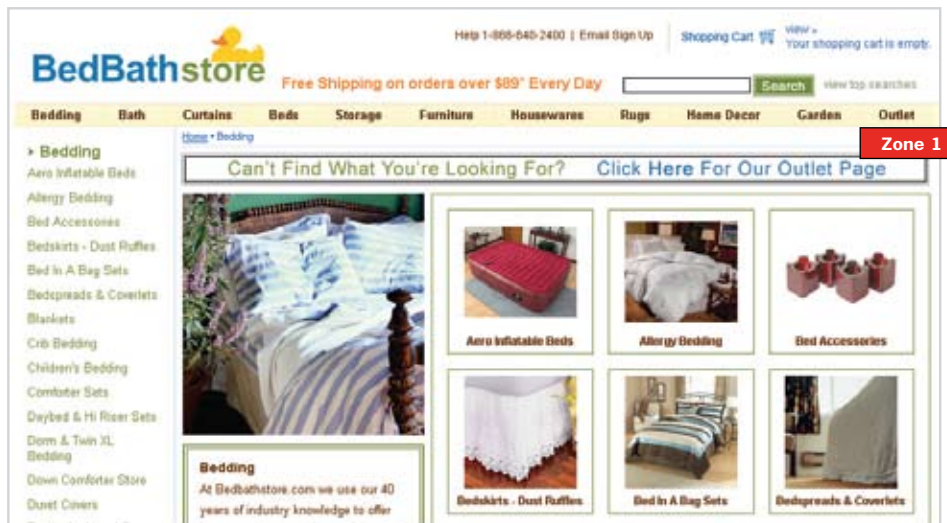
Sitebrand enables online marketers like Reichman to effortlessly take control of the website experience – and personalize it for different visitor segments. The solution works by automatically presenting select campaign banners to specific audiences. Sitebrand calls this ‘smart content’ because it responds to a specific visitor’s interests or needs. An almost infinite number of campaigns can be created.

“... They are very responsive when you need help. They give you good guidance and make solid recommendations. They are feedback driven. These are the reasons I would recommend them [Sitebrand].”

**Mike Reichman, Chief Operating Officer,
BedBathStore.com**

Figure 1:

Sitebrand controlled “smart content” appears in Zone 1 of the BedBathStore.com website. In this example, a stuck shopper campaign has been launched based on depth of page visited.



Perennial top performers include:

- Simple, assuring welcome messages for **first time visitors**,
- Hundreds of **product specific promotions** based on key word searches,
- **Helpful hints and product suggestions** to nudge stuck shoppers to check out, and;
- **Geographic campaigns** that target visitors from a specific region, state, or even another country.

This list barely scratches the surface of how e-marketers like Reichman use Sitebrand to segment their visitor traffic. BedBathStore.com now has 26 live campaigns in play to meet specific marketing objectives while ensuring a very personal website experience that changes in real-time as visitors browse the site.

Unique solution

Reichman’s broad goal was to use Sitebrand to increase overall revenue and profitability of the online operation through superior conversion. He also wanted to know how much Sitebrand could improve conversion rates with specific visitor segments including geographic campaigns targeting out-of-state shoppers.

Although Reichman wanted to compare the Sitebrand solution to other marketing and conversion solutions before committing, he admits candidly, “We couldn’t find anything that gave us the same ability to narrowly target specific visitors with relevant promotions and change their experience in real-time.”

Analysis and training

Sitebrand spearheads all implementations with an upfront assessment of the current website’s performance. The goal is to identify immediate, first-strike opportunities based on best industry practices for improving lift. Sitebrand calls this **Blueprint Success Services** and it includes:

- **Comprehensive training and support** to ensure individuals or e-marketing teams are up and running with new conversion campaigns in the shortest time possible.
- **Integrating Sitebrand** seamlessly with the existing site or an ecommerce platform.

“It may sound basic, but there is never any issue when we need to change something on-the-fly. That’s really important because this is a marketing tool and in the end, the creative is what your customer reads. With Sitebrand, transitioning from creative to creative is easy. And you see the results immediately.”

Mike Reichman, Chief Operating Officer,
BedBathStore.com

Figure 2: New banners can be uploaded in seconds using Campaign Manager

The Sitebrand Web Personalization Channel includes Campaign Manager, an easy to use tool for quickly uploading new Sitebrand-controlled content. Once the user has created a new creative banner, uploading takes place in one-step as illustrated in figure 2 a) with no need for IT or technical support. Figure 2 b) shows the new web banner with appropriate triggering rules in place. In this case BedBathStore.com has uploaded a discount offer that will be seen by all visitors.

- **Identifying optimal locations** for presenting Sitebrand controlled content for personalizing each visitor's experience in real-time while they are on the site.

Fast integration

Integrating the Sitebrand Web Personalization Channel into the BedBathStore.com website was uneventful and speedy – less than a week from contract signing to going live with dynamic new content generated by Sitebrand. The implementation resulted in a prominent banner appearing on all web pages, illustrated in figure 1.

Make changes on-the-fly

What makes Sitebrand so powerful and attractive to e-marketers like Reichman is how quickly and easily they can make changes to any campaigns. Whether an underperforming campaign needs to be yanked or new creative is required to capitalize on a hot trend, banners can be updated in seconds using *Sitebrand Campaign Manager*. Like *Reporting Manager*, this is a standard tool with an intuitive graphical user interface (GUI) that enables users to upload new creative with a simple point-and-click.

“It may sound basic, but there is never any issue when we need to change something on-the-fly,” says Reichman. “That’s really important because this is a marketing tool and in the end, the creative is what your customer reads. With Sitebrand, transitioning from creative to creative is easy. And you see the results immediately,” he adds. Figure 2 illustrates how Reichman’s team updates creative in one easy step.

Testing – the key to conversion success

One of the most powerful features of Sitebrand is the ability to easily conduct A/B split tests using *Sitebrand Reporting Manager*. This is an intuitive tool that comes standard with the solution. E-marketers use *Reporting Manager* to track the conversion rate of visitors who see default content versus Sitebrand-controlled “smart content”. This enables them to discover what type of special promotions and content improve lift – and what doesn’t – for specific visitors. As Reichman and his team learned this reveals invaluable insight to the nuances of individual visitor segments and enables online marketers to change or refine their strategies based on measurable, concrete ROI.

Campaign results

Reichman’s e-marketing team worked with Sitebrand to test four campaigns targeting BedBathStore.com’s largest segments over a four-week period:

- **Depth of visit** – a campaign that targeted stuck or lost shoppers with a message “Can’t find what you’re looking for? Click here for our outlet page.”
- **Returning visitor** – a campaign that greeted a visitor on their second visit with a hard incentive “Welcome second time visitor! 5% off coupon.”
- **Free shipping** – a special campaign promoting “Free Shipping” to weekend shoppers.
- **Geo Targeting** – a highly focused geo campaign targeting shoppers from California. Visitors were presented with a floating div layer promoting “Free shipping on your order over \$50” immediately upon arriving on the BedBathStore.com site.

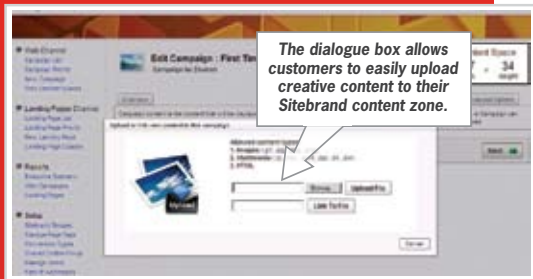


Figure 2 a): getting ready to upload a new banner



Figure 2 b): the job's done!



About Sitebrand

Retail focus

Eight-year track record of helping E-tailers and multi-channel retailers convert more visitors into online or in-store buyers.

Unique real-time technology

Solutions use advanced predictive technology to personalize the website experience of every visitor in real-time.

Comprehensive services

Solutions are backed by professional services to ensure fast time to ROI.

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The highest performing campaign during this test period was a discount offer targeting second time visitors. Impressively this generated almost 19% more revenue than control (default) web content. The geographical campaign targeting California visitors presented a floating ad banner that changed each day – one campaign for each day of the week. The strategy of presenting customers with a daily campaign is highly personal and had a positive impact on conversion. Actual results and the triggering rules for each of these campaigns appear in figure 3 below.

Figure 3: Calculating segment specific ROI

Campaign segment	Triggering rule	Sitebrand revenue increase per visit	Default revenue (i.e. the results from a default, generic message)	Campaign Impacted revenue (increase generated from Sitebrand messages)	Total associated revenue
Depth of visit	Depth of visits is greater than or equal to 5 pages	8.45%	\$130,352.77	\$11,014.81	\$141,367.58
Returning visitor	Depth of visits is greater than or equal to 2	18.59%	\$61,286.62	\$11,393.19	\$72,679.81
Free shipping	No triggering rule	-5.44%	\$38,365.73	-\$1,979.41	\$36,386.32
Geo targeting	All California visitors	2.82%	\$1,771.66	\$49.97	\$1,821.63

“They are feedback driven”

Increasing conversion rates with specific audience segments is the overriding objective. “The tool itself is very robust,” says Reichman. However, what he appreciates most about Sitebrand is the relationship and professional consultation that supports the solution. “They are easy to get in touch with. They are very responsive when you need help. And they give you good guidance and make solid recommendations,” he says. “They are feedback driven. Those are the reasons I would recommend them,” he concludes.

Conversion lessons from the field: not all campaigns improve lift!

Online marketers constantly leverage their experience and knowledge about website visitors – and use this to mount creative campaigns **they think** will improve conversion rates. Best guesses, even when backed by 30 years of retail experience, do not always yield positive results. This is one invaluable lesson learned by BedBathStore.com.

As figure 3 shows, a weekend campaign promoting “free shipping on purchases over \$50” actually resulted in *negative lift*. This surprising result underscores the value and importance of having fingertip access to **real performance data** from *Sitebrand Reporting Manager*.

Without hard data, direct marketers are relying on their hunches and less specific web metrics such as page views to assess the effectiveness of their content.

With Sitebrand, the BedBathStore.com online marketing team now has a powerful tool for gaining crucial insight to what makes each of their visitor segments “tick”. They are able to fine tune their online strategy, personalize each visitor’s website experience – and achieve superior conversion.