

## eTailer Uses Precisely Targeted Soft Incentives to Power-up Conversion Rates

electronicsshopping.com turns to Sitebrand to selectively target visitor segments with personal, service oriented messages...with dramatic results

### ElectricShopping.com

→ Fast growing eTailer that offers UK and European buyers bargain prices on a broad range of top consumer products

**Location**  
London, England



[www.ElectricShopping.com](http://www.ElectricShopping.com)

### Key challenges:

→ Traffic visits were going up, sales were not increasing proportionally and conversion rates were dropping

### Solution:

- Sitebrand conversion solution
- Ability to easily mount, track, and test different website campaigns with dynamic web content

### Results:

- Overall revenue lift of 17% for all website marketing (using campaigns that focused mainly on "soft incentives")
- Minimum 5-fold return on Sitebrand investment

*electronicsshopping.com's Managing Director Rob Levy brought a healthy dose of scepticism to his search for a new web marketing solution that would increase conversion rates. Even after signing on the dotted line he remained unconvinced. Why the scepticism? What were his challenges? How did Sitebrand surpass his expectations? Here's one eTailer's story.*

electronicsshopping.com is a UK based eTailer that provides an eclectic mix of consumer products from computing and entertainment to home and garden gadgets. In five scant years the electronicsshopping.com website has exploded from just over 30 products to about 5,000 products today all from top name manufacturers. The site regularly attracts tens of thousands of unique visitors a day making it one the UK's fastest growing new brands and one that routinely ships to a rapidly growing customer base across Europe.

Hard to beat prices is one of the keys to electronicsshopping.com's meteoric growth. "We always aim to offer one if not the best price on the market," says Levy. Great prices coupled with the convenience of online shopping are part of the success story, but electronicsshopping.com also has an unrelenting focus on personal service. "We make ourselves very available. You can call us anytime by phone or you can email us," he says. In addition, this fast growing upstart offers free shipping across the UK and unlike many online retailers, provides European customers with shipping options.

### Conversion rates started to slip

All this sounds great, but Levy acknowledges that with growth, it gets more difficult to maintain the same level of personal service that is a trademark of the electronicsshopping.com experience. In addition, Levy notes that although the website was seeing an increase in the number of hits, they weren't seeing an equal increase in sales and conversions. "We were attracting more traffic,

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*Rob Levy, Managing Director,  
electronicsshopping.com*





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*Rob Levy, Managing Director,  
electricshopping.com*

[www.sitebrand.com](http://www.sitebrand.com)

Experience tells us that very few people that make those claims are actually going to live up to them. So when it came to Sitebrand, we weren't actually convinced that it would work, even though they sounded very professional.”

### Smooth implementation...so far so good

Sitebrand more than lived up to its promise of easy implementation. This included training on how to use the software and develop new online marketing strategies, recommendations on immediate campaigns to run based on best industry practices and how to evaluate results using the analytics tool. Levy recollects the examples proposed by the Sitebrand strategy during the training stage: “We thought, well, that will be minimal. It's not going to do much for us, and it actually brought in quite impressive increases in conversions!”

### Using dynamic content to change visitor experiences

Sitebrand works closely with a customer during the implementation stage to identify the best areas of the site to introduce new dynamic content. These areas are used to personalize the site experience for specific visitor segments by presenting relevant offers, discounts or information. Information is packaged as a creative campaign and triggered by business rules established by the eTailer based on their marketing priorities (figure 1 shows the areas of the electricshopping.com's home page that were used to present dynamic content). An eTailer can use Sitebrand to effortlessly launch and track an unlimited number of campaigns. The most common include first time visitor, geo-targeting, shopping cart abandonment, and stuck shopper campaigns.

### “It's actually quite good!”

Ease of use and implementation were important, but at the end of the day, did Sitebrand drive a stream of new revenue into this eTailer's coffers? “I would attribute at least a 5-fold return on our Sitebrand investment: at least that,” says Levy on the ROI generated by Sitebrand. He particularly liked that Sitebrand brought tremendous and immediate accountability to any marketing campaigns that were launched. “What makes it so attractive is that we can play around infinitely with it [Sitebrand]. We can subject small audiences to campaigns, but quickly get relevant data back. Whether they were great results or poor results, the fact that we could finally see what we were getting in a clear, easy to understand format caused us to stop and say, ‘wait a minute, this is actually quite good!’”

### Personalizing the site for first-time visitors

The first campaigns ran by electricshopping.com targeted first-time visitors. Campaigns and offers were developed for different visitor segments. For example, if a visitor came from the UK, they might see a campaign trumpeting “Free delivery across the UK.” If the visitor were from Poland, they would see a campaign in Polish promoting “We deliver across Poland. Click for more information.” These campaigns combined geo location with first-time visitor information to present appropriate relevant content. Levy comments on the personalization: “From the moment they landed on our site it looked like we already cared about them because we had gone to the effort of talking to them in their local language.”

A second series of campaigns were developed to address shopping cart abandonment. These campaigns were triggered by length of time on site and were tied in closely with the cart check out process. “If someone spent longer than average on the site, we either assumed they were looking for more information or that they were a bit lost,” comments Levy. If someone triggered a campaign they might get a simple prompt message such as “If you need a hand, give us a call!”



## 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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## Soft incentives boost conversions

Most of the campaigns implemented by electricshopping.com focus on what Levy calls "soft incentives." This follows from the fact that the website is already promoting excellent deals and best overall prices. In the case of electronic products, Levy notes "Margins are wafer thin. We can't really offer them 10% off if they check out today because we wouldn't make any money." As a result, Levy tends to discount on things like delivery where they have more room to play with, and providing helpful information that promotes the service side of the electricshopping.com experience. The overall lift generated by Sitebrand is testimony to how effective these "soft campaigns" can be at personalizing the web experience for visitors and ultimately converting more of them into buyers.

## "...just stunning!"

Levy attributes an overall lift of 17% to Sitebrand a figure that clearly exceeded his original expectations. "Apart from showing visitors banners with relevant content, we are not doing anything else different. And to have a 17% lift from that is stunning. It is as if we are investing very little and getting a huge amount back. 17% lift... that is a huge figure!" Levy qualifies this by acknowledging that it costs money to get every single person to the site whether they buy or not. The marketing challenge is to do whatever possible after a visitor arrives on the site to ensure they buy something. "Anything that helps an eTailer bring that conversion figure up like Sitebrand does is a great tool in my view," says Levy.

While the overall lift in conversion rates has been impressive, Levy also comments on the ongoing follow up and support that Sitebrand's professional services team provides. "At first I was expecting Sitebrand to just give us the training and say 'off you go do it yourselves' and then walk away," says Levy. "It is amazing that I will sit down at the end of the month and have a phone call with a person at Sitebrand and he will be discussing things that happened on our site three weeks ago. So they are still looking at it [our site] even though we are not talking to them. So it is as if they work with us rather than just sell us the product," concludes Levy.

## electricshopping.com's Managing Director comments on the importance of the "customer journey"...

"Success in e-marketing means looking at the customer experience from start to finish. It's a mistake to focus narrowly on hard incentives like discounts which may achieve superior conversion at a steep price.

The key is to ensure each visitor enjoys a positive, relevant experience while on your site. This means being able to give every visitor the type of individual attention and help they would expect to get when buying in a store.

Until now, it has been very difficult to give every website visitor a high level of personal attention. But that is absolutely what we must do as e-marketers: treat every visitor as an individual shopper and come as close as possible to matching or improving upon the overall experience offered by a very customer focused bricks and mortar store. In doing so, we will create an excellent online customer journey and enjoy better conversion rates."