

Taking a Closer Look at Visitor Data Reveals Major Opportunities to Achieve Sales Lift

Sitebrand helps a major online jewelry retailer introduce multiple conversion campaigns to target hidden lift opportunities and underperforming visitor segments

Limogés Jewelry

The web's largest provider of personalized jewelry

Location

Chicago, Illinois, United States



www.limogesjewelry.com

Key challenge:

→ Conversion rates were not keeping pace with increases in visitor traffic

Solution:

- Analysis of trend reports revealing untapped lift opportunities and underperforming visitor segments
- Development and implementation of persuasive campaigns based on best practices
- Measurable data substantiating ROI from multiple campaigns
- Almost \$2.4 million generated in new combined product revenue

Every month over 340,000 bargain shoppers land on www.limogesjewelry.com to search for custom-crafted jewelry sold at guaranteed lowest prices. The number of hits has helped propel the Limogés Jewelry site into one of the top 10 jewelry sites, according to Internet Retailer.

With well over 2,000 products to choose from, shoppers are seldom disappointed. Many arrive on the site through keyword searches using “birthstones”; “personalized jewelry” or “engraving.” Visitors that do will immediately be greeted by web pages presenting product selections and special offers matching their search criteria and interests. These messages are part of a constantly evolving lift strategy powered by Sitebrand and ultimately designed to convert more visitor traffic into buyers.

Traffic conversion: a common problem

Converting more visitor traffic is the name of the game and the overriding goal for most online retailers like Limogés. Accomplishing this involves a combination of strategy – to identify the right visitor segments – and innovative technology, to seamlessly change the visitor experience in real-time. This is the essence of the Sitebrand solution: it gives online retailers the ability to effortlessly present the right message to the right visitor segment at the right time.

Analysis reveals hidden opportunities

Sitebrand started by analyzing trends from Limogés's website to look for areas on the site where best practice campaigns would create immediate sales lift. “There are a number of different messages and offers you can present to an underperforming visitor segment,” explains Ann Schneider, Vice President of Internet & Advertising for Limogés Jewelry. “Sitebrand helped us cut through the options and quickly discover areas of the site where we were effectively leaving money on the table. They recommended specific campaigns that were part of an overall lift strategy and customized for our visitor segments,” she adds.

“The first-time visitor campaign was by far our top yielding campaign with the Sitebrand component generating a 27.41% lift over our control group. The total campaign resulted in combined promoted product revenue of over \$1 million.”

*Ann Schneider,
Vice President of Internet &
Advertising, Limogés Jewelry*



About Sitebrand

Retail focus

Seven-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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Multiple campaigns launched

Between January and September 2007, Limogés implemented over 10 campaigns, each with unique messaging and offers including:

- **First-time visitors** - presenting a welcome and special offer to incite visitors to buy
- **Keyword campaigns** - for visitors searching “engraved” and “birthstone”
- **Affiliate campaigns** - welcoming referral traffic from specific sites
- **Geo-targeting** - launching a special greeting for visitors from California, Texas, and New York
- And several others.

Performance reports show ROI

In all cases, a campaign has two parts: a Sitebrand component that may include multiple offers, and a control group that establishes a baseline for calculating accurate ROI. The Sitebrand solution generates comprehensive *Campaign Performance Reports* enabling clients to see at a glance how each new Sitebrand campaign performed against control groups – visitors who see a generic default message. As Limogés discovered, different segments – and campaigns – contribute differently to the overall lift.

And the winner is...

There was a clear winner that contributed a much higher percentage of overall lift than all campaigns that ran from January to September. “The first-time visitor campaign was by far our top yielding campaign with the Sitebrand component generating a 27.41% lift over our control group. The total campaign resulted in combined promoted product revenue of over \$1 million,” reports Schneider. She qualifies the value of the first-time campaign by adding, “The first-time visitor campaign contributed almost 20% of the overall lift realized from all campaigns combined. That was impressive!”

Testing reveals opportunities to create superior lift

Sitebrand also recommended testing two variations on a “lost shopper” campaign where visitors get a helpful prompt message directing them to Limogés’s best sellers if they had not put any items in their shopping cart. In one campaign the message was triggered after a specified amount of time on the site; in the other campaign, the message was triggered after a certain number of pages had been viewed. Visitors who saw the time-based lost shopper campaign converted at a 12% higher rate than the control group while the campaign based on page depth converted at a 19% higher rate than the control group.

Having fingertip access to this type of performance data is invaluable for discovering what works best for different visitor segments, fine tuning lift strategies and introducing new campaigns that ratchet up future conversion rates.

Generating measurable new sales lift from multiple campaigns was a powerful outcome of the Sitebrand solution. What Limogés valued above all was the customized, one-to-one consultation and analysis provided by Sitebrand through its *Blueprint Success Services* during the start-up phase. “Sitebrand was incredibly helpful in stepping-in, doing the analysis, making recommendations, and getting us going on new campaigns,” says Schneider. “There are only a handful of vendors we feel are really in this business with us. Sitebrand is definitely one. Its team is consistent, forthcoming with good advice, and wonderfully proactive.” she concludes.