

### Approaching Web Traffic One Customer at a Time

**Sydney's Closet uses Sitebrand to "understand what the website is saying" ...and deliver smart content that creates an individual website experience for different visitor demographics**

#### **SydneysCloset.com**

→ Niche eTailer providing exquisite plus size dresses for special occasions

#### **Location**

Maryland Heights, MO USA



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

#### **Key challenges:**

- Inability to segment growing visitor traffic
- Difficulty personalizing the site experience for all visitors
- Increasing shopping cart abandonment

#### **Solution:**

- Analytics capability to assess visitor traffic, identify problems and opportunities
- Geo, shopping cart abandonment, and first time visitor campaigns to segment visitor traffic and personalize the web experience for individuals
- Ability to evaluate ROI from all campaigns and tests

#### **Results:**

- Personal, individualized website experience for all visitors
- Geo campaigns (targeting international visitors) with yield lifts in the range of 30% to 50%
- Lift of 25% to 40% for shopping cart abandonment campaigns

The tagline on the home page of Sydney's Closet, sums up the entire website: "We Size Up Glamour." The surprising inspiration for the site came from an exasperated mother, Phyllis Brasch Librach, who watched in vain as her daughter attempted to find a beautiful plus size prom dress for a once-in-a-lifetime occasion. Librach says: "In a world where thin is in, I found it agonizing and unfair that millions of teens and young women like my daughter were fashion-starved for plus-size formal wear."

In the blink of an eye Librach became a mother with a mission, and in short order, the founder and president of Sydney's Closet: a website that was initially dedicated to providing plus size prom dresses to young women. The site has since expanded its product line to include plus sizes for a broad range of special occasions and audiences.

#### **A "one size fits all" message doesn't work**

Today, the site attracts over 10,000 to 25,000 unique hits a day depending on the time of year, and attracts visitors from around the world. Sounds like a success story, and it is. However, by expanding its product line to include plus size formal wear for various occasions, the site also started to attract a much wider demographic audience ranging from 15 to 80 years of age.

***"Initially we didn't have a conversion rate that was on the map. Within a couple of months our conversion rates were up to 0.02% with some of the yield lifts in the range of 30% to 50%. It was impressive right off the bat."***

***Erin Delanty, Internet Marketing Director for Sydney's Closet***

The screen captures (right) illustrate how Sydney's Closet is using Sitebrand to segment and personalize the site experience for different visitors.

- Zone 1 launches a geo campaign using a banner at the top of the site to welcome international visitors. In this case, a FREE garment bag is promoted to a Canadian visitor.
- Zone 2, the main visual area of the home page, is reserved for special themed or seasonal promotions: in this case a Valentine's Day offer.
- Zone 3 uses footers throughout the site to provide helpful suggestions and reminders that help is a click away.

The screenshot shows the Sydney's Closet website with three zones of Sitebrand personalization highlighted:

- Zone 1:** A banner at the top right for Canadian shoppers offering a "FREE garment bag with every dress purchase" using code SBGB.
- Zone 2:** A large Valentine's Day promotion banner titled "Sweetheart Deal: take \$14 off any order\*" with the code CUPID08.
- Zone 3:** A footer banner with the text "We're here to help! Sydney's Closet customer service: fast, friendly and helpful!" and a "CLICK HERE" button.

*“Sitebrand gave me a new perspective. It helped me look at every single hit as a unique visitor and to think about how we could best treat each person and talk to them as individuals while they were on our site...It really changed the way we looked at our entire website marketing program.”*

*Erin Delanty, Internet Marketing Director*

Erin Delanty, Internet Marketing Director for Sydney's Closet comments on the marketing challenge created by audience diversification: “You can't market to a 16 year old the same way you do to a bride that is 25. We needed to find a way to talk to various visitor segments as individuals rather than grouping everyone into a single prom and bridal category,” she says.

After attending the *Internet Retailer's Conference* and talking to other retailer's in non competitive industry sectors, Sydney's Closet discovered Sitebrand. “The segmenting features fit what we were looking for in a conversion solution and came highly recommended by close friends [of Librach],” says Delanty.

### Treat visitors as individuals

Sitebrand is a powerful visitor segmentation tool that enables web marketers to quickly and effortlessly treat all visitors as unique individuals. The solution works by automatically presenting each visitor with a campaign – smart content that delivers a helpful message or special offer – that is relevant to their specific interests and needs. Campaigns are triggered by business rules that are based on geo location, keyword searches, number of visits, web page location, and a host of other triggering conditions. “Sitebrand gave me a new perspective. It helped me look at every single hit as a unique visitor and to think about how we could best treat each person and talk to them as individuals while they were on our site,” says Delanty. “It really changed the way we looked at our entire website marketing program,” she adds.



*“...this new version of Sitebrand is just fantastic: it provides really good data about your website and it's really easy to use.”*

*Erin Delanty, Internet Marketing Director*

## “Prime time real estate”

A marketer can allocate as much space to Sitebrand controlled dynamic content, as they want. In the case of Sydney's Closet a highly visible banner adjacent to the logo was used. This appears as a header on all pages in an area of the site that Librach calls “prime time real estate”. Since this initial application, the site expanded the use of Sitebrand to include:

- A major graphic area on the home page to highlight special offers and seasonal or themed promotions (see figure 1 illustrating this application)
- Category based messages that appear only in the header or footer of a particular section – such as prom or bridal dresses

## Geo campaigns impressive “right off the bat”

The first campaigns launched by Sydney's Closet targeted international visitors with a unique welcome and special offer. Geo campaigns are effective at giving out of state or international visitors a warm, personal welcome. Figure 1 illustrates a geo campaign targeting Canadian visitors.

For tracking purposes, each geo campaign featured a special coupon code that was required at the time of checkout. This enabled Delanty to know with certainty whether to attribute the purchase to Sitebrand. “Initially we didn't have a conversion rate that was on the map,” reports Delanty. “Within a couple of months our conversion rates were up to 0.02% with some of the yield lifts in the range of 30% to 50%. It was impressive right off the bat,” she confirms.

## Analysis reveals important opportunities

Delanty also wanted a solution that would help her quantify traffic patterns and better understand visitor needs. She used Sitebrand in conjunction with *Google Analytics* to find out what the Sydney Closet website was “telling them” about visitors. One thing the analysis revealed was a surprisingly high rate of cart abandonment. “That was big news for us,” admits Delanty.

## Tests confirm the value of shopping cart abandonment campaigns

The analysis enabled Delanty to use Sitebrand to precisely target a problem area of the site by presenting a special offer the moment a visitor left the cart. “We used Sitebrand to test two creative approaches that motivated a visitor to make an immediate purchase,” says Delanty. One campaign promoted dollar savings if the visitor purchased immediately.

The second campaign promoted a free shipping offer. Delanty found that both campaigns performed roughly the same. “The yield lift for both shopping cart abandonment campaigns were in the range of 25% to 40%,” she confirms.



## 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.

### Headquarters

Sitebrand  
227 Montcalm Street, Suite 200  
Gatineau, QC, Canada J8Y 3B9

### Phone

1-800-975-0820

### Fax

1-866-357-9375

### Email

business@sitebrand.com

Sitebrand and the Sitebrand logo are registered trademarks of Sitebrand. All other trademarks are the property of their respective owners. Sitebrand assumes no responsibility for the accuracy of the information presented, which is subject to change without notice. © 2007 Sitebrand. All rights reserved.

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

## First time visitor campaigns

Delanty has also used Sitebrand to present special welcoming offers to first time visitors. These campaigns have proven to be enormously successful. "We see really high lift rates on our first time visitor campaigns in the range of 7% to 15% depending on the offer," reports Delanty.

## Easy to use analytics

Delanty confesses to being an analytics junkie and relishes looking at web stats to discover patterns, trends, problems and ever new opportunities to enhance all visitor experiences. "Independent of the actual process of creating campaigns, having the ability to see for the first time what is working and what isn't is invaluable," says Delanty. "And this new version of Sitebrand is just fantastic: it provides really good data about your website and it's really easy to use," she adds.

Going forward, Sydney's Closet has plans to expand the use of Sitebrand to present more category specific information in all areas of the website. In some cases this may actually result in a "less is more" strategy since all visitors will not be "overwhelmed" by information that is not relevant to their interests or choices. "When visitors get to a page, they'll see what they selected with some possible suggestions about what they might like instead of seeing everything at once," says Delanty of the evolving strategy using Sitebrand. "So basically, further segmentation and more individualized attention," she confirms.

## Creating Community Centers

*Normally we ask a third-party expert for an objective opinion on the ideas and strategies presented in Sitebrand case studies. In the case of Sydney's Closet, we see a real trail blazing expert in her own right. Creating a greater sense of community by incorporating social networking services and other Web 2.0 technologies into the eTail marketing mix is just one of the progressive ideas that Sydney's Closet is considering. Erin Delanty comments:*

"We are hoping to use some of Sitebrand's capabilities in conjunction with sites like MySpace to try and introduce more of a social networking environment that will attract our younger audiences. We have already found a huge need for social networking in our marketing mix with visitors wanting to be able to leave messages and post comments to our site.

This market really wants to be treated like they would if they were an individual customer in a store. And we want them to feel like that when they come to our site. I think Sitebrand can help us with that by helping us direct them to social networking areas of our site on a per category basis. It takes a lot of time to do that, but in the long run, I think it will pay off."