



Applying price filter personalizations increased revenue by 66.75%

BACKGROUND

As a leading online retailer selling genuine and original manufactured watches in Romania, Watchshop has grown its services and now stocks thousands of different types of watches. Brands such as Tissot, Casio, Fossil, Citizen, Sekonda, and Accurist are just a few of the world recognized brand names they readily have in stock. As well as wrist watches you can find accessories, jewelry and bracelets to compliment watches.

Since their establishment in 2009, the online store now ships all over the EU. They maintain an excellent level of customer service and all their products are fully guaranteed ensuring their clients are cared for. Their expert team are also able to help customers select the right product and with a showroom in Bucharest, customers can even try out a watch before they purchase.

With over 300k visits monthly, Watchshop.ro enjoys a strong level of organic searches as well as benefitting from a large social outreach with FaceBook being their strongest segment.

CHALLENGE

Before starting any experiment, the analytics data is audited and analyzed by a team of CRO specialists and a data analytics expert. They help assess and discover new opportunities for increasing conversions.

The visitor behaviour history was researched and an interesting opportunity was discovered. There was a potentially valuable and underperforming segment with engaged users that were not using the price filter. It was agreed that this target audience would be suitable for an experiment.

With this information it was decided to influence and help visitors start using the price filters more often. If the engaged visitors did not use the price filters, a reminder for them to do so was applied. This would help them make a decision based on their personal needs and preferences. Visitors using price filters will generally have a higher conversion rate by comparison.

Omniconvert applied a treatment based on the hypothesis that if we prompt an exit behavior personalization, showing available price ranges to visitors, we will help them close the sale faster. This was also isolated to visitors that haven't used the price filters before.

SOLUTION

For this Web Personalization experiment, we selected the following target segment:

We isolated the visitors that were had viewed 2 pages or more, containing certain keywords (banner related), had not used price filters and had not been involved with any previous experiments before. The personalization experiment was also targeted with brands synonymous to high quality such as Q&Q, Casio, Timex, Fossil and Orient.

When a visitor displayed an exit behaviour intention on these specific brands, a personalization with a price filter would be triggered. A different personalization, as well as changes in message copy, were custom designed to match each brand.

For example:

We asked the visitor a question;

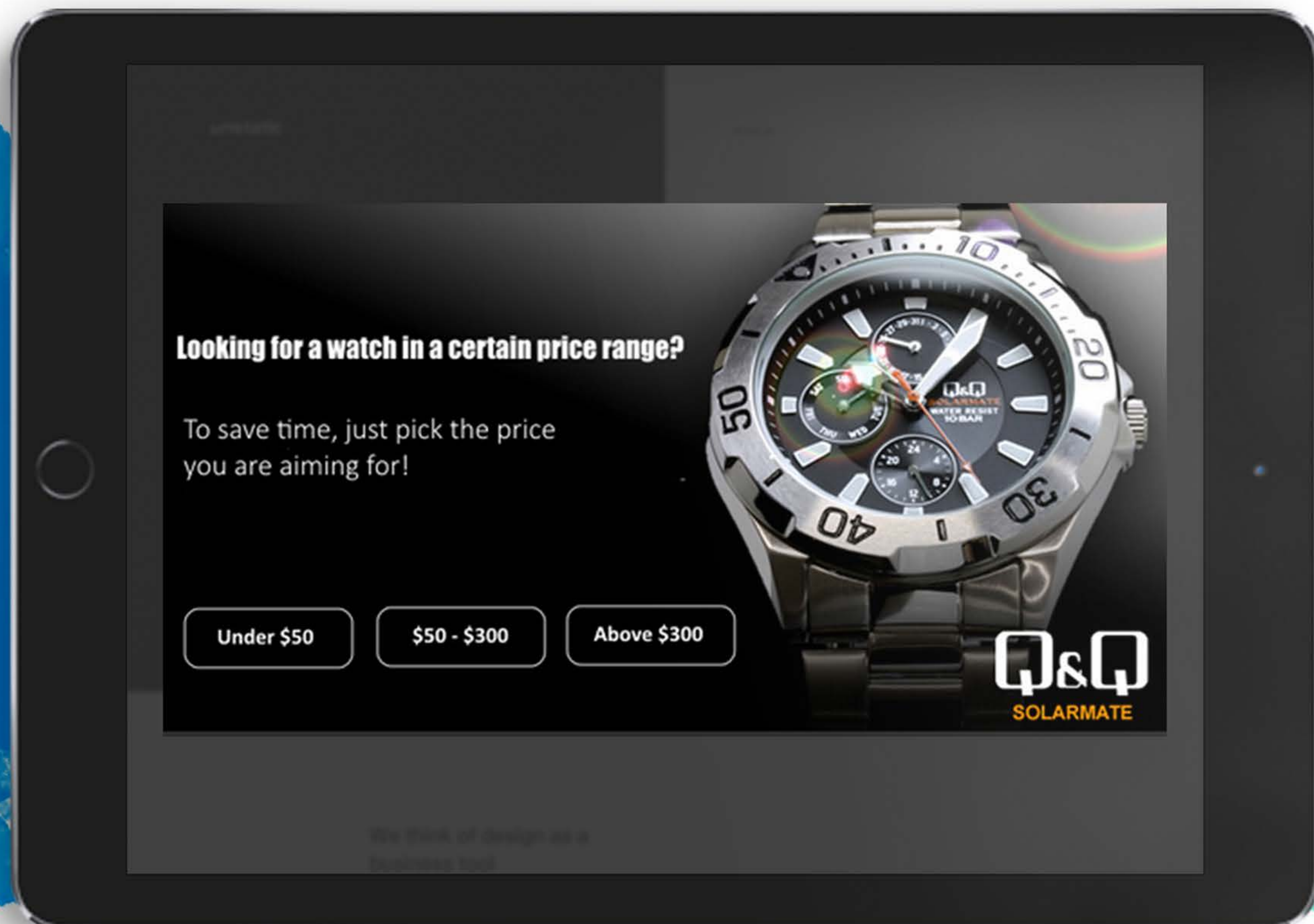
'Looking for a watch in a certain price range?'

This would be followed by the benefit;

'To save time, just pick the price you are aiming for!'

Followed by prices grouped in ranges and were 'CTA selectors'; Under \$50 | \$50 - \$300 | Above \$300

These 'CTA selectors' would then direct the visitor to a listing of products in the range selected.



Control Version

RESULTS

Over a period of 1 month, this experiment was shown on exit to all visitors with 100% traffic set to the targeted visitors. With exit based personalizations, the control can be set to 0% as a visitor leaving the control will in most cases have no exit interaction available from the page.

This experiment for WatchShop brought:

An increase of 74.51% in conversion rates

A combined revenue increase of 66.75% in tested brands

An uplift of 81.52% on revenue per visitor

Every exit from Watchshop became a potential search for that special something. Whether it was a birthday present for a loved one, a dress watch to impress or even a fancy watch winder to keep that uber cool kinetic watch ticking. The visitor was engaged digitally as if they were with a salesperson on the showroom floor.

When people exit without buying, effectively their experience and journey with your website is cut short. Optimizing their journey to ensure they are provided the right message and direction can lead to great improvements in revenue.

If you want to test how a web personalization can positively affect your conversion rate, try the award winning Omnicontvert CRO platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

Start **INCREASING** conversions and skyrocket your website performance today! www.omniconvert.com

