



A Survey with objection treatment personalizations created a 51% conversion rate uplift.

BACKGROUND

Founded in 2010, GetMaineLobster.com is division of Black Point Seafood and Black Point Gourmet. They hand-select the finest Maine lobster and seafood as well as a range of finest quality beef. They ship throughout the United States and have a passion for making Maine seafood available.

Freshness and quality are top priorities. They buy directly from well-established, trusted suppliers to ensure the finest products are available. GetMaineLobster.com offers all wild-caught live lobsters from local Maine lobstermen and are all natural and chemical free.

With 55k website visitors (and more seasonally), connoisseurs of fine seafood know that GetMaineLobster.com is the best place to find fresh lobsters, awesome recipes and help in finding the best catered dining experiences available in the Unites States.

CHALLENGE

Anyone who knows seafood can understand that fresh quality seafood can be difficult to source, especially if you live far from the ocean. With modern shipping and online shopping, high-quality seafood can be made readily available to everyone. As an online retailer for fresh seafood, understanding their visitors was important. They needed to know who they were and what they wanted to be able to supply the fresh products available.

Having this in mind, the Omniconvert team took a deep dive into the data to audit and analyze the visitor behavior. A moderate proportion of traffic was noted to be new visitors. The high converting segment consisted in returning visitors. Yet, the returning visitors also had high exit rates.

One of the challenges was to address the exit traffic that was observed. Visitors were noted to shop and exit in a pattern. Understanding the visitor better was key to creating a better experience for them and reduce the exit behaviour. The traffic was there but transitioning them from shopping to buying was the ultimate goal.

SOLUTION

Omniconvert and GetMaineLobster started by launching a series of qualitative surveys. Information based on analytic data is a great foundation to any strategy. To complement this data, we asked for their feedback as it provided insights direct from the visitor that will end up with the product. With this feedback, Omniconvert was then able to create an elaborate and targeted experiment.

The gathered insights found that visitors were concerned about delivery of live lobsters. Some had no knowledge on how to cook them. Pricing was a common concern and tied into this were also potential customers that wanted to purchase products as gifts for family and friends. Along with the pricing insights, there was a high level of feedback regarding price range and what they felt lobster was worth.

With this insights data, Omniconvert created an advanced treatment survey with triggered personalizations. When a visitor displayed an exit behaviour, such as navigating to the URL address bar or towards the browser close function, a multiple choice Survey was triggered.

Sample image

From here, the advanced branching logic is applied through the platform. Based on the selected answer, the visitor would see a specific and custom designed personalization with the objection addressed.

GET MAINE LOBSTER Questions? Call 866.562.4817

Hi there! If you're here, you already know we have the most delicious lobster you can get. What prevented you from ordering some today?

- ☐ The weather, I'm not sure it will be fresh upon delivery
- ☐ It's over my budget
- ☐ I plan to order another time, for a special occasion
- ☐ I don't know how to cook lobster
- ☐ I'm considering it as a gift for someone
- ☐ Other reason:

For example;

If they selected:
"The weather, I'm not sure it will be fresh upon delivery"
This personalization was shown so that they were made aware of fast UPS shipping that also had delivery notifications. In addition, the creative dissolved the worry objection and followed up with a clear Call To Action (CTA).

GET MAINE LOBSTER Questions? Call 866.562.4817

How much would you say a live Maine lobster is worth?

- ☐ \$10-\$20
- ☐ \$21-\$30
- ☐ \$31-\$45
- ☐ \$45-\$60

**If they selected:
'It's over my budget'**
This answer would interactively lead to a secondary multiple choice question related to pricing ranges.

GET MAINE LOBSTER JUST \$19.99/PIECE

You can have a delicious feast with the **MAINE LOBSTER TAILS** at just **\$19.99/piece!**

TAKE THE DEAL!

**If they selected:
'\$10 - \$20'**
This answer would trigger a personalization and re-direct the visitor to products specifically in the price range they answered.

In total, this experiment involved a Survey with 2 multiple choice questions and 9 personalizations. Each of the creatives used for the personalizations was custom designed with consistent CTA's (for button and message copy) as well as linked to specific pages based on the visitor's answer. It was an interactive method to address objections in real time.

RESULTS

Successfully, this experiment ran over 14 days and was segmented to all traffic. A lead collector for emails was deployed as an additional step.

This successful experiment provided:

- Successful re-engagement to exit visitors
- An increase of 51% in conversion rates
- Additional 7% revenue generated from exit visitors
- Increase in email leads by 9%

Traffic analysis is the first task in finding how to address a particular area or segment of your traffic. The next step is to use this information to improve conversions and lead visitors closer to making a purchase. Is very important how you address exit visitors to ensure that they are re-engaged and are influenced into making a purchase. A big part of the research that goes into CRO has to do with who your customer is. Testing is a big part of making sure your online store is effective and helps you know exactly who you're dealing with and what they prefer. When you continuously optimize your online store, you start to understand your customers better which leads to an improved overall shopping experience. The better the user experience for visitors, the more customers you acquire from the same amount of traffic you're already receiving—meaning you don't just save money, but you actually make more of it since it's costing you less to acquire each additional one.

Surveys are able to continually provide insights and help you keep learning about your visitor behaviour. Knowing and addressing what makes visitors leave can help convert them into buyers in the future.

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

