



F.HINDS
— JEWELLERS SINCE 1856 —

CASE STUDY

F.Hinds Jewellers garners impressive results with a new interactive digital experience.





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SUMMARY

Since its company founding in 1856, F.Hinds has grown into one of the largest jewelry retailers in the United Kingdom. Starting as a small business, run by two brothers, the company has evolved into a chain with 116 stores. F.Hinds has maintained a small-business experience across its many storefronts. When the company launched its first website in 1997, around the same time that Amazon made its debut to the world, the intention was not to build an online experience—rather, the goal was to generate foot traffic into stores.

+ 31%

Users Browsing Products

+ 20%

Conversion Rate

“Even a 0.001% increase to the conversion rate can make a big difference in terms of revenue impact,”

STEVEN MELLOWS ECOMMERCE MANAGER

Slowly, that vision evolved. Shoppers have become more comfortable making high-consideration purchases, including valuables like jewelry, online. But F.Hinds wants shoppers to be confident, not comfortable, with their purchases. The company has spent the last several years investing in infrastructure to make its web experience more customer-friendly, **with the vision of giving every shopper a true-to-life product experience.**

"Tangiblee entered our mix at the right time," says Steve Mellows, who leads digital marketing for F. Hinds. "We have done a lot of work to improve organic performance for SEO. We have run a few pay per click (PPC) campaigns. We were at a stage where it made sense to invest in third-party software."

"Even a 0.001% increase to conversion rate can make a difference for us in terms of revenue impact," says Mellows. "We wanted to take a cautious approach and started with a test campaign."

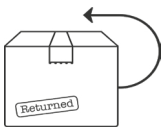
"Tangiblee will [continue] to play an important role in communicating the value of our products to our customers. [Tangiblee] has made us change our approach to marketing. Overall, average sales have gone up, returns have gone down."



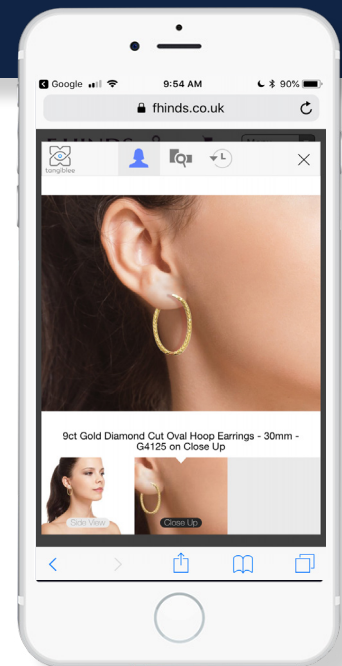
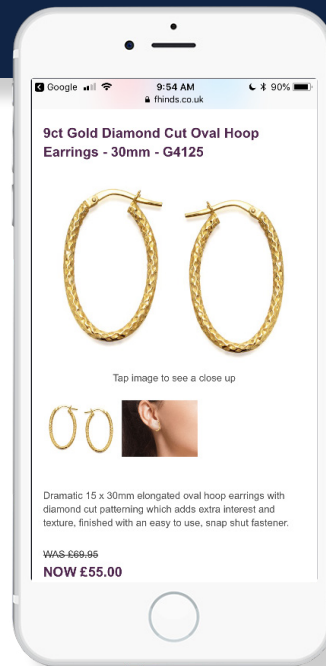
+ Personalized UX



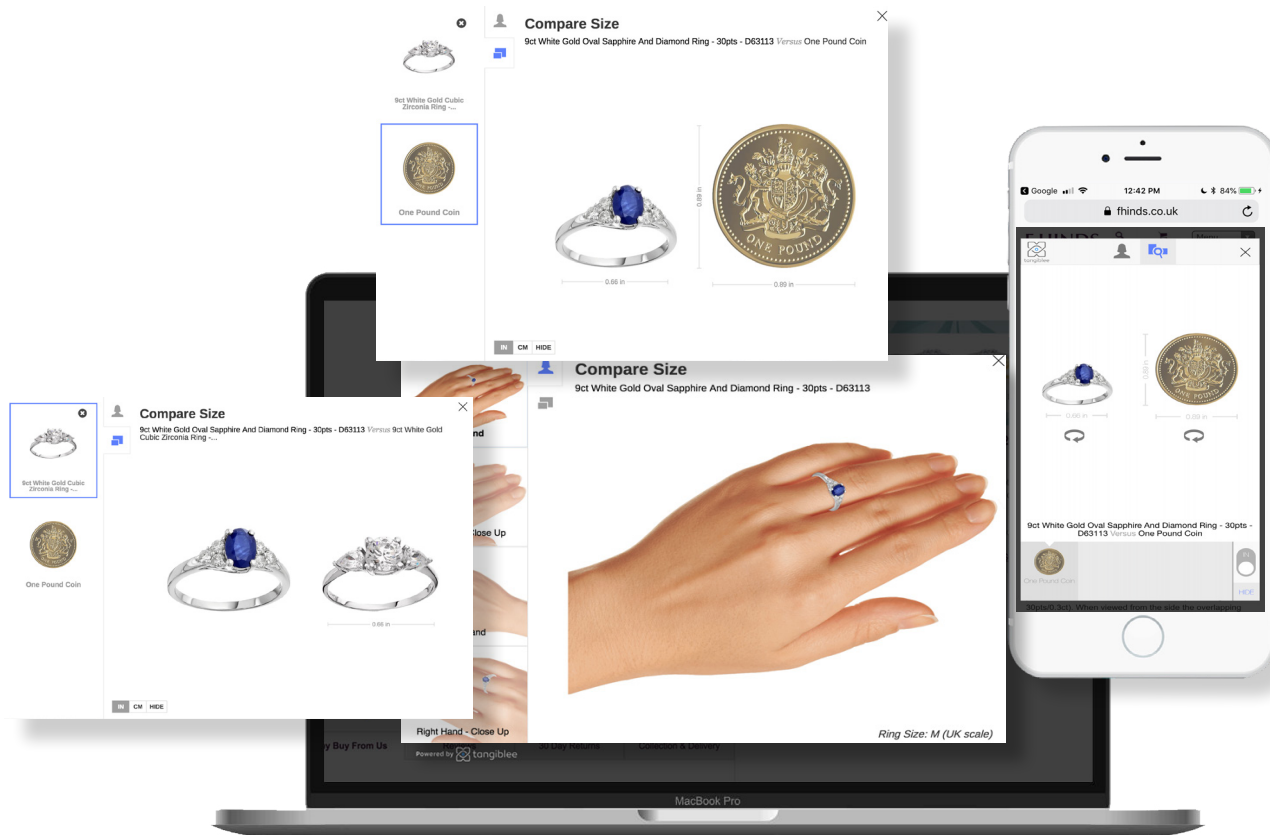
+ Revenue Per Visitor



- Return Rates



For this test campaign, which ran in 2016, F.Hinds deployed the Tangiblee platform across 2,000 SKUs of the company's top-selling products. Tangiblee enabled functionality for shoppers to browse items in more detail and gain true-to-life sizing perspectives. Customers can gain more precise perspectives of every product, instilling confidence in their purchases. This confidence translates into an increase in product interest and purchase rates, as well as a reduction in returns.



TANGIBLEE'S VALUE

"Historically, customers had offered up the suggestion to show pictures of products on people," says Mellows. "But this feature would slow down photography production massively and add the expense of featuring hand or neck models. **From our perspectives, the customer experience benefits would not have outweigh the costs and drawbacks.**"

Following the test deployment in 2016, Tangiblee drove a 31% increase to the number of users browsing products. This lift translated into higher interest from shoppers. "Tangiblee plays an important role in our growth," says Mellows. In tandem with a new responsive website, Tangiblee yielded a 20% increase to overall conversion rates.

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