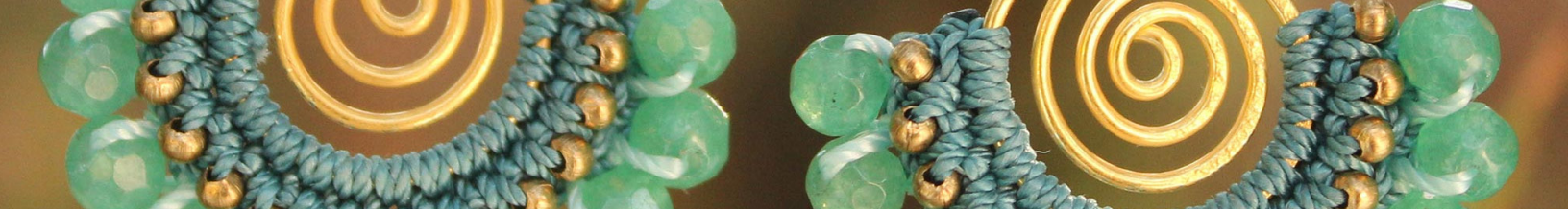CASE STUDY

How National Geographic's online jewelry marketplace, Novica, boosts revenue with Tangiblee.

tangiblee

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SUMMARY

Novica, a partner site to National Geographic, has represented artisans in emerging markets from around the world. With a mission to bring beautiful pieces to life, the company has a 17-year-track record of connecting shoppers to unique, artistic and often handmade products that they may no have otherwise discovered.

With a mission to support as many artisans from as many cultures as possible, conversion rate optimization is a focal point of Novica's in-person marketing team.

+17.9%
Revenue per Visitor

+3.1%
Conversion Rate
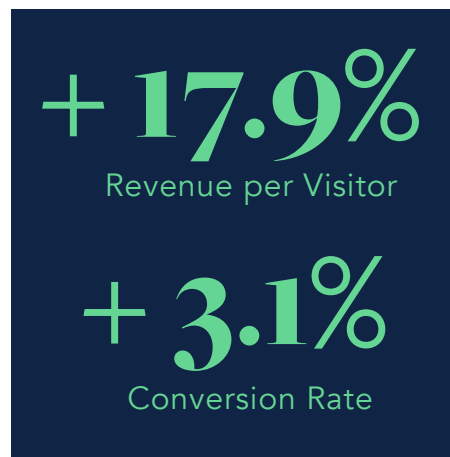
"The integration & implementation processes were very simple,"
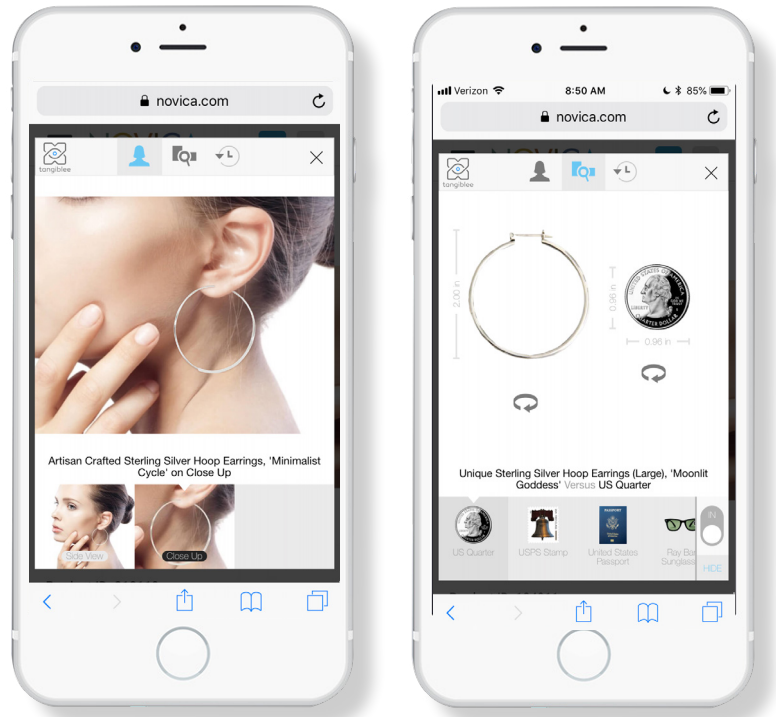
CHARLES HACHTMANN, CTO & CMO

"Our marketing team has been data-driven since 1999, even though very few ecommerce platforms like ours existed," explains Charles Hachtmann, CTO and CMO at Novica United. "We use Monetate for landing page and content optimization and multiple third parties such as Bounce Exchange to conduct continuous A/B and multivariate testing on our website."

Through this continued experimentation, the Novica team has found a need among shoppers to better gauge the size and shape of the products that they're browsing at the device level for varying customer segments.

"For some products, we may have hundreds [of images] but for others, we may have five or six," says Hachtmann. "So we hadn't yet implemented a full process to provide a way for customers to see proportionally and visually how big an item was."

tangiblee

Originally, Hachtmann and his team set out to build a custom solution. But early steps towards that goal came with friction. The process of creating an in-house tool was resource and time intensive.

". . .We were actually trying to figure out ways to do it [add context to images] in house. And, it proved to be very, very challenging," says Hachtmann. "We would have otherwise needed to change our own engineering queue and process."

Artisan Crafted Sterling Silver Hoop Earrings, 'Minimalist Cycle' on Close Up

Unique Sterling Silver Hoop Earrings (Large), 'Moonlit Goddess' Versus US Quarter
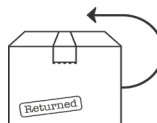
ENTER TANGIBLEE

What Tangiblee brought to the table was an easy-to-implement, scalable service. "The integration and implementation processes were very simple," explains Hachtmann. "We went through choosing [comparison item] images that would make sense for our products. We started with jewelry and home decor items."

+ Customer Satisfaction

+ Revenue Per Visitor

- Return Rates

Tangiblee and Novica began with some preliminary pilots across several thousand products. After seeing consistent increases in conversion rates, purchases, and revenue per customer, Novica decided to systematically scale the use of Tangiblee across its entire website.

"The results continued consistently," explains Hachtmann. "So now we've rolled it out on a much larger scale, across a lot of different categories. And we're testing additional product verticals."

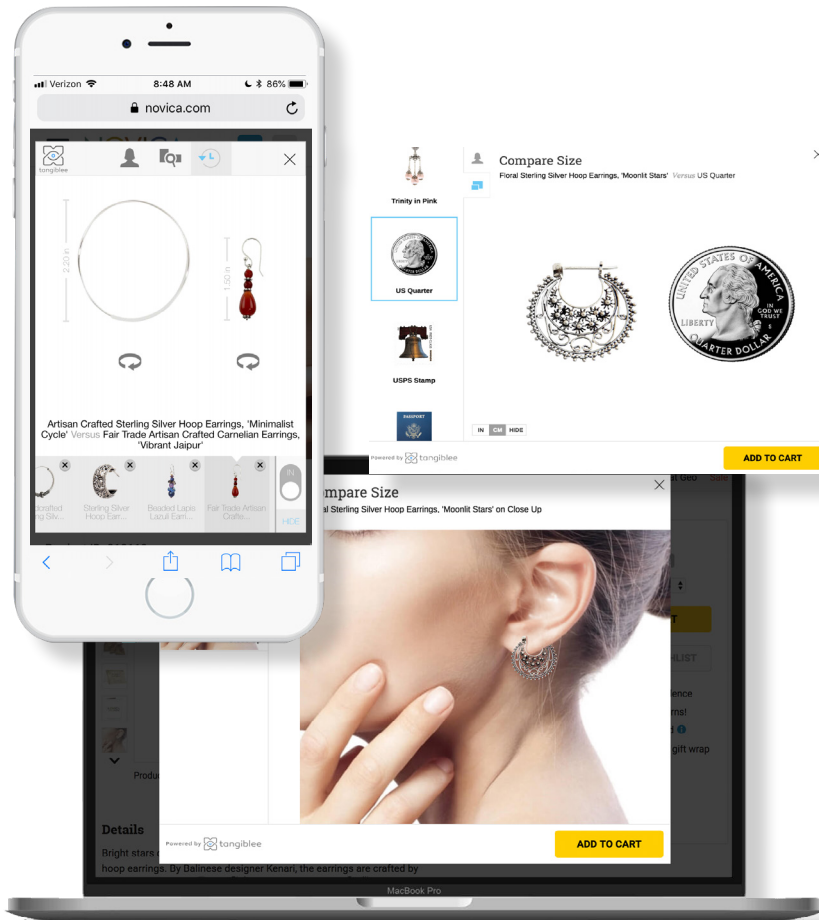tangiblee

TANGIBLEE'S VALUE

Thanks to Tangiblee, Novica has achieved higher conversion rates, lower customer service inquiries, and a reduction in size-related return issues.

"We saw a lift in jewelry and home decor, especially, with products that weren't photographed on models—they were photographed on a white background," explains Hachtmann.

Over the course of several experiments, Tangiblee helped Novica achieve a 3% conversion rate lift and 18% revenue per visitor lift, in aggregate, across verticals. Through continued testing, Hachtmann expects that Tangiblee will drive a revenue lift in the hundreds of thousand—and eventually, m i l l i o n s .

"We're definitely on a path," explains Hachtmann.

Driving this evolution for Novica are higher average order values and more efficient customer engagement practices. "This is a whole new level of interaction for us," says Hachtmann. "The Tangiblee team is working with us to scale the use of the widget in the right direction."

Request a Demo