granify

Conversion Case Study

Client Overview

Results

VERTICAL

Department Store

TRAFFIC

> 2,000,000 Shoppers

DEMOGRAPHIC

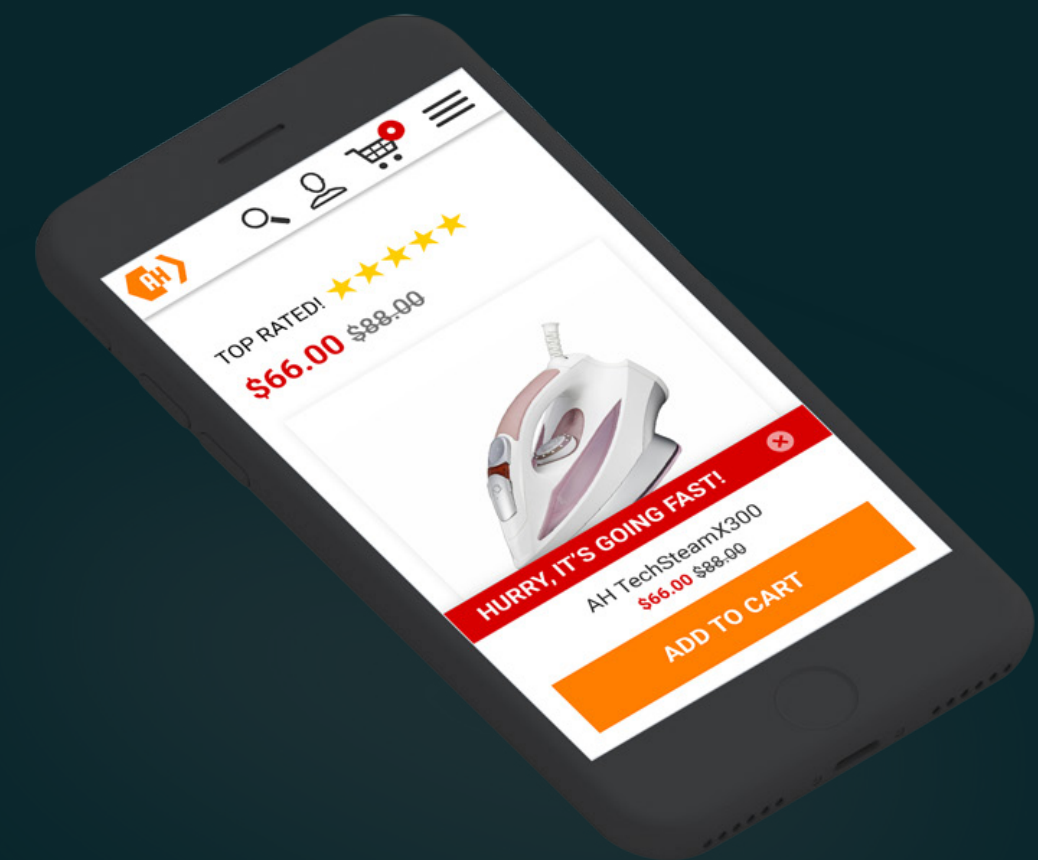Women, 50+

4.5%
INCREASE IN REVENUE PER SHOPPER

6%
INCREASE IN CONVERSION RATE

5%
INCREASE IN VIEWS OF CART PAGE

TOP RATED!
$66.00 $88.00

HURRY, IT'S GOING FAST!
AH TechSteamX300
$66.00 $88.00

ADD TO CART

The Client

Granify partnered with a major American department-style retailer with 2,000,000 shoppers a week. Their traffic is largely driven by televised advertisements for their products. With a 50-and-over demographic, their site offered a unique challenge and needed to optimize the experience for consumers who did not grow up using digital products.

The Challenge

Many shoppers were opting to save items to their cart, but then failing to complete the purchase. With a high volume of products sold on an as-advertised basis, these items were often sold out when the shopper returned. Despite having dedicated resources to increasing conversion rates, solving problems for the majority still lost visitors whose needs were more specific.
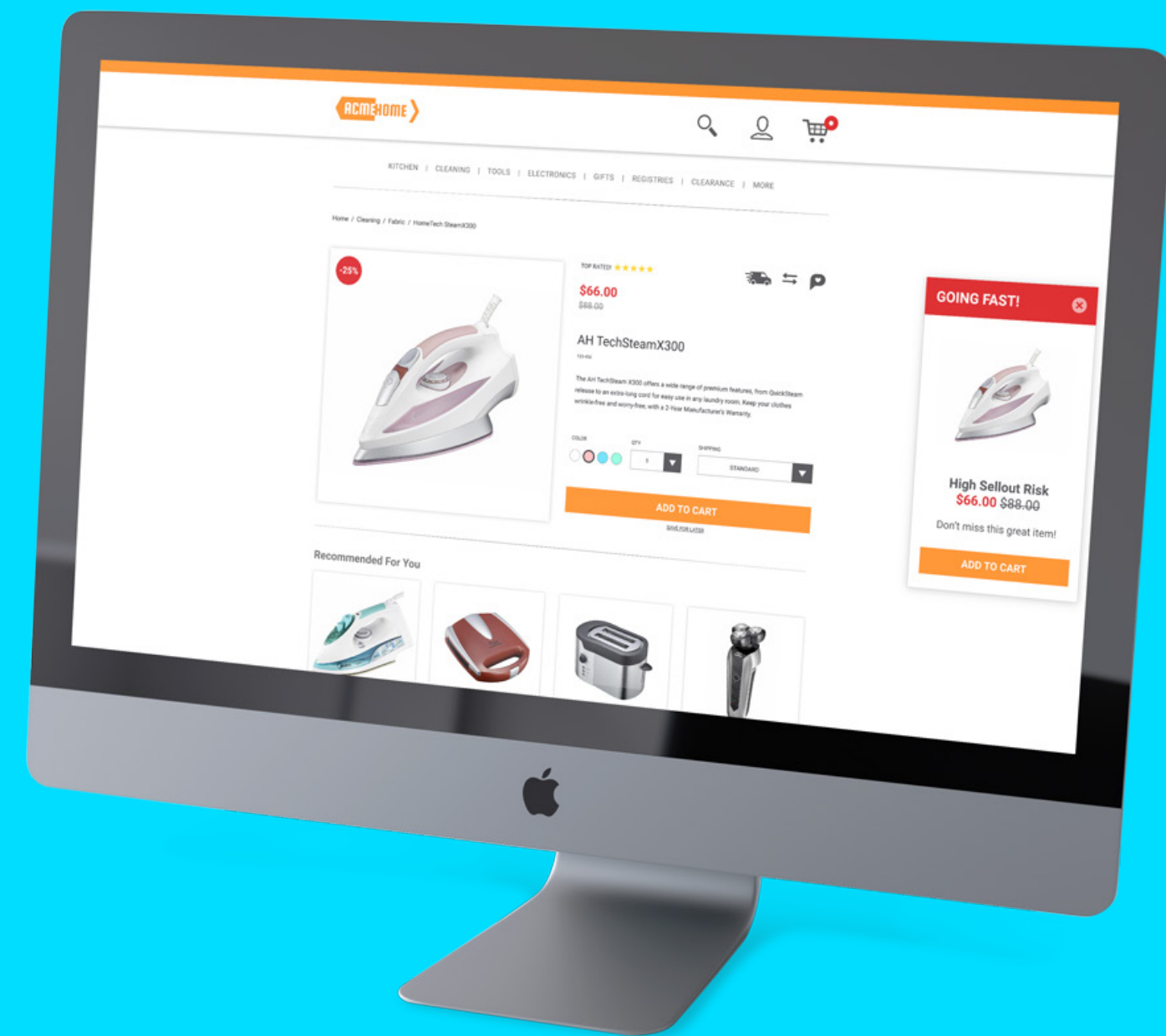
The Shoppers

Granify was able to identify multiple shopper groups. Some of the dominant types identified:

- Window shoppers

- Already going to buy

- Procrastinators, but had a legitimate desire to buy

This third type represented the greatest loss of value for the retailer so our technology zeroed in on their unique needs.

The Solution

To save this third type of shopper from the disappointment of missing out and to add some urgency to their process, we notified these shoppers if the item they had expressed interest in was at risk of selling out. This allowed the shopper to make a more informed decision, and in the process created a **4.5% Revenue Per Shopper** increase and **6% Conversion Rate** increase on both mobile and desktop amongst this valuable shopper segment.

The Results

4.5%
INCREASE IN REVENUE
PER SHOPPER

6%
INCREASE IN
CONVERSION RATE

5%
INCREASE IN VIEWS
OF CART PAGE

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Let's talk.

Request a consultation with a Granify Solutions Consultant today to start optimizing your shoppers' onsite experience.

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