

HARRYS OF LONDON

Case study

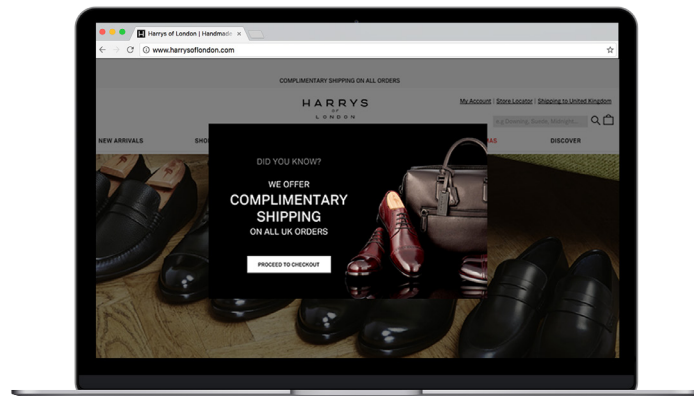
LUXURY MEN'S FASHION

ABOUT HARRYS OF LONDON

Harrys of London is known for innovative and beautifully crafted shoes, with a loyal following of customers who value the brand's design and quality. The heritage, culture and innovation of London is visible in every Harrys product, with these rich traditions earning it a following in markets around the world.

A PREMIUM DIGITAL EXPERIENCE

Harrys prides itself in offering not just a premium product, but a shopping experience to match. In its retail stores, the rich interior



details are meant to convey a sense of comfort and accessibility with custom-made sofas and seating as well as pieces designed by local UK craftsmen and designers. Its e-commerce challenge was to translate this experience digitally.

MAKING EVERY INTERACTION COUNT

Harrys of London began using the Yieldify Conversion Platform in 2016, just as its online store was transforming in order to better serve its growing international clientele. With visitors arriving on the site from all over the world, the platform helped to deliver an onsite experience that felt seamless.

Driven success

OBJECTIVES:

DELIVER A PREMIUM DIGITAL EXPERIENCE

INCREASE CONVERSIONS

INCREASE LEADS

RESULT:

OVER 230 ATTRIBUTED SALES
£61,000+ ATTRIBUTED REVENUE

from targeted visitors

in less than three months

HARRYS OF LONDON SAYS:

“ At Harrys of London, it's all about the combination of tradition, heritage and culture with innovation - and our digital experience is no exception. With the Yieldify Conversion Platform, we've been able to deliver the quality, on-brand experiences we need - but in minutes. As a result, we've been able to move quickly to boost our sales, capture more leads and improve how we engage our visitors overall. ”



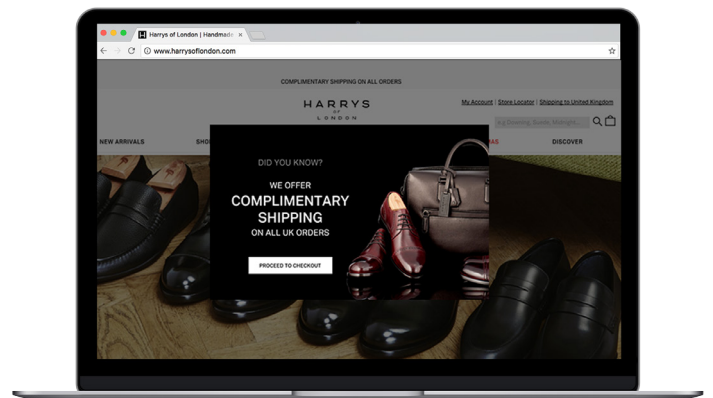
Joshua Richardson
E-commerce Manager,
Harrys of London

Campaigns that meet their objectives

HARRYS
OF
LONDON

Conversion: promoting targeted incentives

In December 2016, Harrys relaunched its website in order to cater for its many visitors shopping from outside the UK. This meant a new opportunity to highlight a key purchase incentive: free shipping. For UK customers, shipping is always complementary, but for international customers this depended on the value of the basket. Harrys was able to launch campaigns that targeted each market separately, accurately showing the relevant spend threshold for that visitor.



SUCCESS:

72 NEW SALES

OVER £23,000 IN NEW REVENUE

FROM VISITORS WHO WOULD HAVE ABANDONED

Conversion: promoting sales

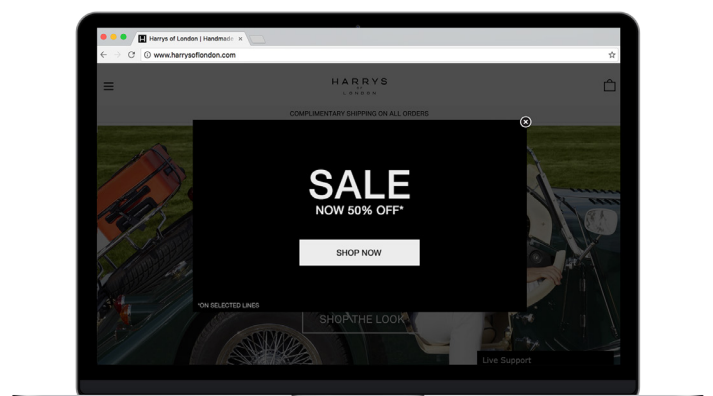
As a luxury brand, Harrys of London runs sales on selected items at key points during the year. In order to help its visitors discover its promotions, Harrys ran an overlay campaign targeted at visitors looking to exit the site, encouraging them to discover discounted items when they would otherwise have abandoned.

SUCCESS:

OVER 80 NEW SALES

OVER £15,000 IN NEW REVENUE

FROM VISITORS WHO WOULD HAVE ABANDONED



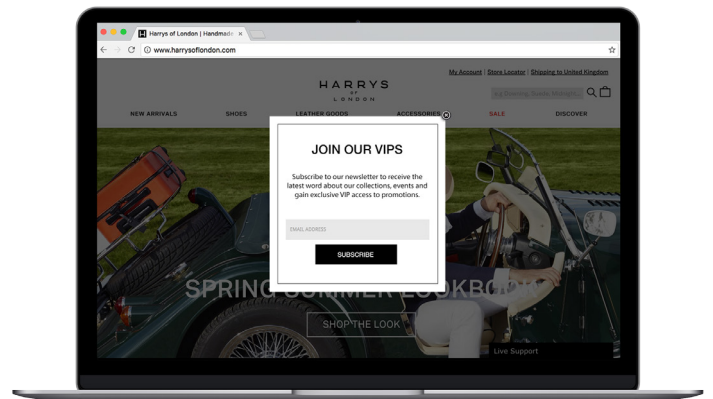
Campaigns that meet their objectives

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New customer acquisition: lead generation

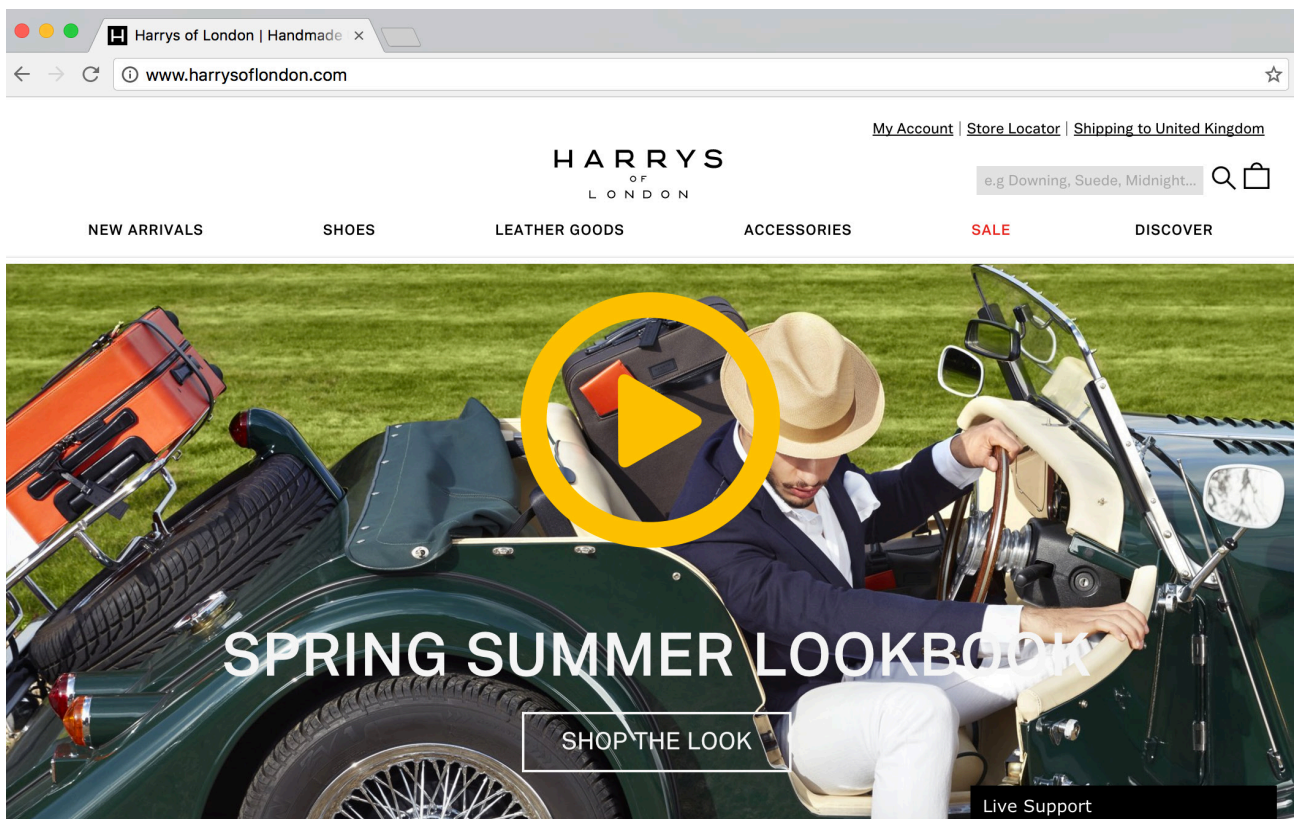
Harrys of London sells a high-value product but benefits from strong loyalty in its customer base; acquiring new customers is therefore a huge priority. To capture more email leads for its VIP programme during its Black Friday sale, Harrys delivered an overlay to visitors abandoning its sale page, creating the opportunity to engage them at a later date.

SUCCESS: **75 NEW LEADS**
FROM TARGETED ABANDONING VISITORS
IN ONE MONTH



How it works

Click the image to see the targeted incentive campaign in action on desktop:



About Yieldify

Yieldify creates smart and simple marketing technology products that predict customer behaviour to optimise customer experience with brand revenue.

Trusted by over 500 brands on more than 1,000 websites globally, Yieldify helps some of the world's innovative companies drive incremental revenue, including Marks and Spencer, French Connection, Steiner Sports, Omni Hotels and Anthropologie.

[Request a demo](#)

Some of our clients:

GOLDSMITHS
SINCE 1778

Staysure

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SPENCER**

 **Domino's**

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