A Top Retailer Leveraged Past Browsing Behavior to Drive $1,200,000 in Incremental Online Sales

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There's No Denying It, Ecommerce Is King

Our client is a home goods retailer with a strong ecommerce focus.

Ecommerce is taking over the retail market. Consumers around the world are shopping with the click of a button wherever they are, whenever they choose. Our client knows this all to well and wanted drive online sales in the ultra-competitive ecommerce market. Like many e-retailers they had previously leveraged video for branding and awareness but it wasn't a mechanism for performance-based marketing and measurable sales results.

The Challenge

Our client wanted to prove that personalized video across desktop and mobile could drive incremental online sales and a return on ad spend.

Campaign Highlights

$1,200,000
incremental sales
online through video viewers vs the unexposed audience

29% LIFT
in site visitation
vs the unexposed group leveraging past-viewing behavior

31,000+
video variations
showcasing 3,000+ products across 20 product categories.

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The Solution

Leveraging granular past-viewing data to drive personalized messaging

It's a no brainer, the more times you see a product of interest to you, the more likely you are to purchase. In an effort to increase and facilitate online transactions from past site visitors, Eyeview's solution onboarded the brand's product suite of over 3,000 products to seamlessly create personalized videos that incorporated products previously visited by a consumer. Eyeview identified consumers through website visitation, past purchase and CRM data to deliver thousands of video variations across desktop and mobile.

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Category Offers

20% OFF
Brooklyn Sofa

Suburbanite
Previously Viewed Sofa

Deal Incentives

SALE
Shop & Save up to 50%

DIY Enthusiast
Previously Viewed
Edison Bulbs

Previously Viewed Items

15% OFF
Art Deco
Mirrors

Young Professional
Previously Viewed Mirrors

CONSUMER IDENTIFICATION

Eyeview onboarded the brand's website visitation data to identify product interest and segment their online shoppers. This data, combined with CRM and past purchase data allowed us to target individual consumers with dynamic one-to-one communication.

PERSONALIZED 1-TO-1 VIDEO

Eyeview's decisioning algorithm created more than 31,000 video variations to showcase the 3,000+ products across 20 product categories.

RESULTS MEASUREMENT

From a success standpoint, Eyeview's solution was evaluated through a variety of different metrics that included third-party marketing attribution and the brand's third-party ad server, which resulted in $1.2 million in online incremental revenue for the brand.

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Results

Our solution proved that personalized video, drives measurable ecommerce sales. We delivered one-to-one communication to each *individual* consumer that would incorporate their past viewing behavior, consumer data and that would result in a sale. Ecommerce marketer's need to go *beyond* using video as a tool for branding, awareness and reach and leverage video to drive a return on ad spend.

This solution made consumers more likely to purchase, since they were viewing the product for a second time. Eyeview delivered *150%* over our client's prior benchmark goals for sales, which subsequently raised their benchmark. The improved user experience resulted in a CPA *50%* more efficient than their original goal.

Our solution delivering *$1.2MM* in incremental online sales was measured through third-party marketing attribution and the brand's third-party ad server.

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