# ALGONOMY

CASE STUDY

A leading North American fashion retailer
realized a **4%** lift in conversions in under **3 weeks** with **Algonomy's Social Proof**

THE CONTEXT

- This fashion forward retailer had already successfully deployed personalized recommendations and search.

- With the upcoming launch of a new clothing collection and a sale approaching, they wanted to further enhance visitor experience and accelerate conversions.

THE SOLUTION APPROACH

Channelize the power of social influence to accelerate conversions.

Only 8 left in stock

14 people bought this in the last 24 hours
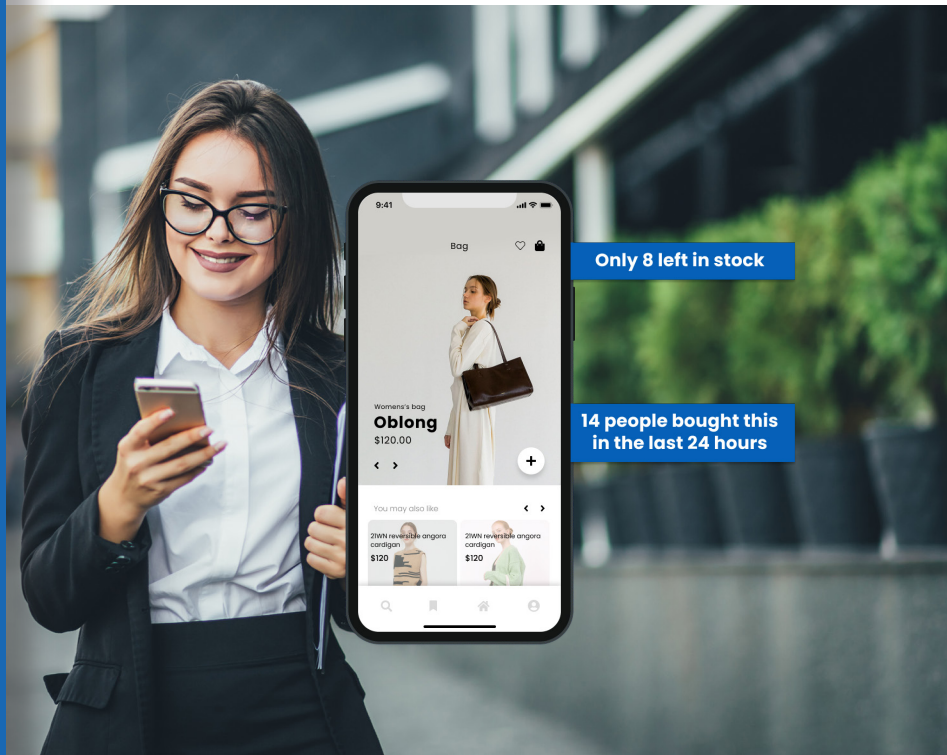
OUTCOMES

▲ **6%**
Increase in
Add to Cart

▲ **4%**
Increase in
Conversions

▲ **3%**
Increase in
Revenue Per Visitor

CLIENT OVERVIEW

- A leading fashion and apparel retailer with 900+ outlets and operating multiple retail concepts in North America.

- The retailer offers a very wide range of trendy and affordable clothing items for men, women, and kids.

THE CHALLENGE

This fashion retailer had set themselves ambitious sales goals for 2022. To achieve them, they had invested in best-of-breed personalized recommendations and search, which were performing well.

However, they needed to do more and had earmarked two events to shore up sales numbers.

(a)   Annual sale

(b)   Launch of a new collection for the season.

While sustained pre-event brand promotions were driving steady growth in traffic to their site, the retailer noticed a shift in their audience demographic - with over **50%** of their audience constituting **Millenials** and **Gen Z**.

They saw this as an opportunity to boost sales, and decided to closely align the online visitor experience with the way young shoppers buy.

Age Demographic
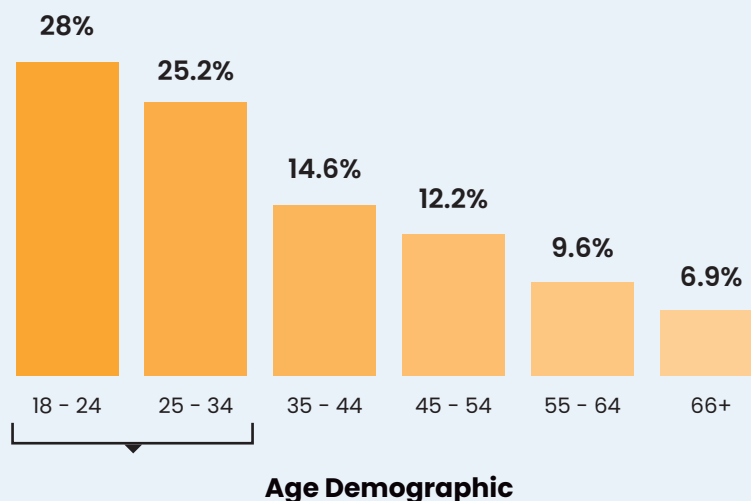
THE SOLUTION

To enhance the online experience and accelerate purchase decisions, the retailer chose Algonomy's Social Proof Messaging. The solution was deployed in just 3 days.
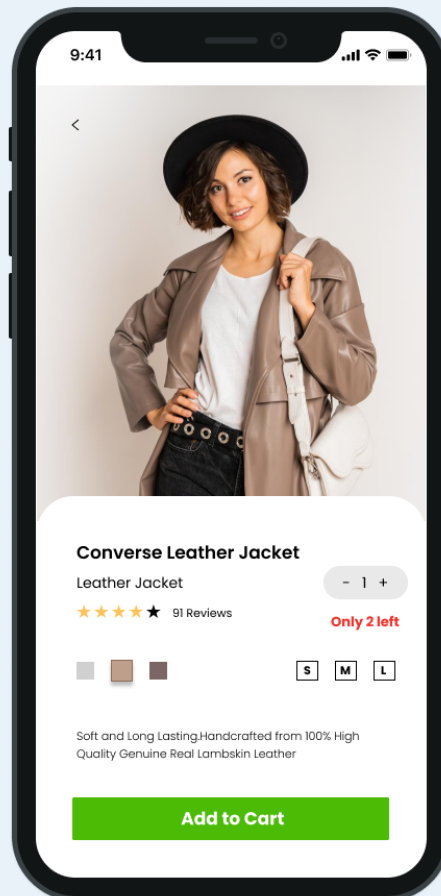
Converge shopper and product data

With Algonomy's Social Proof Messaging, the retailer was able to easily combine real-time shopper behavior and product data and use it to effectively create a buzz for their products – online.

The retailer was able to display metrics like number of people viewing the product, number of people who purchased an item, current stock availability for popular products – in real-time and personalized to each visitor.

The retailer decided to combine these with reviews and ratings for products to encourage customers to 'Add to cart'.
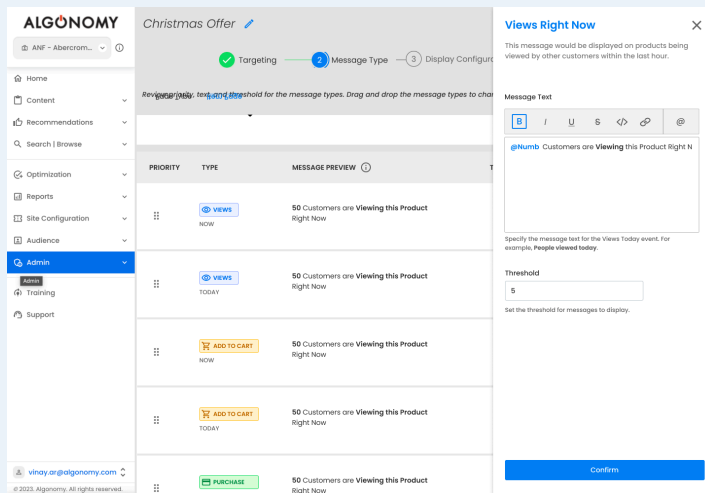
57 People are viewing this right now

21 bought in the last 12 hours

Converge Leather Jacket

Leather Jacket

★ ★ ★ ★ ★ 91 Reviews

– 1 +

Only 2 left

S M L

Soft and Long Lasting.Handcrafted from 100% High Quality Genuine Real Lambskin Leather

Add to Cart

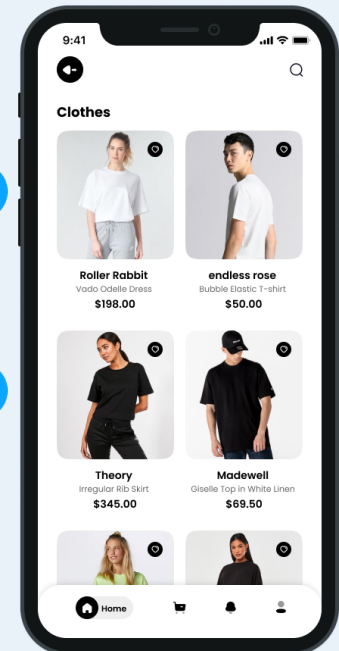## Targeted and real-time personalized messaging

The solution provided the retailer with the flexibility to define the audience that can view the social proof messages. The retailer chose to expose 90% of their traffic across 7 categories on the **category listing page** and **product detail pages** to social proof messages.

Additionally, they were able to personalize the message to each visitor based on their previous visit, display real-time purchase data and stock availability to build confidence, create a sense of urgency, and persuade visitors to buy.


Flexible, self-serve solution

One of the main reasons for the retailer to choose Algonomy's Social Proof was their flexibility and ease of use. Using pre-built templates they could customize messages, control its look and feel to meet the brand guidelines and match the brand voice.

It allowed the retailer to display multiple messages, determine their priority, their placement and how they would appear.

To optimize results, the retailer experimented with different message variants. Eventually, they chose the message variant that performed best and picked 3 real-time messages over two.

They also found that changing the threshold to 24 hours vs 12 hours increased the number of 'Add to carts'.

Through the extensive reporting available to them, the retailer was able to evaluate Social Proof performance by comparing results at a category and at a product level daily or/and weekly.
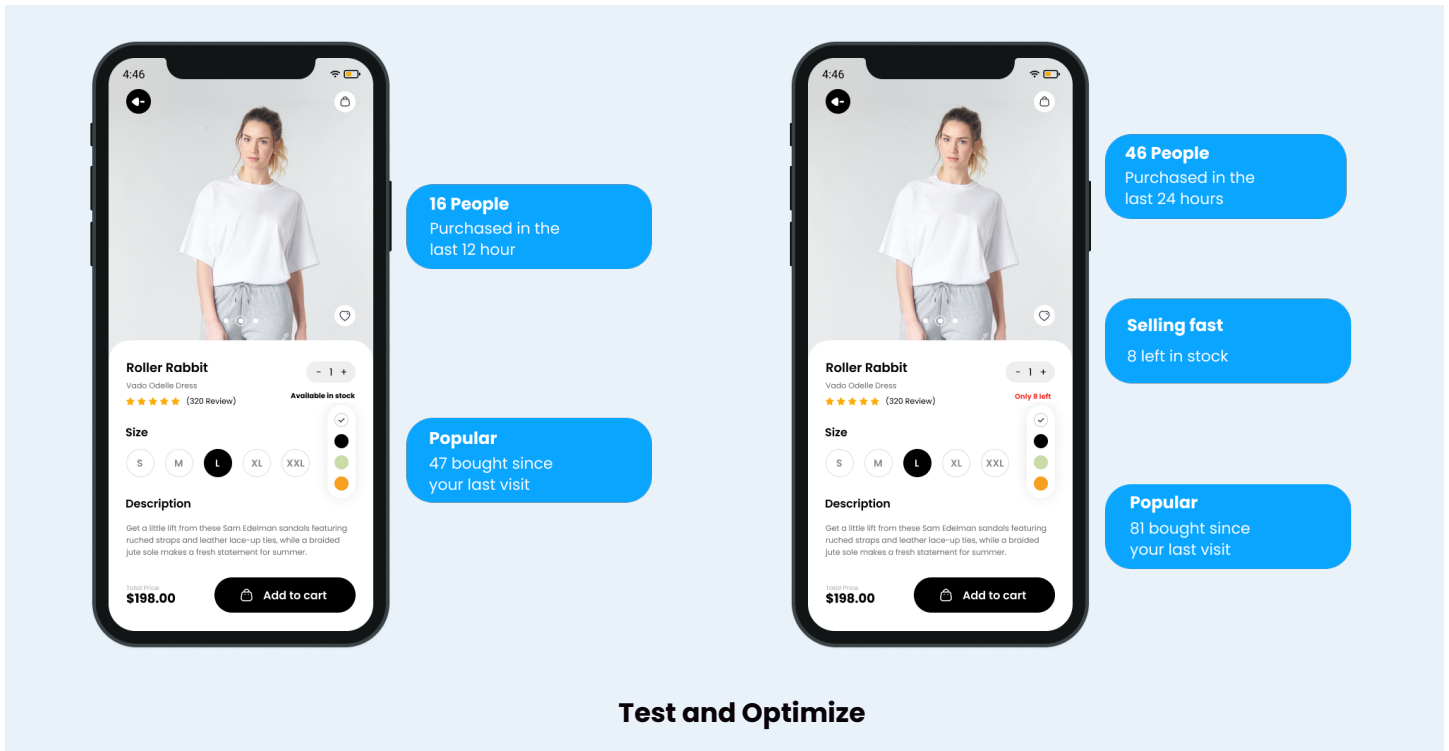
Test and Optimize

The Result

- The ease and flexibility of Algonomy's social proof helped them enhance the online experience for visitors by a few notches, and aided in helping build visitor confidence and trust.

- Ultimately, the retailer realized an incremental **4% increase in conversion** and a **6% increase in 'Add to cart'** with minimal effort.

Looking to accelerate purchase decisions and boost sales with Social Proof?

Request a personalized demo:
hello@algonomy.com

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