GRANIFY INCREASES RETAILER’S E-COMMERCE SALES BY 6.98% IN 90 DAYS
SUMMARY

The Challenge

E-commerce is an increasingly important and growing part of Company A’s business, but like many retailers, a majority of their website visitors leave without making a purchase. Company A, an international fashion footwear retailer, sought a partner to help convert more online shoppers without requiring a significant upfront investment of time or resources.

The Solution

Company A implemented Granify’s Revenue Optimization Platform. Granify uses machine learning to predict how individual shoppers behave from second-to-second and automatically takes advantage of opportunities to increase their probability of purchasing.

The Results

During an initial 90 day proof-of-concept period, Company A experienced a 6.98% increase in revenue in the Granify Group vs a Baseline Holdout Group. This percentage increased during the POC period from 4.09% in the first month to 7.70% in the third month as the Granify Brain learned the unique behaviors of Company A’s shoppers. Since the POC period, these results have continued to improve--reaching 9.41% revenue increase in the most recent month.
COMPANY A’S CHALLENGE OF CAPTURING LOST ONLINE SALES OPPORTUNITIES

Company A has made significant investments in personalization and A/B testing to improve its website and conversion rate but believed there was still a large opportunity to convert more shoppers. At its brick-and-mortar locations, associates are trained to observe shoppers’ behaviors and helpfully intervene when they observe an indecisive shopper. Company A believed that finding a way to replicate this capability online would enable them to capture a large number of previously missed sales opportunities.

Building this capability internally would require a significant investment in time, technical resources, and the recruitment of additional data engineers and data scientists that are expensive and in high demand. It would also require a substantial amount of learning time after the system was built before it would potentially be intelligent enough to recognize and influence buying decisions. In fact, there was no guarantee an internally-built system would ever become smart enough to provide incremental sales at the level that could be delivered by a partner with years of experience analyzing billions of shopper sessions, accumulated intelligence, and a complete focus on the problem.

Company A realized that finding a partner to solve this problem would be a much more effective approach than trying to build a solution internally.

Company A’s Search for a Partner

Company A identified five key requirements to evaluate potential partners:

- **Proven:** Company A wanted to invest in a partner that had proven it could drive significant incremental sales for retailers at scale.

- **Performance-Based:** Company A wanted a partner that was willing to forgo any fixed fees and receive a commission only on verifiable incremental sales.

- **Accountable:** Since Company A wanted to pay only for verifiable incremental sales, it was critical that there was a way to monitor and validate performance using its existing analytics software, Google Analytics.

- **Full-Service:** Company A had a long backlog and limited resources available for a new project. It was important that a partner had a highly competent responsive team that was willing to provide white-glove service at each step of the implementation process and thereafter.

- **Fast Results:** Company A wanted to see a meaningful bump in sales as quickly as possible.

After an exhaustive search for partners, only one met all of the requirements — Granify.
“We knew our website was leaking customers, but we didn’t know why. None of our analytics programs could tell us. So for a long time we just accepted the fact that there were some people who visited our site who just weren’t going to buy anything, and there was nothing we could do about it. We’re so happy we decided to stop accepting this problem and to partner with Granify to help us solve it.”
Enter Granify

Granify is a powerful online revenue optimization platform for enterprise retailers. The platform uses machine learning to predict how individual shoppers behave from second-to-second. This enables Granify to automatically take advantage of opportunities to increase shoppers' probability of purchasing.

Granify met each of the requirements that Company A specified.

<table>
<thead>
<tr>
<th>Company A’s Requirement</th>
<th>Granify</th>
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<tr>
<td>Proven</td>
<td>Delivers significant incremental sales to many of the largest retailers and was willing to set up reference calls with them.</td>
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<tr>
<td>Performance Based</td>
<td>Offers a performance-based pricing model without fixed fees. Charges a commission only on sales that would not have occurred without Granify.</td>
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<td>Accountable</td>
<td>Allows clients to independently monitor and validate incremental revenue in Google Analytics, Omniture and other analytics software.</td>
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<tr>
<td>Full-Service</td>
<td>Provides exceptional service throughout the implementation process as well as post-implementation via dedicated account management and direct peer-to-peer technical support.</td>
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<td>Fast Results</td>
<td>Eliminates the typical cold start period by leveraging its accumulated intelligence from analyzing and interacting with billions of shopper sessions. Delivers significant positive results, typically within 30 days.</td>
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Company A’s Lost Revenue: Making It Real

During the initial consultation, Granify estimated the impact it could have on Company A’s online sales. This gave Company A a picture of how much additional revenue they could capture with Granify.

Shortly after, Company A began working toward a 90-day proof-of-concept period that would use this initial estimate as a threshold to determine success.
COMPANY A AND GRANIFY: RESULTS OF THE FIRST 90 DAYS

During the 90 day proof-of-concept (POC) period, Granify increased revenue per session (RPS) by an average of **6.96%**. From the beginning of the POC to conclusion, this increased:

**FROM**

+4.03%

IN THE FIRST 30 DAYS

**TO**

+7.70%

IN THE FINAL 30 DAYS

The performance increase during the POC was a result of the Granify Brain learning the unique behaviors of Company A’s shoppers.

Revenue Per Session increase was strong across all device types, particularly mobile web. During the 90 day POC, Granify increased the RPS by an average of:

- **MOBILE WEB** +7.67%
- **DESKTOP WEB** +6.16%
- **TABLET WEB** +5.47%
FROM **PROOF-OF-CONCEPT TO LONG-TERM PARTNERSHIP**

Prior to the POC, *Company A* and Granify agreed that a 2% sales lift would constitute a successful test POC. After an extremely successful POC period where Granify’s impact on sales grew from 4.09% in the first month to 7.70% in the final month, it was an easy decision to enter a longer-term agreement.

“Granify has become a significant driver of e-commerce sales, and a true partner to us... **We wish we had started working with Granify much sooner.**”

Since then, Granify has created additional shopper engagement tools with *Company A* to help lift incremental sales even higher. In the most recent month, incremental sales lift was 9.41%.

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**Is Granify Right For You?**

By partnering with Granify, *Company A* was able to quickly and significantly grow its e-commerce sales. If you choose to partner with Granify, you will also experience verifiable revenue growth that increases over time.

**Partner with Granify—Risk Free**

Granify removes the risk from the partnership. There are no implementation fees and no ongoing fixed fees. You pay nothing if Granify doesn’t generate incremental sales that you wouldn’t otherwise have and that you are able to independently validate.

**Schedule your consultation today.**