

GRANIFY INCREASES RETAILER'S CONVERSION RATE 31.24% FOR INSTAGRAM-ORIGINATING TRAFFIC

THE TREND

As online shoppers have continued to shift from desktop computers to mobile devices, social media sources have been driving more and more traffic to retailers' websites. One retailer was seeing a growing portion of its e-commerce traffic arriving from Instagram. The retailer knew that there was a large opportunity to increase revenue by improving conversion rates among these sessions.

ENTER GRANIFY

Granify optimizes e-commerce sessions to convert more shoppers without sacrificing average order size or customer experience.

It increases mobile web conversion rates exceptionally well. Partnering with Granify would provide the retailer with a step up in revenue from the traffic coming from all sources, including Instagram.

THE RESULTS

Granify increased conversion rates significantly for the retailer within the first 100,000 sessions. Overall, conversion rates from Instagram-sourced traffic rose by 31.24% because of Granify. For traffic arriving from Instagram Shopping, the sessions Granify optimized were 33.90% more likely to convert than those sessions without Granify. Those arriving from Instagram Stories were 24.85% more likely to convert.



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