

IMMEDIATE IMPACT FOR INDUSTRY-LEADING RETAILER

Granify Further Optimizes Well-Tested Site, Increasing Conversion by 3.6% in 60 Days

Company G, a Fortune 250 retailer, had made significant investments in personalization and A/B testing to improve the conversion rate across all of their brands' sites. Company G's largest brand already had an industry-leading conversion rate of 5.5%. Consequently, they did not expect Granify to make such a large impact on this particular site.

The retailer was surprised to find that Granify increased both conversion rate and revenue per visit by over 2% in the first 2 weeks after activation. By the end of the 60 day trial period the conversion rate lift had improved even further, reaching 3.6%; this translated to an additional 9 cents for every visit.

In addition:

- Performance was positively impacted across all device types, but the greatest lifts were observed on mobile (the retailer's main traffic source)
- Average order size and items per transaction stayed consistent and unaffected throughout the trial period
- Granify messages that guided shoppers to the checkout process at the ideal time provided the greatest conversion rate lift

More recently, over Cyber Week 2021, **Granify improved Company G's four-brand conversion rate by an average of 3.9%.**



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