

Increasing a Retailer's Holiday AOV by 11.3% with Customer Delight

Our partner, a US-headquartered furniture titan, knew Christmas was a time of year where adding an extra bit of 'jolliness' to the customer experience could make a huge impact on revenue. The retailer wanted an out of the box, creative solution to highlight their products, all while creating an experience that would leave their customers feeling delighted.

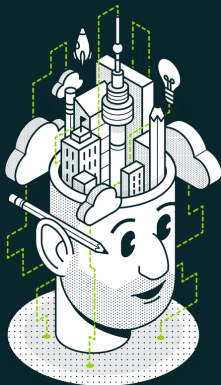
The Granify team jumped right in, coming together to brainstorm the most creative execution. Granify's design and animation teams then refined and built the campaign, while our engineers configured the technical set up. The end result: a whimsical on-site experience optimized to sprinkle the shopper journey with holiday delight, all while highlighting new products to the viewer.

A TOUGH NUT TO CRACK

When looking at potential options for this client, two criteria needed to be met:

1 The campaign needed be launched with ample time to run during the holiday season.

2 When a shopper came across this onsite interaction, they would end up feeling a sense of delight and whimsy.



"Can we have someone so charmed with the interaction on the site, that it puts them in a much better state of mind to convert with this retailer?"



Taylor Schaerer

Chief Concept Guru and Product Manager

Getting Cracking

The Granify team sprung into action, brainstorming initial ideas. Concepts Project Manager Taylor then began crafting rough sketches for ideas that would inspire and uplift customer spirits, all while uncovering hidden revenue for the client.

After some small feedback from the client, the design team got to work making Taylor's vision a reality. And once the designs were completed, the Customer Success team brought the designs to life with animation. Planning out the structure and animation methods, soon Taylor's initial sketches became an on-site reality.

The final campaign was designed to work with either one of our recommendation engines based on the shopper's previous viewing or buying history, or even as simple as pushing the products that the client wants us to encourage most.



FOR SHOPPERS WHO SEEM TO BE STRUGGLING TO FIND ANYTHING A NUTCRACKER APPEARS AND OFFERS TO GUIDE THEM TO HOLIDAY DECORATIONS

THE RESULTS

The campaign sleighed. Over the three weeks that the product spotlight ran it appeared in **45,582 sessions**, with results that made it a holly jolly season for this national retailer:

11.3%

Average Order Value Lift

\$18,000+

Incremental Revenue Generated

8.6%

Total Revenue Lift

"There's really no limit to what we can do at Granify"

Did we mention we have no implementation or setup fees? We're so invested in your success that we only make money when you do.