

REVENUE INCREASED 17.60% ON SESSIONS COMING FROM FACEBOOK

BEFORE PARTNERING WITH GRANIFY

Fashion retailer Company Q needed an optimization solution for their e-commerce website which would focus on driving revenue growth from their existing traffic, much of which was entering the site from Facebook. They needed to increase conversion rates for these Facebook-originating sessions without reducing the sessions' average order size. Company Q sought a solution that would have a positive impact across all device types and help them leverage their existing strong customer base.

GRANIFY'S IMPACT

To accomplish its goals, Company Q partnered with Granify, a revenue optimization platform. Granify analyzes the digital behavior of each session to create the optimal path to conversion for every shopper. For Company Q's web traffic coming from Facebook, the first 4.4 million sessions Granify optimized saw a total increase of 17.60% in revenue per session. Broken down by device type, the impact was positive across the board: mobile web RPS increased by 17.00%, desktop RPS increased by 30.61%, and tablet RPS increased by 40.13%.



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