

GRANIFY TAKES BETTER TO BEST

THE PROBLEM

A national home shopping channel was seeing high conversion rates on their e-commerce site. Perhaps that wouldn't have seemed like a problem to most, but this retail network was not going to be comfortable until they had reached the best conversion rates possible for their website.

THE SOLUTION

The retailer partnered with Granify to reach an optimal conversion rate above their already excellent rate. Together, they built a set of messages that incorporated Granify's proven learnings and the network's unique branding. Granify used its machine learning technology educated by billions of online sessions of behavioural data to power the messages. Granify capitalized on opportunities to increase the probability of conversion for the outlet's shoppers in real time.

THE RESULTS

The retail network's conversion rate went from better to best, increasing by 3.09%. This growth produced a \$34.5MM increase in online sales for the retailer in 2019 that was directly attributable to Granify.



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