



Charming Charlie: Modernizing Swiftly to Stay Ahead of the Competition



Revenue Per
Visit Increased By

21%

Charming Charlie is an established brand with a 10+ year brick and mortar business. The contemporary women's fashion and accessories retailer's mission is to help every woman be colorful, confident and chic.

In line with that goal, the retailer launched its digital store two years ago. The company is focused on Personalization to take their customer-first approach to the next level.

Working with their existing tools, it took 60 hours a week to merchandise the product detail pages and the return from these efforts didn't match the workload. Charming Charlie needed a new solution capable of generating significant results to stay ahead of their competition, while also significantly reducing the team's highly manual cross-selling and up-selling process. If that wasn't enough of a challenge on its own, the brand needed to accomplish all of this in the autumn directly leading up to their holiday code freeze.

The Charming Charlie Team Came Up with the Following Objectives:

- Replace the highly manual merchandising process
- Incorporate a more successful Personalization strategy
- Be highly effective at upselling and cross selling relevant merchandise to each visitor

After conducting a thorough evaluation of all options in the marketplace, the team found that Reflektion's Individualized Commerce solutions aligned with Charming Charlie's specific needs.

Charming Charlie's New Approach Focuses on Each Individual Digital Shopper

Based on previous exposure, Katie Kirkpatrick, VP of Ecommerce at Charming Charlie, was already aware of the strategy called Individualization, a next-generation approach to Personalization that is built around the individual shopper as opposed to broad segments. She saw an opportunity to provide a real-time response to each of Charming Charlie shoppers' interests and knew that an individualized approach was the ticket to more engaging, valuable lifetime shopper relationships.



Onsite Merchandising that's On Target and is No Longer Manual

By leveraging Reflektion's Individualization approach, Charming Charlie's onsite cross-selling and up-selling is now built around each individual shopper. By responding to the individual's on-site behavior in real time, Reflektion's solution minimizes the need for manual merchandising (while staying within Charming Charlie's overall brand merchandising guidelines). This has freed up valuable staff time and now allows everyone to focus on other important elements of the digital business. The retailer's new approach has also maximized the merchandising team's impact by establishing stronger presentations and up selling opportunities across the website experience.

Charming Charlie Sees Additional Merchandising Opportunity

Charming Charlie looked for opportunities in underutilized areas on their site and decided to try something new with their site search. Instead of looking at it simply as a text-based look up tool, the retailer saw site search as something capable of yielding much more engaging, higher converting experiences. They transformed site search into a merchandising solution that presents visitors with visual product previews and tailors results around each individual's preferences and current shopping intent.



Advancing to a Next Generation Solution

Charming Charlie is now further ahead of where they had been with Personalization, prior to launching Reflektion's Individualized Commerce solutions. The retailer understands that no two shoppers are the same. Rather than treat 5,000 people as one, Charming Charlie is now relevant to every visitor, curating each shopping experience to the individual. This translates into a more intuitive shopping experience for visitors as well as higher conversions for the retailer.

Quick Launch Ahead of Code Freeze Thanks to a Solid Partnership

The team was able to meet their last and maybe most challenging hurdle, launching within a six week time period, before holiday code freeze. Much of their success in beating the clock came from Charming Charlie's close alignment with Reflektion's Client Success Team. In the words of David Torres, Charming Charlie's Director of eCommerce Technology, "I have two types of people that I work with in my business, vendors and partners. Reflektion was one of the best partners I've encountered. They hit it out of the park."

Charming Charlie's Individual Shopper Focus Paid Off

Charming Charlie thoroughly evaluated the results of their new strategy by splitting their traffic between A) traffic influenced by Reflektion's Individualized implementation; and B) a control group consisting of non-Reflektion influenced traffic (their old approach). The split test evaluation clearly demonstrated that Charming Charlie was on the right path. Compared to the control group, Charming Charlie saw a 21% increase in Revenue per Visit, with Conversion Rate also increasing substantially.

- 21% boost in Revenue per Visit (RPV)
- Live in 6 weeks (before holiday code freeze)

"The results and internal efficiencies have been big wins. Everyone is excited about how this new strategy is impacting our business. The speed of the implementation, the level of support from Reflektion's Client Success Team, and the lift in key metrics have all exceeded our expectations," said Kirkpatrick.

Results

Revenue Per Visit

↑ 21%

Live In

6 WEEKS
(before holiday code freeze)