

Marmot Increases Conversion Rates by Double Digits with Individualization



 **13%** CONVERSION RATE

SHOP.ORG
DIGITAL COMMERCE
START-UP OF THE YEAR
2015 WINNER

Since 1974 Marmot has been committed to designing the highest quality performance clothing and equipment. The retailer was the first to use Gore-Tex and their fans are some of the most extreme adventurers on the planet. Marmot is a true pioneer in every sense of the word.

Recently, 1 to 1 Personalization became a priority for Marmot's parent company and its corporate family of brands. Marmot's Jeff Milbourn started to explore options, with the goal of updating the brand's digital strategy around 1 to 1 Personalization and increasing top line conversion rates.



Jeff talked to other brands in his corporate family and evaluated legacy tools that depend on overly broad segmentation tactics. He looked at a number of personalization platforms and found the standard promises were low single-digit lifts in conversion rates, which didn't impress him at all.

In exploring options, Marmot found Reflektion, a unique personalization solution that demonstrated an ability to respond in real time to the complete shopping behavior of each individual visitor (including clicks, site searches, add to carts, etc.). Reflektion passed Marmot's litmus test for true 1 to 1 Personalization and presented an opportunity for double-digit conversion increases.

Marmot And Individualization

Reflektion's Individualization solutions capture and respond to the individual interests and intent of each visitor in real time, which aligned with Marmot's 1 to 1 strategy. Shoppers reveal their preferences for attributes like color, style, size, gender, category and more through their clicks, searches on the site, and other activity. Across the entire digital store, Reflektion is constantly learning and responding in real time to this data by prioritizing the most individually relevant products and content first.

Marmot conducted a thorough and detailed test by splitting traffic between Reflektion and a control group. The Reflektion group generated a dramatically higher, 13% conversion rate. These results validated and exceeded Marmot's expectations for what can be accomplished with a 1 to 1 approach to Personalization. After understanding the clear success of the test, Marmot exposed all of its traffic to Reflektion's higher converting Individualized experience.

In addition to the dramatic conversion increase, Marmot was able to establish new high-water marks and expectations for other critical metrics for their business, including revenue per site search, shopper engagement and revenue per visit.



Positive Impact to Marmot's Bottom Line Within Weeks

Another benefit of Reflektion's approach was the speed with which the project was implemented. Within a number of weeks, Reflektion's full Individualization solution including Instant Visual Site Search and Predictive Product Merchandising was live across the complete Marmot shopping experience. This increased velocity ensured Marmot's success with Individualization had an immediate impact on the company's bottom line.

This accelerated launch process is different than segmentation-based Personalization approaches, where implementations are measured in months (typically 3-6), not weeks.



Next Steps for Marmot and Reflektion

Now that Reflektion's Individualization solution is paying off for Marmot, the retailer is looking to extend it to more opportunities across their business, including (but not limited to) email. Fueled by Marmot's success, news has spread within the corporate family and other brands are beginning to implement Reflektion on their own digital stores.

Results

 **13%** CONVERSION RATE

"1-to-1 Personalization is a different ballgame. The fact that the experience is based on user behavior and click patterns is very powerful. As I vetted different vendors, I couldn't find that with anyone but Reflektion."

Jeff Milbourn, Director of eCommerce