

# Godiva Sweetens Online Sales; Improves Conversion Rates by 24%



**24%** INCREASE  
IN SITE WIDE  
CONVERSION RATE

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

Godiva, a premier maker of fine Belgian chocolates, owns and operates more than 600 boutiques and has a presence in more than 100 countries. During its 90 years, the company has developed a signature style and personalized service for shoppers at its bricks-and-mortar locations. Now it's pioneering ways to recreate that luxury gourmet experience for its online customers, too.

Walk in to any Godiva shop in the world and you'll know it's a premium brand: there's the tastefully designed stores with warm woods and rich Carrera marble, jewel-like displays, and the rich scent of chocolate. The question for Godiva was how to translate that luxury brand into an online shopping experience that could make every individual shopping on the website feel like a valued customer of a premium brand.

occasion, and then recommend special packaging or items that you might not have otherwise noticed. Godiva wanted its website to do the same.

"For luxury brands, personalization conveys the premium nature of the brand online," says Brita K. Turner, Director of eCommerce at Godiva. "Customers expect luxury goods sites to 'know' who they are, how and why they shop with that brand, and what they like."



## Godiva Implements Individualization, Converting Shoppers to Customers and Boosting Conversion Rate

Charged with creating a luxury online shopping experience for shoppers on Godiva's ecommerce site before the year-end holiday season, Turner wanted a website that would fulfill all those expectations and offer a personalized, intuitive, and responsive experience similar to shopping in a Godiva boutique with an attentive associate. In a Godiva retail location, you don't have to hunt around and help yourself. Staff notice what you're looking at and provide more information about those items, and then suggest related goods. They often ask whether it's a special

To offer online customers the same great individualized experience that they'd get in a boutique, Turner knew the website couldn't just segment customers. It had to "know" them as individuals, just like sales associates get to know the regulars in the boutiques.

"Only Reflektion could offer that quality of interaction," says Turner. "And our shoppers expect that more engaging and personalized experience across our website that Reflektion offers."

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Godiva's lean ecommerce team partnered with Reflektion to swiftly deliver key functionality in time for the 2015 holiday season. Instead of searching through multiple category trees or product labels, within a few clicks first-time shoppers are now presented with products that appeal to their individual interests and match their intent. What's more, returning visitors automatically see recommendations based on preferences from previous visits.

As customers look around the website, Godiva.com interprets each click, site search and page view to present the most relevant products to each website visitor right away, mimicking their skilled salespeople that present options based on what a customer is looking at in the store. This luxury shopping experience has resonated with shoppers: Godiva.com conversion rates have jumped nearly 25 percent since implementing Reflektion.



Prior to working with Reflektion, the Godiva team used to set up static recommendations manually and hope that they would appeal to most customers. Now that it can serve each individual, Godiva has seen not only a significant lift in desktop conversion rates, but was able to generate an even larger increase in tablet conversion rate of more than 28 percent. Because customers can find things more easily, get the perfect recommendations, stay a little longer on the site, and ultimately buy more.

"Luxury brand customers expect a certain level of engagement and recognition," says Turner. "Personalizing at an individual level, rather than just to a customer segment, enables us to exceed that expectation. Plus, the Reflektion solutions were simple to work with and their client team was extremely helpful. We couldn't afford to take on a vendor that would require more attention than our small team could provide."

## Results

Site Wide Conversion Rate Increase

↑ 24%

Tablet Conversion Rate Increase

↑ 28%

Live In

25 DAYS

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## Next Steps for Godiva and Reflektion

Going forward, Godiva is already looking to take the next step in leveraging Reflektion's individualized approach to create more personalized and relevant customer emails. While other solutions deploy email campaigns at the segment level, Reflektion applies individual shopper preferences and tastes into the content of each email message, ensuring maximum relevancy.

In addition Godiva's site already implicitly personalizes the customer experience behind the screens, but going forward the company has plans to implement explicit personalization, too. This would raise customers' awareness of the extent to which the site was catering to their preferences. It might, for instance, greet a customer with a message such as, "Hi, Rita! Did Julie like the biscuits you sent? Have you tried them yourself?"

"We didn't just buy a product when we chose Reflektion," says Turner. "We forged a partnership that will help keep Godiva on the leading edge of online luxury brands."