

# SmartPak Spurs Double Digit Conversion Rate Increases with Individualization



**12%** INCREASE IN SITE WIDE CONVERSION RATE



Since 1999, SmartPak Equine has been committed to simplifying the administration of nutritional supplements and medications to horses. The Company’s tack, equipment and patented SmartPak™ supplement feeding system are used by thousands of barns and horse owners across the country. Founded by riders and horse owners for riders and horse owners, SmartPak is truly a unique breed of retailer.

Horse riders and equine enthusiasts are a highly informed, passionate and tight-knit community. This passion demands a retailer with equal or greater expertise and passion; someone intimately aware of the unique wants and needs of today’s horse riders and owners.

With this goal in mind, and a desire to gain more insight into each customer’s unique intent, SmartPak turned to Reflektion to provide intelligent merchandising on its homepage and product description pages, as well as individualized site search.

## Personalization is in SmartPak’s DNA

It’s easy to assume all equine enthusiasts are the same, but in truth, they’re actually extremely diverse. There are myriad types of riders, horse breeds, and equipment – each with their own unique needs and requirements. Treating them as one generic group can quickly make customers feel minimized and undervalued; this is the last thing SmartPak wants to do when engaging its customers online.

SmartPak customers have come to rely on SmartPak to provide products, services and solutions tailored to their specific wants and needs. With personalized service being a hallmark of the SmartPak customer experience offline, the Company was looking for a means of emulating that warm, welcoming experience for its customers online rather than something cold and catalogue-like.



## SmartPak and Personalization

SmartPak had previously explored a segmentation-based approach to personalization but quickly found that it didn’t respond to the individual intent of each shopper, it merely offered “most popular” items to an overly large, generic group. For example, repeatedly presenting Western saddles to a customer that has signaled a preference for English saddles could cause a visitor to leave the site, or worse, make them feel devalued or as though SmartPak doesn’t (or can’t) understand their individual needs.



Ultimately, SmartPak wants to intimately understand the unique needs of each customer in session and between sessions. This goes beyond simply understanding who the customer is and what marketing tactics can be pushed to them. It's about discerning, in real-time, what they're shopping for and what their intent is and then making that discovery process as streamlined and engaging as possible. Reflektion is making this dream a reality.

With Reflektion, SmartPak has built its personalization efforts around the individual vs. a group, in order to listen to and understand each site visitor's behavior and intent. They have accomplished this not just in a singular experience on the site, but across the entire customer journey – on the home page, product detail pages, and even site search. Reflektion helps address that immediate need and “narrows the store” by prioritizing the most individually relevant products in the site search or by showing relevant options across the site on the home page and product detail pages. The result is a more engaging customer experience that helps them find what they were looking for in the moment – whether it be specialized gear that suits a specific style of riding, suggestions on supplements that will help owners keep the horses they board healthier, or medications required for an aging horse.

### Conversions Spike Double Digits Within Weeks

SmartPak knew within just a few weeks of the Reflektion implementation that it had made the right choice. Its first website test showed a dramatic double-digit improvement in conversion rates compared to its existing recommendation engine and auto complete processes. Both internal users and external visitors appreciate the way the site can now offer a highly visual, intuitive search experience that presents individually relevant product images. They also enjoy dynamic product recommendations that are incredibly relevant and able to adapt to each individual. Reflektion developed intelligent algorithms specifically for SmartPak that consider thousands of attributes like clicks, add to carts, searches, and past purchasing

## Results

Site Wide Conversion Rate Increase

↑ 12%

Revenue Per Search Visit Increase

↑ 22%



behavior. As a result, within only a few clicks, site visitors are presented with fresh, relevant, and logical recommendations that take into account their past interactions.

“To truly help our customers online, we need to understand and respond to their situations at an individual level; Reflektion allows us to do just that,” said Ken Phillips, SmartPak’s VP of ecommerce. “We were able to get Reflektion up and running with minimal effort. The speed of implementation and the support from Reflektion’s Client Success have surpassed our expectations; and the results speak for themselves. Double digit growth in a matter weeks is incredible!”



By understanding the nuance of equine enthusiasts and treating each person as an individual, SmartPak has achieved their goal of creating a conversation-like experience that respects its customers and truly reflects the brand’s unique offline experience.