



Reflektion



# How Metal Mulisha Beats the Smartphone Conversion Game and Connects with their Nonconformist Consumers



Metal Mulisha was started by freestyle motocross riders in 1999. The brand represents an entire culture of nonconformists who share a rebellious spirit and a daring attitude. Its consumers are very active. Their customers would literally rather be on the trail than sitting behind a desktop computer. The brand's user base has accelerated well above industry standards for smartphone access. Metal Mulisha's ability to deeply engage with these users is crucial to the brand's success.



When looking at smartphone related metrics, traffic volume was not an issue for Metal Mulisha. Nor were email open rates. For the most part, everything seemed to be going moderately well, except for two major problems. As with the rest of their peers in eCommerce, Metal Mulisha was challenged with smartphone conversions that were about a third of desktops and tablets. Additionally, engagement was lower than Metal Mulisha would have liked. Bounce rates from smartphones were too high and time spent on site was not high enough.



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## Metal Mulisha realized their growth depended on an adjusted eCommerce strategy that emphasized the following goals:

- 1 Lift smartphone conversions
  - 2 Keep users consistently engaged with the brand while on their smartphones
  - 3 Maintain unique and authentic brand messaging within limited smartphone real estate
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To reach these goals, Metal Mulisha focused on Individualization, a concept that tailors the eCommerce experience to each individual consumer.



## Reflektion's Individualized Solution for Smartphones

Metal Mulisha already recognized the value of a personalized eCommerce experience. They had previously achieved a 67% increase in conversion rates on desktops by implementing Reflektion's Individualization solution. Their existing desktop solutions provide each online consumer with a tailored experience that takes into account their individual past and present engagements with the brand (including visits, clicks, and searches, in addition to purchases).

Metal Mulisha believed in the individualized approach and knew a version of it could be applied to their smartphone eCommerce experiences.

## Individualized Product Merchandising: How Metal Mulisha decides which products should be showcased to which visitor

The biggest limitation on a smartphone is screen real estate, where there is only so much space to show consumers the products retailers think they will buy. As eCommerce has learned the hard way, showcasing the exact same items to a single audience consisting of all who browse the site (1 to all) has little to no positive effect on conversion rates. Breaking an audience down into groups (1 to many) and recommending products that are based on the assumed average purchasing behavior of broad segments, offers nothing more than a slight bump.



With such limited room to work with on a smartphone screen, how does Metal Mulisha determine which of their products should be shown to which visitor? The answer is by using Individualized Product Merchandising that show customers the exact items that resonate with them based on the personal preferences they have expressed by browsing and buying on the site.

### How does it work?


For each visitor, Reflektion gathers all the data they share as they engage with the Metal Mulisha site. That information is paired with powerful machine learning algorithms which work behind the scenes to merchandise for each unique customer in real time. So when a visitor selects men's tees, the first items he sees are those t-shirts he is most likely to purchase.

Merchandising to each individual in a way that is relevant and authentic to the specific individual who is browsing from their smartphone is a tremendous opportunity to win their business. By accurately pinpointing what each consumer really wants and recommending the products they are most likely to buy, smartphone conversion rates have soared.

## Relevant Individualized Smartphone Site Search Results

Site search is one of the highest signals of purchase intent that exists in eCommerce. Leveraging it to its fullest potential was part of the special sauce Metal Mulisha needed to increase conversions. Like many online stores, they felt it was grossly underutilized and did not align with visitors' immediate needs

With Reflektion, Metal Mulisha was able to transform site search into an intelligent individualized experience tailored to each shopper's preferences. The list of search results an individual sees are prioritized around their previously expressed preferences. Rather than pollute each tiny one-column screen with an extensive random list of all hats sold by the company, when a visitor searches for 'hat' they first see results matching their gender, style, present circumstances, and unique preferences.



### Results

Smartphone Revenue

↑ 36%

Tablet Revenue

↑ 23%

Overall Conversion Rates

↑ 28%

Since Metal Mulisha has added Individualization, smartphone revenue has increased by 36%. As an additional benefit, tablet revenue has also grown by 23%. Since half of Metal Mulisha's consumers shop from their smartphone or tablet devices, these improvements have significantly affected their overall business.

These conversion rates also serve as validation that the brand has discovered a way to authentically communicate with their nonconformist client base and ensure ongoing brand loyalty.