



Reflektion

O'NEILL 

How O'Neill Boosted eCommerce Sales by Applying a 60 Year Old Approach to Retail

The O'Neill Clothing Company's consistent success stems from a practice of listening and responding to the unique needs of each of its customers.

Since Jack O'Neill opened his first store in 1954 on Ocean Highway, customers could always count on getting personalized advice and suggestions from Jack and his team.

Over the past 60 years, O'Neill has swiftly adapted and grown with each generation. The personalized treatment Jack first provided to his customers now flows through the veins of the company, even as "personalization" has evolved into new shapes and forms.



Recently the company was faced with a challenge: how to engage with today's digital consumer online while still applying the one-to-one approach it is known for. O'Neill's solution to these challenges have completely changed how the company looks at how eCommerce fits into their brand engagement.

The brand sought to create a true market of one online that accomplished the following goals:

1

Digitally recreate the level of personalized recommendations offered to customers in their stores

2

Use eCommerce to merchandise according to each visitor's unique taste and history

3

Deliver an engaging experience for growing generation of younger customers



Reflektion's Individualized Commerce Platform has Made it All Possible

O'Neill turned to Reflektion to see if they could address their objectives. Reflektion's platform was designed to capture and analyze every unique customer behavioral touchpoint. By taking this data and applying machine learning algorithms, the solution creates truly engaging Individualized experiences.

Reflektion's solution for O'Neill includes individualized Merchandising, Site Search, and enhanced smartphone and tablet experiences. These features work together to create a deeply engaging, brick-and-mortar influenced eCommerce experience for every single visitor. Consumers visiting the oneillclothing.com site should feel as engaged as if they were walking through the doors of a physical O'Neill retail store.

Individualized Merchandising

Reflektion's technology has created a curated, personalized digital store for O'Neill customers that is close to what they might find at a retail location.

If a visitor is interested in a specific color of shoe or style of jacket, those preferences are tied together to determine their unique taste. Just as a good store associate would, Reflektion's technology uses these individual taste attributes to personalize site merchandising, weighing the results with what the shopper is most likely to be looking for, and leading them down the path to purchase.

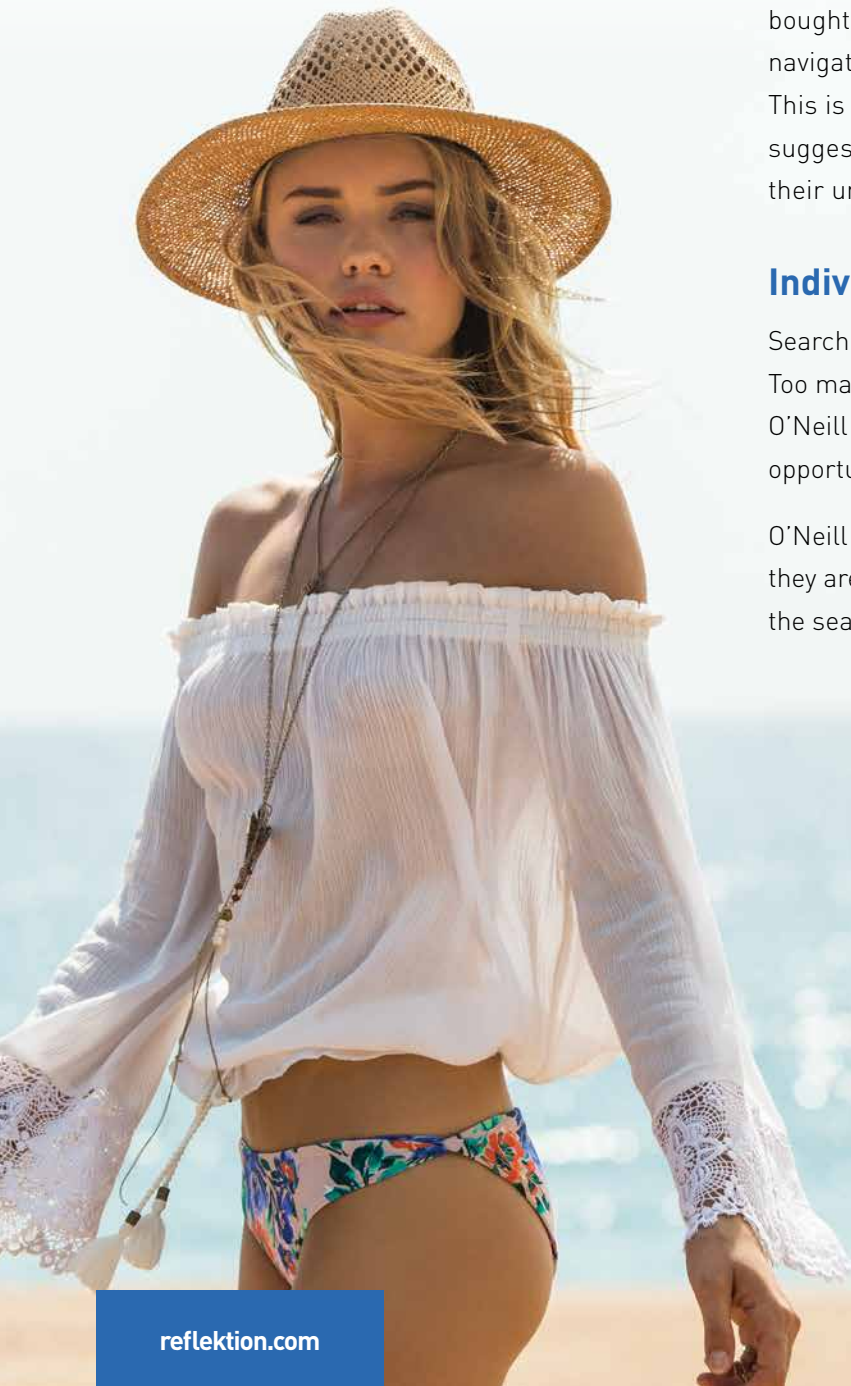
How is this possible? Whenever anyone navigates O'Neill's site, they share a digital story along the way. Thousands of attributes like clicks, add to carts, searches, and past purchasing behavior are all processed by intelligent algorithms developed by Reflektion. As a result, Merchandising is incredibly relevant at the individual level.

When someone returns to O'Neill's online store, he or she is met with fresh, relevant, and logical merchandising that take into account their past interactions. They won't be forced into viewing an all-too-familiar product lineup of what they wanted yesterday, but no longer need today. For example, if they just bought a winter jacket last week, they won't be bothered with navigating through a sea of winter jackets on their next visit. This is similar to how a good sales associate knows to make suggestions to repeat in-store customers by remembering their unique preferences and previous purchases.

Individualized Site Search

Search is grossly underutilized in the world of eCommerce. Too many sites treat it like nothing more than a dictionary lookup. O'Neill recognized its untapped potential as a merchandising opportunity.

O'Neill customers now see visual references to the products they are looking for, often before they've even finished typing the search query.



For example, when a male shopper with an affinity for the color red types the letters “s”, “h”, and “o” into the search bar, he will immediately see an array of relevant images including men’s red shorts and shoes. These visual cues create an alluring point of view that tap into the consumer’s taste and immediate interests, bringing them one click away from what they are seeking. It is almost like a digital showroom window stocked according to the shopper’s unique wants.

Enhanced Smartphone and Tablet Experience

O’Neill realized that truly engaging with their active customers meant more than simply developing a “mobile strategy”. With Reflektion’s solution, they were able to create a plan that could distinguish between the on-the-go-smartphone user as well as the larger format, less in-the-moment, tablet.

By having distinct strategies and customized search algorithms for each of these shoppers, O’Neill was able to boost engagement and overall sales. This also helped a 60-year-old company connect to today’s generation on the devices they’re most likely to use.



Results

Site Wide Conversion Rate

↑ 26%

Average Order Size

↑ 17%

Page Views

↑ 62%

O’Neill’s results were unmistakable.

In the months following their integration of the Reflektion platform, revenue swelled. Conversion rates increased by 26%. The average order size grew by 17%, and page views increased by 62%.

During this period of increased results, O’Neill didn’t increase their ad spend, redesign their site, or otherwise modify their existing marketing strategy. 100% of the results they realized are attributable to the Individualization solutions from Reflektion.

Although it’s no longer a tiny surf shop on Ocean Highway, and Jack O’Neill has since retired, the spirit behind the company’s intimate approach to doing business remains constant.