

bras. *N* things

BRAS N THINGS CASE STUDY



Website Personalization:
A New Era of Ecommerce

bras N things

ABOUT BRAS N THINGS

Bras N Things is a much-loved Australian brand, offering an innovative range of lingerie, sleepwear, active and swimwear, which take the best elements of high-style and comfort. With 1,500 team members, and 170 stores through Australia, New Zealand and South Africa, the brand has enjoyed significant success.



THE CHALLENGE

Long established as Australia's leading lingerie retailer on the high street, Bras N Things wanted to step up their ecommerce customer experience in an increasingly competitive marketplace.

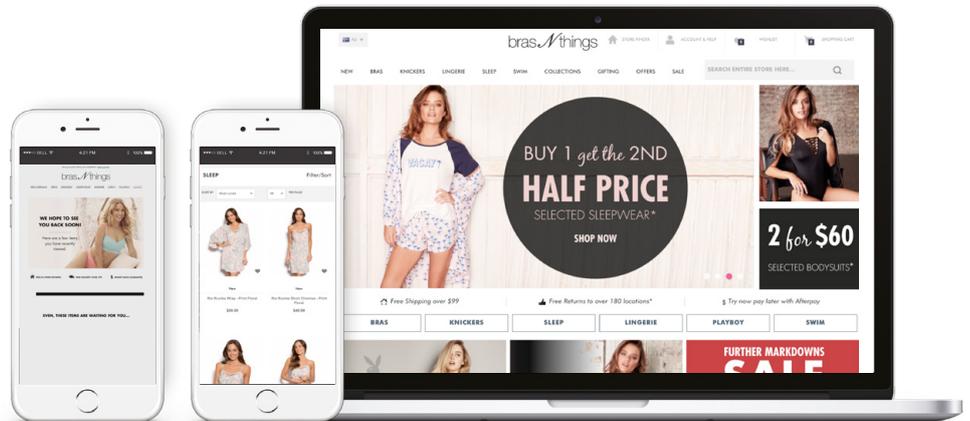
The team understood the evolving digital environment and the importance of implementing an effective personalization strategy to target the right customers, with the right products - and at the right time. Bunting was chosen to implement personalized product recommendations with a key goal being to maximise average order value, and help shoppers find the products they love.

- › Improve the online customer experience
- › Implement an effective personalization strategy
- › Maximise average order value

ACTION

Bras N Things wanted to improve conversion rates and, in particular, average order values on a busy website. The site already had its own custom built recommendations but were keen to try data-driven algorithmic recommendations for improved accuracy.

- They chose Bunting to implement upsell and cross-sell product recommendations across the site on product pages and the home page.
- Personalized recommendations were also added to the Bras N Things weekly newsletter.
- A split test was performed to see how Bunting's algorithmic recommendations compared to the existing in-house built recommendations on the site.



RESULTS

Bras N Things saw some fantastic results, and continue to do so today.

+9.6%

Increase in average order value

+6.1%

Increase in conversions

+3.5%

Increase in average visit duration

+3.3%

Increase in product views

+2.4%

Increase in site visits



“By plugging Bunting’s product recommendation technology into our website we have delivered real improvements to our customer experience. Bunting continues to allow our team to launch personalized website content quickly and with minimal fuss. We can now ensure that we’re targeting the right customers with relevant content at the right point in their journey.”

Sven Lindell, Chief Digital Officer, Bras N Things



AWARD-WINNING WEBSITE PERSONALIZATION TOOL

Bunting is a multi award-winning website personalization tool, with head offices in Manchester, UK. Driven by a team with decades of e-commerce and software experience, Bunting is loved and trusted by thousands of e-commerce businesses globally.

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