



EXITO CASE STUDY



Website Personalization:
A New Era of Ecommerce



ABOUT EXITO

Exito translates to 'success' in Spanish - a fitting name, as Grupo Exito is the largest retailer in South America today. It operates over 2,500 stores throughout the continent as well as a lucrative online store at exito.com. The popular website sells a range of products including electricals, clothing and groceries.



THE CHALLENGE

The Exito website sees millions of monthly visitors. This, coupled with a large and varied product inventory, creates many challenges for the eCommerce team. In particular, making the website pages relevant to each visitor is critical. The team knew the site was not catering for the needs of its diverse shoppers as well as it could be, and sought the help of a personalization tool. Exito needed a solution that could process and segment the large amount of visitor data to customize the shopping experience around each visitor. The team chose Bunting for its flexibility and intuitiveness, allowing the team to frequently launch and measure personalized content, and significantly increase sales.

“Bunting is one of the most important platforms that our company has acquired”

Santiago Salazar Saldarriaga, Exito

ACTION

Using Bunting, Exito segmented the website visitors after analyzing how different groups behaved on the site. The team ran tests on new visitors, on visitors who had visited but not purchased, and on returning customers. Content was customized for different devices.

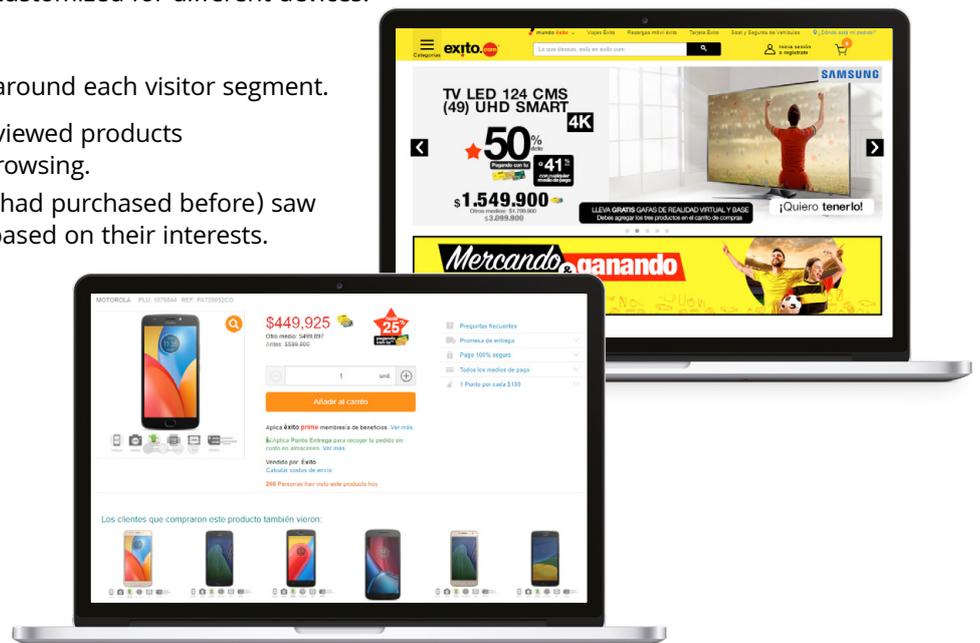
Home page

Exito personalized the home page around each visitor segment.

- For returning visitors, previously viewed products were displayed to re-start their browsing.
- Returning customers (those who had purchased before) saw personalized recommendations based on their interests.

Newsletter

- Newsletters were personalized around each recipient's interests, with relevant and engaging recommendations to drive return traffic.



RESULTS

+10.1%

Increase in conversions

+17.8%

Increase in revenue per visit

Bunting delivering a staggering uplift in conversions and average order values.



"As a specialist in digital marketing and based on my experience in e-commerce, Bunting is one of the most important platforms that our company has acquired. It is a really easy to use tool and offers you a variety of configurations that allow you to reach the right customer at the right time. Bunting offers us great strength; launching recommendations, messages, pop up, generating new content, among others, but the most important is that it is based on the collection of data of our users which makes the digital strategy more valuable."

Santiago Salazar Saldarriaga, Project Manager and Traffic Specialist at Exito



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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