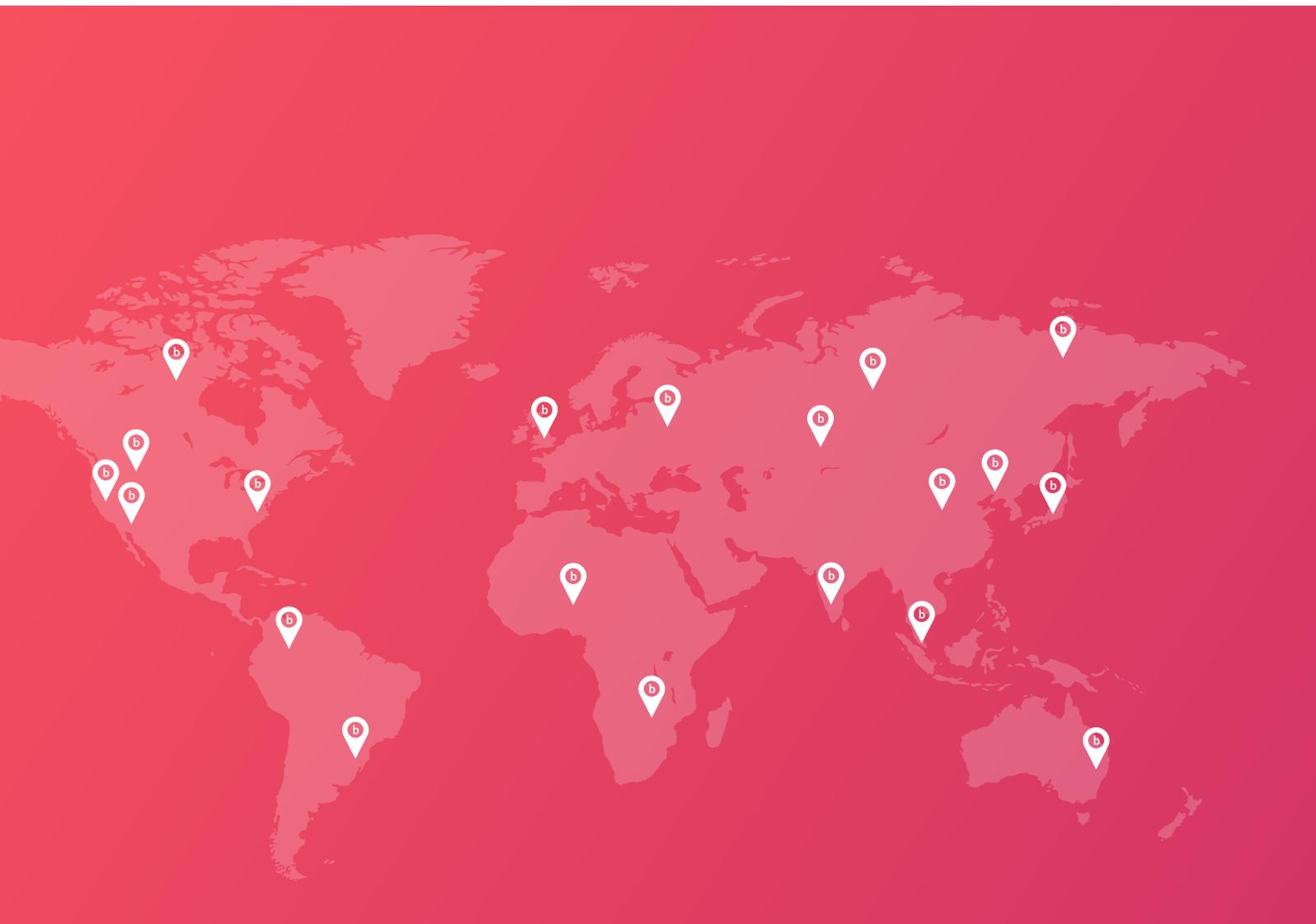




ITS CASE STUDY

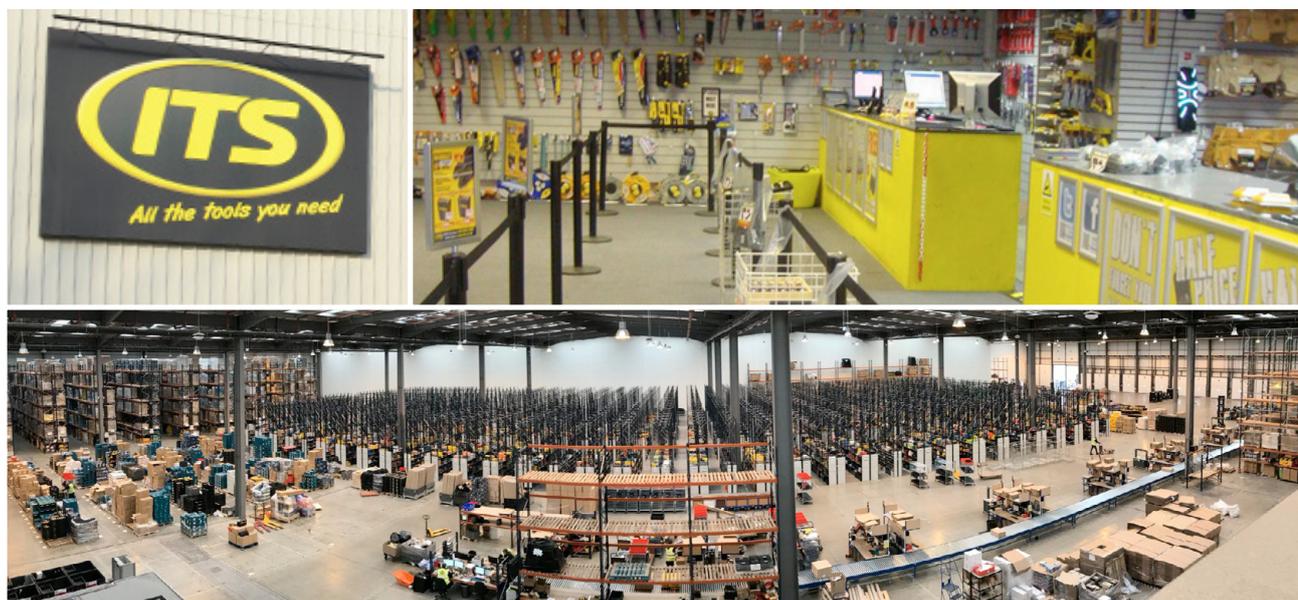


Website Personalization:
A New Era of Ecommerce



ABOUT ITS

ITS is one of the UK's largest suppliers of professional power tools, hand tools and related products. Established in London in 1981, ITS now has a number of bricks and mortar stores in the UK. Its main aim is to supply its customers with the best possible service, ensuring that the shopping experience is easy and hassle free from start to finish.



THE CHALLENGE

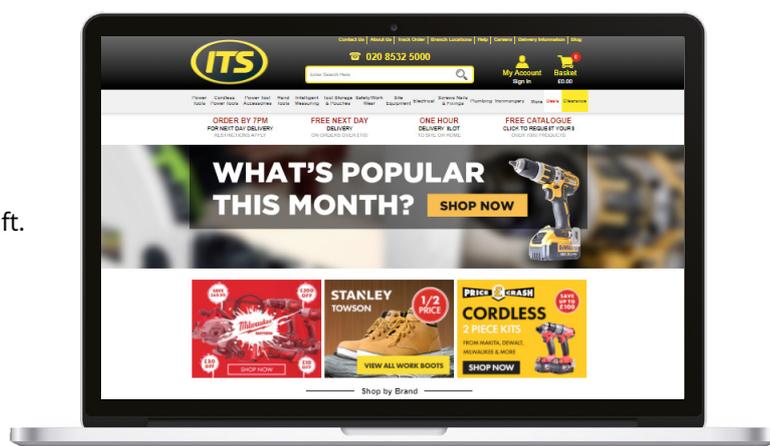
ITS has a large product catalogue of assorted equipment and safety wear. The ecommerce team wanted to personalize their merchandising and display products most relevant to each visitor. The ultimate aim was to increase conversions and help users navigate through the large product inventory. They needed a tool flexible enough to allow testing of different approaches, launching content quickly and without friction.

“Bunting is a reliable and trusted partner, always available to provide prompt support when we need it.” Richard Hughes, ITS

ACTION

- Using Bunting, ITS tested a number of different variations of personalized content, including algorithmic product recommendations.
- These tests included different contexts. On the product pages, cross sells were tested vs similar items. After this, recommendations were tested in different quantities to find the best combination.
- Other tests included displaying recommendations with titles and pricing, versus without. This led to optimally performing content, and the highest uplift.

Product recommendations are personalized based on each visitor's unique history.



RESULTS

Through analysing the results, Bunting helped ITS find the optimal type and placement of recommendations in the best context. This generated a considerable increase in engagement which translated into an impressive uplift in annual revenue for ITS.

+4.4%

Impact on
revenue

+2.6%

Impact on
conversions

+1.5%

Impact on
visit duration

+2.9%

Increase in
product views

FINDINGS

It was clear from the results of the necessity to test when implementing product recommendations. The initial test showed that cross sells on product pages were found to actually damage orders, as customers were distracted by the products displayed, taking them out of the conversion funnel.

Many ecommerce retailers roll out recommendations without measuring the impact through split testing, not realising their recommendations may actually be harming conversions when done incorrectly.

As found with ITS, the correct placement, type, style and number of recommendations all impact the overall result. When the winning combination is found, it can prove to have a strong and positive impact on the bottom line.



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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