

REBELLIOUS

REBELLIOUS FASHION CASE STUDY



Website Personalization:
A New Era of Ecommerce

REBELLIOUS

ABOUT REBELLIOUS FASHION

Rebellious Fashion, has seen an incredible 900% sales growth over the last year, with hordes of shoppers snapping up their cutting edge designs at rebelliousfashion.co.uk. With over 20 years of experience in the fashion industry, the Rebellious team pride themselves on offering the latest trends at affordable prices.



THE CHALLENGE

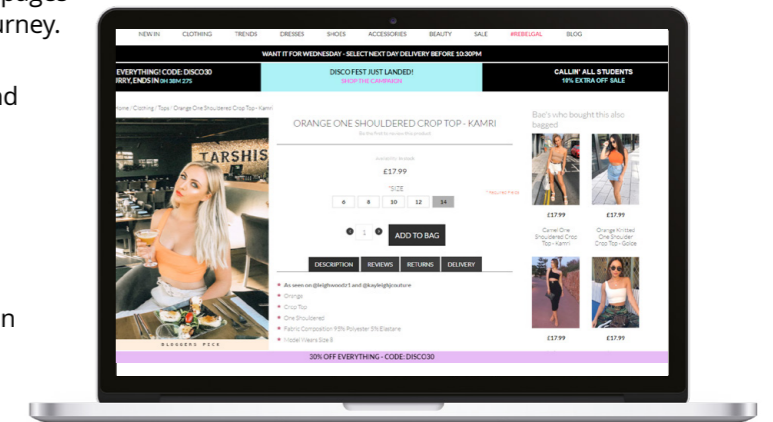
Rebellious saw a huge increase in traffic and, with a frequently updated product catalogue, soon realised they needed to start catering to the needs of their varied visitor base.

ACTION

Bunting worked closely with Rebellious to create a conversion uplift strategy that delivered highly relevant, personalised experiences. Conversion and revenue uplift was measured through rigorous testing, and optimising the most successful campaigns.

Some of the actions included:

- Smart product recommendations**
 Data driven product recommendations were displayed across the site on key pages.
 - Trending products were displayed on the homepage to kick start browsing
 - Adaptive personalised recommendations were displayed on product pages based on the visitor's browsing patterns
 - Recommendations were placed on the cart page if the basket is empty
 - Alternative recommendations were placed on 404 pages and search fail pages to continue the customer journey.
 - Recommendations were optimised for mobile and desktop, with different variations shown to new and existing customers.
- Time sensitive offers**
 Targeted offers were launched with countdown timers to inject a sense of urgency.
- Triggered messaging**
 These included messages which were triggered when a visitor's cart reached a certain amount, informing them that free delivery is available if their cart reaches a specific amount.
- Urgency and Scarcity Messaging**
 Product pages displayed the number of page views and stock levels in real time to generate urgency. Rebellious made a number of personalised changes to the site based on visitor segments.



RESULTS

Rebellious saw some impressive results:

Product page recommendations saw a **18.5% average uplift in conversions.**

Homepage recommendations saw a **2.6% uplift in conversions.**

"We consider Bunting to be a key long-term partner in our growth plans. The team at Bunting are an extension of our business, working collaboratively to develop the solution and our site. The relationship continues to grow and we're delighted with the excellent ROI increases we've seen since implementing the solution."

James Wayland, Head of Ecommerce, Rebellious Fashion



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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