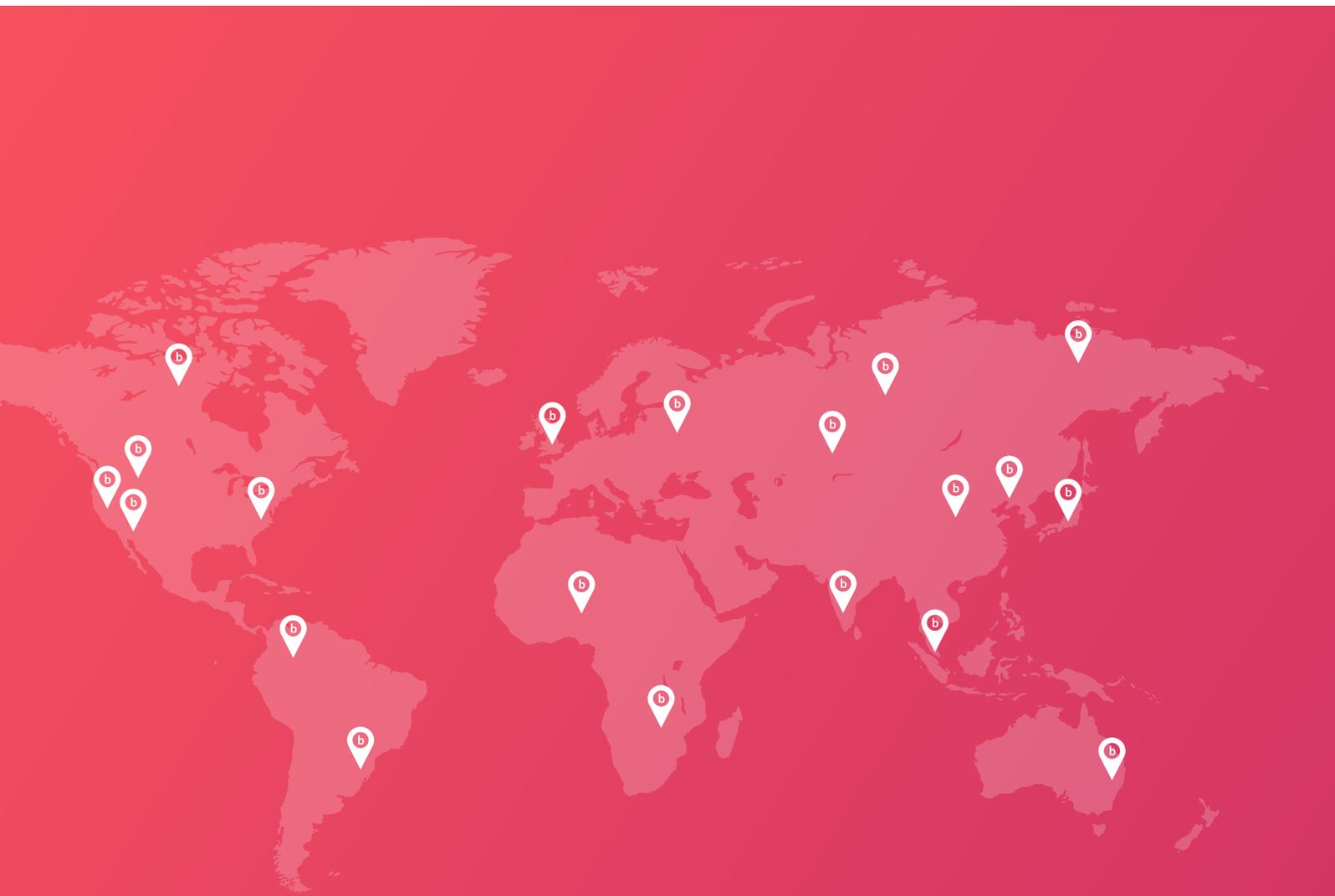




SALTROCK CASE STUDY



Website Personalization:
A New Era of Ecommerce



ABOUT SALTROCK

Saltrock is a popular British brand selling a range of stylish surf and travel clothing for adventure-loving men, women and children. In addition to a number of bricks and mortar stores throughout the UK, the brand has a growing e-commerce site with a global customer base.



THE CHALLENGE

The Saltrock e-commerce team needed a flexible but powerful targeting tool that would easily allow the store to launch personalized content quickly to defined visitor segments. After feeling dissatisfied with their first personalization tool, Saltrock moved to Bunting to enhance their visitor experience. The goals for Saltrock were to increase engagement, conversions and average order value through precise visitor targeting.

“To date, we’ve had great success with Bunting.” Jon Dunn, Ecommerce Manager, Saltrock

ACTION

Working with Bunting, Saltrock gleaned data insights, and identified a number of opportunities to engage their visitors. The e-commerce team used Bunting's targeting tool in a number of ways. Some of these included:

- To increase order values and improve loyalty, Saltrock identified VIP customers, and offered a free piece of merchandise to returning customers for orders over £45.
- For international visitors, a region-specific welcome message was displayed with important details regarding delivery price and customer service. This was designed to build trust and reduce friction.
- To improve conversions amongst first time visitors, Saltrock launched personalized exit-prevention messages which triggered when first time visitors attempted to leave. These messages offered a small discount off their first purchase.



RESULTS

Saltrock saw some fantastic results, and continue to do so today.

+48%

Conversion increase
for international visitors

+80%

Order value increase
for returning visitors

+18%

Conversion increase
for first time visitors



"To date, we've had great success with Bunting. We moved our personalization from another platform over to Bunting and have found the software both effective and easy to use. The interface is clean and intuitive. The customer service is excellent and all staff have been polite, friendly and very helpful. Highly recommended!"

Jon Dunn, Ecommerce Manager, Saltrock



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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