

RAEN Optics' 20/20 focus on their digital shopper experience

How the retailer uses customer data and personalization to create urgency and increase conversions



RAEN Optics, a handmade eyewear brand from California, teams up with BlueConic, a customer data platform, to deliver a more engaging website to each individual visitor, create a sense of urgency to encourage purchase, and to increase conversion rates.

As the retail industry's focus shifts to increasing online sales, RAEN's marketing team has been tasked with the high priority of improving online customer experience across their digital channels. But they began to realize that they were lacking the tools needed to implement new strategies. Enter BlueConic. RAEN chose BlueConic's customer data platform to enable new strategies, from tailoring the website to be personalized for each and every unique visitor's product interests, to guiding the customer journey through to point of purchase— all in order to reach their overarching goal of increasing conversion rates online. **But how?**

A better customer experience brings higher sales and greater customer loyalty

"I've always believed if you make your product easier to buy than your competitor [does], then they will buy yours," explained RAEN's digital marketing manager, Steven Johnson. "From a marketing standpoint, our previous platform didn't have any way to track valuable data we would need to make based off actionable insights – no automation to anything." Beyond that, the platform hindered online marketing efforts and consequently led to consistent customer experience issues. "BlueConic streamlined the purchase process for our online promotions," Johnson observed. Of their 2016 Black Friday sales, in particular, he explained that by "using BlueConic, we are able to dynamically display messages to our customers, guiding them through the gift selection and checkout process with ease." **RAEN saw a 33% higher average order value over last year's holiday sales.** "On top of that, our customer service team didn't receive a single complaint from customers confused about how to get the promotion."

Why improve customer experience?

Product aside, if a customer had a positive previous experience, they are more likely to remain loyal to the brand.

A personalized user experience drives increased online engagement

“As we strive to make the whole process seamless, BlueConic gives us the opportunity to get one step closer to that [goal],” says Johnson. BlueConic provides the tools to deliver online marketing beyond generic messaging – tailoring each visitor’s experience as more data is collected about them with every interaction.

As each unique shopper browses the site, their BlueConic profile updates in real-time with every behavior and interaction – revealing the data which is then used to customize their experience as they go. Beyond these customized lightboxes, RAEN also displays different banners on the home and shop pages based on individuals’ browsing behaviors. **Since using BlueConic to run a personalized email capture program, RAEN has been able to accelerate list growth by over 1000%.** Johnson elaborated on this success noting, “We’ve continued to optimize our program by testing different headlines and timing of the lightbox.”

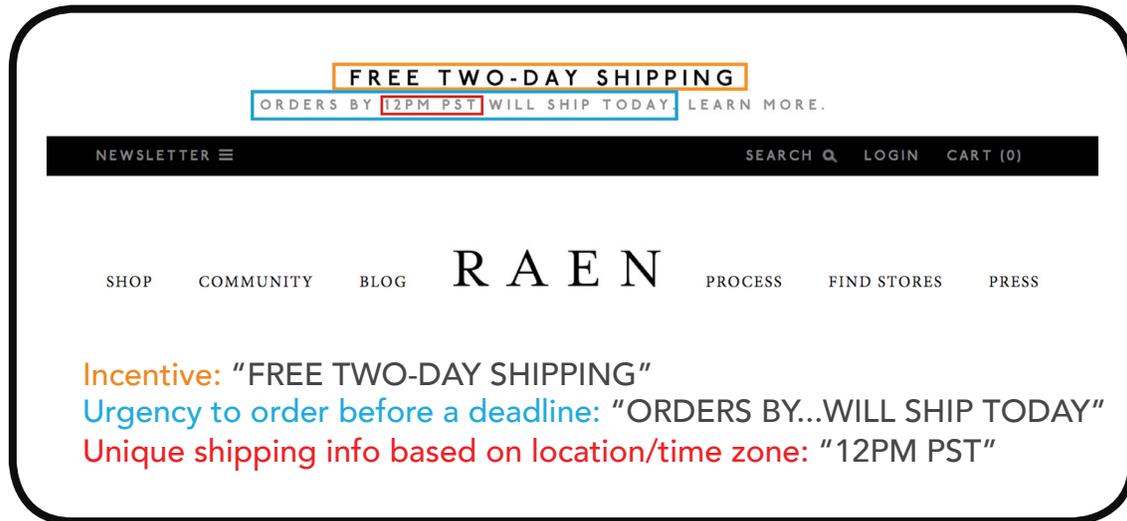


How does personalizing your digital presence attribute to online conversions?

See higher customer engagement when you present individuals with what is most relevant/interesting.

Create a sense of urgency to push customers through the purchase funnel

“A lot of customers hesitate to order something because they’re not sure if they’ll receive it in time – for plans they may have for a trip, gift, etc.,” noted Johnson.



With the help of BlueConic’s onsite messaging capabilities, RAEN incentivizes customers to complete their purchase with the help of a free shipping promotion based on their location and time zone. This message urges the completion of the order and provides transparency into exactly when an item will be shipped, assuring a shopper that their needs will be met in a timely way. Johnson reflected: “We started our partnership [with BlueConic] with high expectations for the shipping message and since going live with the use case, we have seen higher conversions and improved the urgency on placing orders and we’re continuing to grow that.” **RAEN saw a 6% increase in conversion rate and a 5% increase in average order value.**

Can urging customers to follow through with their purchases help increase conversion rates?

Take it from Steven: “From the beginning, we saw a lot of value. It was a no brainer because we can craft that dynamic experience, create that personal shopping experience, and sell more product.”