



Bricks & Mortar Etailer Sees Double-Digit Increase in Onsite Conversions



To celebrate the start of the Christmas season, a Bricks & Mortar Etailer ran a much shorter than usual 50% off sale for one week – with excellent online sales results, generating over €20,000 in revenue. Campaign Run Dates: 6 days - 11th – 16th November



Their Story

The website attracts many visitors from mainly Ireland and the USA and the site is ranked inside the top 2,000 websites in Ireland.



Their Goal

Their goal was to increase the site's conversion rate by increasing customer engagement, conversions and revenue.



Their Solution

By adding just one line of JavaScript to the site, this Bricks & Mortar Etailer tapped into the timeliness of presenting users with a compelling offer at the point of exiting their website. Relevant, high impact and customised creative combined to make the exit page ad effective.



Their Success

This re-engagement tactic contributed to 208 incremental sales. Proving itself to be more cost effective than live chat, a redesign of the buying funnel or feedback collection tools that slowly contribute to improving conversion rates, our software delivered an immediate uplift in online sales at a very effective cost per sale. The campaign summary details are below.

- 15,162 overlay impressions
- 3159 clicks (20.8% CTR)
- 208 sales (6.6% Conversion)
- €20,983 Total Revenues
- Average Order Value €100