CASE STUDY

Connect and convert your website visitors.

Compared to the control group, the shoppers who received a personalized offer had a 13X increase in response.

The Situation

A national home furnishings retailer was experiencing strong website traffic to their site, but was looking for ways to increase sales from online shoppers.

The Process

The first step was to install a pixel on the website to enable identification of site visitors, and to determine specifically which products were viewed.

It's important to note that Adronitis was able to identify site visitors and their products viewed wherever they appeared (i.e. not restricted to abandoned cart).

Step two was to match those signal generated to an individual name and home address, and deliver a personalized direct mail offer within three days of viewing the items.

The printed mail offer was personalized to the recipient based on two specific items they were noted as viewing.