

## CASE STUDY

# SHOP DIRECT

### PRODUCT

Personalization Consultancy

### RETAIL SEGMENT

Pureplay Department Store

### CHALLENGE

Not satisfied with the out of the box improvements, Shop Direct sought the help of the RichRelevance personalization consultants to optimize implementation and maximize results from their personalization initiative.

### RESULTS

- 2.5% lift in revenue per visit (Electrical Category)

Shop Direct is the second largest pureplay retailer in the UK with brands including Very.co.uk and Littlewoods.

Shop Direct has been working with RichRelevance since 2014. They selected RichRelevance as a forward thinking technology partner who understood the needs of the customer and was able to provide personalization at all parts of the customer journey.

Over the past two and a half years, RichRelevance has grown to account for just over 6% of Shop Direct's increasing sales, which are now almost £1.9 billion.

With an experimental test and learn culture, Shop Direct wanted to get more than the out of the box improvements they were seeing from the RichRelevance personalization platform. In August 2016 they commissioned a consulting engagement with the objective to optimize placements and maximize the results from their personalization initiative. In addition they sought technical assistance on implementation methods across the Shop Direct sites Very.co.uk and Littlewoods.com.

### Assessment

RichRelevance first undertook an assessment of the site, which included an implementation health check and a review of manually created rules. As a result, enhancement opportunities were identified and outdated rules were cleaned up. Improvements were made to enable Shop Direct to update additional placements more quickly as well as adding more parameters as a default.

Another element to the project was supporting the implementation of advanced merchandising. RichRelevance data analysts built specific reports to show the value of the advanced merchandising rules. Additionally, the personalization consultant provided advice on best practice implementation.

Having an implementation free from technical issues as well as using RichRelevance best practice was the optimal foundation for moving to the next step: the optimization.

## Optimization work

The first step in the optimization plan was to test the RichRelevance best practice strategies versus the current Shop Direct strategies. Four tests were carried out on the cart and item pages. The results indicated comparable or small lifts for the best practice strategies. While it showed that the current strategies were working well, it offered alternative strategies for Shop Direct to utilize if they wanted to.

After completing the site-wide strategy tests, the next step was to narrow the scope to category level. The first test ran on the Electrical category. When certain strategies were preferred, Shop Direct saw a 2.5% lift in revenue per visit. Other category tests are still ongoing.

“We very much see the consulting engagement as a long term optimization partnership for continual improvements across the Shop Direct ecommerce sites”, commented Kathryn Jones, Findability Manager at Shop Direct. “It’s as important to Shop Direct to find out what doesn’t work as well as what does, but to do so quickly and efficiently. By utilizing the skills of the RichRelevance personalization team we were able to tap into their expertise of both personalization and the RichRelevance platform which meant we progressed quicker.”

“We work with our RichRelevance consultant on a weekly basis as a sounding board for both ideas and advice on how to best set up rules and strategies to support our business objectives. This has been very helpful and worked really well for us”, added Isobel Gerrard, Product Recommendations Analyst, Shop Direct.

The optimization efforts continue and Shop Direct is now looking at new on site placements, email implementation and ‘build your own’ strategies.

