monetate

REGATTA PROFESSIONAL

Regatta's Agile Team Used Monetate Personalization to Increase RPS By 7.5% and AOV By 4%

The Outdoor Retailer Uses Category-Driven Product Recommendations and Dynamic Testing to Boost KPIs & Roll Out Experiences to Sister Sites

| **5%** lift in Add-to-Cart (ATC) | **7.5%** increase in RPS | **4%** lift in AOV |

Introduction

Regatta is a family-owned company that sells year-round active apparel for men, women and children across the United Kingdom and Europe. They've been attending to adventure-minded consumers with a personal touch since 1981. To replicate their attentiveness to customer needs online, Regatta chose Monetate Personalization for its easy-to-use platform that would allow the retailer's lean team to quickly test and deploy personalized customer experiences.

As part of the program, the retailer implemented a "center of excellence" approach for cross-team impact. Led by their UK-based marketing team, an initial personalization experience is deployed and tested on the Regatta main site, and then a decision is made to roll out the new experience across Regatta's sister sites, Craghoppers and Dare2b, if successful.

With the support of the Monetate team, and with less heavy lifting required from Regatta developers, the retailer quickly ramped up the number of personalized experiences across its sites, starting with product pages, which are a popular landing destination for traffic coming from search engines.

"As an agile team, we use Monetate to optimize the customer experience, validate lift and improve key metrics" said Charlotte Quinn, Conversion Rate Optimization Executive at Regatta.

With the help of Monetate Personalization, Regatta saw notable results:

3 Key Ways Regatta Is Now Using Monetate:

- ⊘ Monetate Product Recommendations combined with tools like Dynamic Testing enable Regatta to learn what experiences work while maximizing performance.

- ⊘ Out-of-the-box behavioral targets allows Regatta to easily focus on key areas of the site or target certain visitor segments to increase performance.

- ⊘ Slotted recommendations give Regatta more control over the products displayed within each recommendation container.

| **5%** lift in ATC | **7.5%** increase in RPS | **4%** lift in AOV |

Background

The Darn Tough team selected Monetate Personalization for its easy-to-use and easy-to-implement platform that includes a host of testing and personalization capabilities and reporting. Because Monetate does not require a technical resource, it allows for more tests and faster time-to-market than other solutions.

Darn Tough wanted to create a culture of experimentation and optimization to their site, using testing and insights from Monetate Personalization across customer experiences to constantly improve performance.

1 EXPERIENCE 1:

Challenge: High bounce rate on product pages

Solution: Add bestsellers recommendations on product pages for visitors landing from paid search

When analyzing user behavior, Regatta noticed a high exit rate for visitors landing from paid search. To remedy it, they tested the addition of product recommendations featuring product bestsellers to encourage visitors to browse the site without leaving straight away.

The Outcome:

- **3.5% lift in conversion**

- **4.5% lift in new visitor conversion**

- **2% increase in average page views**

Next Steps:
After sending the results to the wider team, Regatta duplicated the experience across Craghoppers and Dare2b.
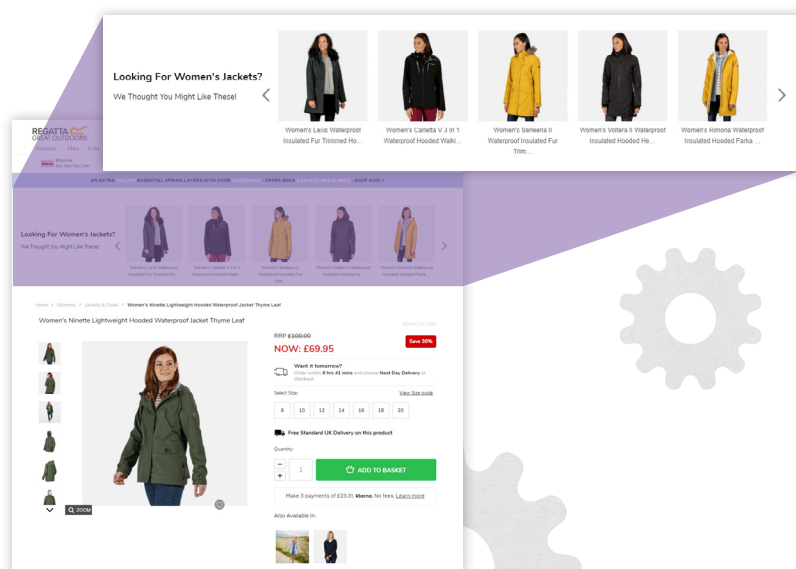
2 EXPERIENCE 2:

Challenge: A random assortment of recommended products

Solution: Slotted recommendations encouraging build-your-own-outfit

Regatta wanted to form a better connection between purchase behavior and product recommendations. After being introduced to slotted recommendations, the retailer wanted to see if showing a mix of jackets, trousers and footwear in the experience instead of just a random assortment of 'Bought Also Bought' products would increase conversion rate.

Additionally, the team at Regatta thought showing the products in this manner might create something similar to a 'build your outfit' functionality. By always seeing tops, bottoms and footwear with the product they are browsing, visitors could start to create a preferred outfit in the process.

And so, with Monetate, Regatta tested three recommendation strategies—Bought Also Bought Jackets, Bought Also Bought Trousers and Bought Also Bought Footwear—against the standard, un-categorized Bought Also Bought recommendation.

The Outcome:

- **4% lift in page views**

- **5% lift in Add-to-Cart rate**

- **4% lift in conversion**

Next Steps:

Regatta plans to personalize recommendations further to fit individual visitors as not everyone will want to see jackets, trousers and footwear while shopping. Depending on their product behavior, new recommendations could instead pair relevant t-shirts, shorts, or sandals, for example.

There are also plans in place to test the exclusion of the current product category in recommendation slotting. For example, if the visitor is browsing jackets, the recommendation will show other product types except jackets to encourage the concept of creating a full outfit.
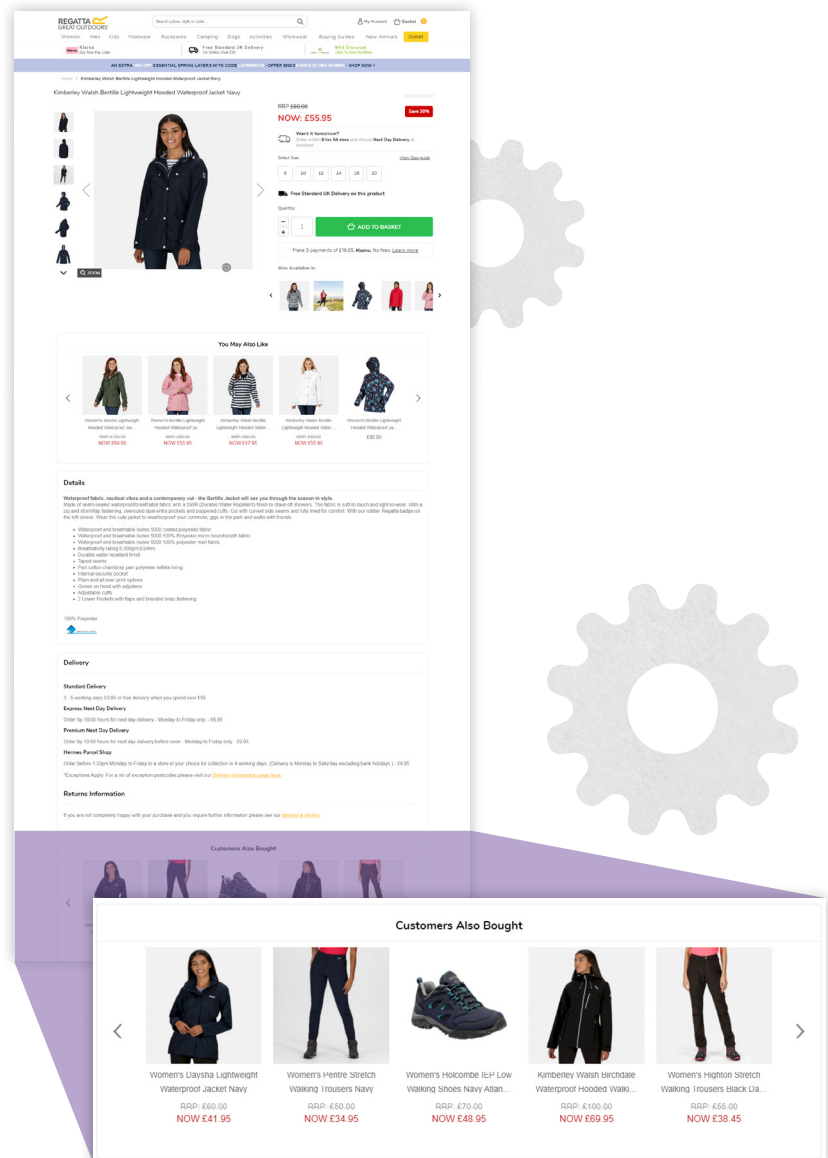

EXPERIENCE 3:

Challenge: Increase Average Order Value (AOV) on checkout

Solution: Incentivize added spend with a 'free delivery' progress bar in the basket

Regatta wanted to test free delivery offers for purchases above a certain threshold to nudge an increase in AOV. They created a dynamic progress bar to appear on visitors' baskets when their order went above £45, but below the threshold of £55, to encourage shoppers to add items to their cart.
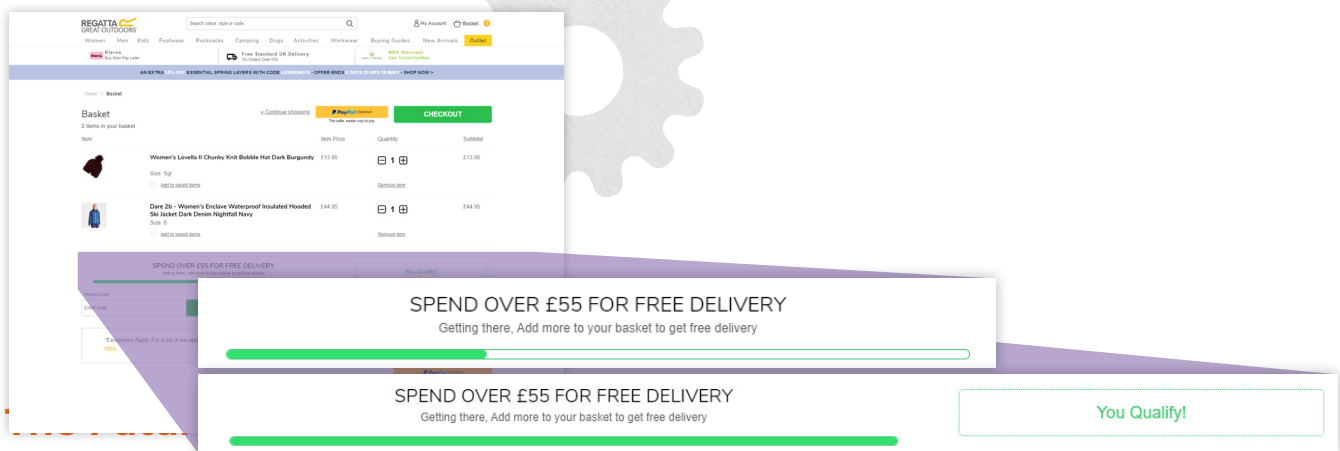
The Outcome:

- **7.5% increase in RPS**

- **4% lift in AOV**

- **6.5% lift in new visitor conversion**

Next Steps:
After sending the positive results to the wider team, Regatta set this to be rolled out across the Regatta site at 100% deployment.

Looking Ahead

They also plan to test more bestseller product recommendations that are tailored around key seasonal products like rain boots or spring jackets.

"With the help of the Monetate team and their easy-to-use platform, we're excited to roll out a lot of new tests in the spring, in time for our new season," said Charlotte Quinn.

> **With the help of the Monetate team and their easy-to-use platform, we're excited to roll out a lot of new tests in the spring, in time for our new season.**
>
> **CHARLOTTE QUINN**
> *Conversion Rate Optimization Executive, Regatta*