

British Born and Bred!

BHS.com grows headline revenue

by 10% using FoundIt!

BRITISHHOMESTORE
LONDON 1928

Company Profile

- Site: BHS.com
- Founded: 2017
- Products: 25,000 SKU's
- Geos: UK
- Category: Home Fashion

Key Challenges

- Customer Engagement
- Conversion Rate
- Sales Revenue

Fast facts

- 4wk integration
- Impacted 9% of user journeys
- Grew conversion x2 (141%)
- Increase in AOV of 23%
- Grew headline sales by 8% & revenue by 10%.

141%

Increase in mobile conversion rate

BHS are committed to bringing the very best in home fashion to its customers.

Essential to the customer offer is the ranging and product strategy and ensuring that the site reflects the broadest and deepest selection of products.

The challenge for BHS was they were effectively trading as a start-up and coupled with a limited website build time (8 weeks) left holes in the information architecture that couldn't be quickly filled as the new company had a very small ecommerce team.

Instead of being spoilt for choice, the thin layer of navigation and architecture began to hold back sales/conversion rates and the aggressive revenue growth that the business was targeting.

Shoppers didn't have an easy frictionless path to click through to find the products they were looking for. The more effort it took to find something, the more customer frustration built, and the more conversion rate suffered.

A focus on conversion

In some cases, customers only saw as little as **16%** of the total products in a category before giving up. This was a particular blow given the efforts the BHS ecommerce team had gone to, to secure product and get it on the website in time for peak trading.

The brief for the campaign was to increase:

- Customer Engagement
- Conversion Rate
- Sales Revenue

BHS's FoundIt! moment

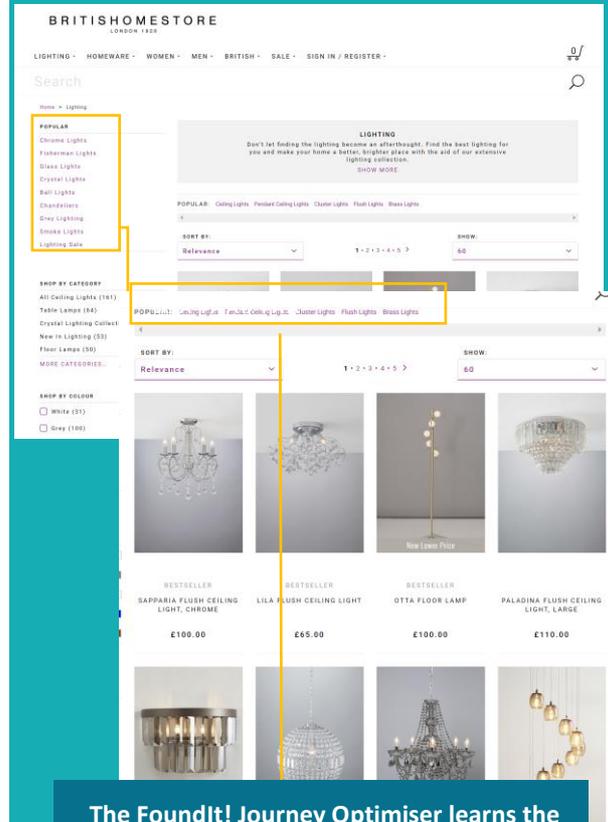
BHS began to look at ways to improve the journey that customers had to take in order find the right products, but due to the site being launched in a record 8 weeks, it meant that many of the category pages didn't exist and it was quite difficult to navigate around the site when you did want to hone in.

FoundIt! is a 'Journey Optimisation' platform that uses big data to learn what the customer intent is, in every category and on each page of a website. It then surfaces that intent in the form of helpful and relevant, contextual navigation at the right point of the journey. When there isn't a page already for that search, it will create and publish one on the client's behalf.

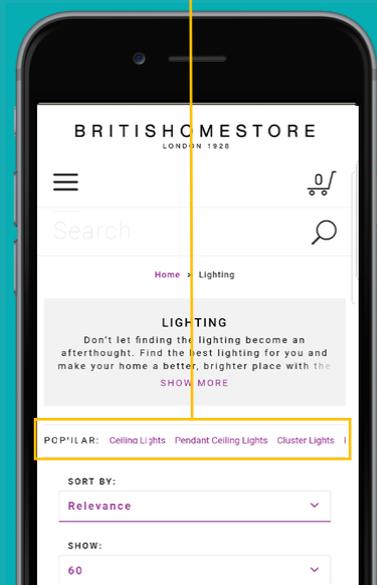
This increases the customer's ability and propensity to take action that gets them in front of the products they're looking for....and more finding leads to more shopping!

Getting going

Through a simple integration that literally takes minutes, FoundIt! took the customer intent-based recommendations, and surfaced them on BHS's website as visible, rich and relevant navigation at the right point of the journey. We did this on both desktop and mobile devices. So when customers were looking, it was right in front of them.



The FoundIt! Journey Optimiser learns the customer intent on each page of a site and then surfaces that intent with contextual navigation that guides the user along their intended decision path.



More FoundIt! Moments in weeks

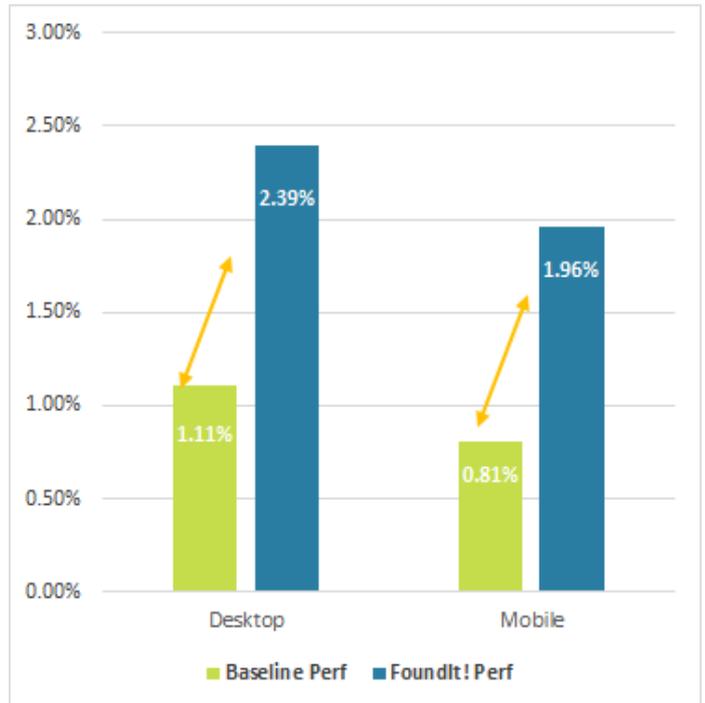
The results materialised in just a few weeks of going live, the conversion rate increased significantly and BHS's trading team were quickly able to see and report on FoundIt!'s progress to the rest of the business using simple segment analysis in Google Analytics.

It showed that when browsing shoppers saw and engaged with FoundIt!'s navigation, they were almost **2.5** times more likely to buy on mobile and **2** times on desktop, versus shoppers that browsed normally.

The results were compelling. Shoppers that browsed and engaged with the navigational experience provided by FoundIt! converted at **2.39%**, versus **1.11%**, for customers that browsed on desktop and **1.96%**, versus **0.81%** on mobile respectively.

This was an increase of 141% on mobile and **115%** on desktop over the baseline conversion rate and showed that FoundIt! genuinely helped more users find what they were looking for, faster and easier than all the other methods on the site, including search, facets and filters, and sorts. Purchases by FoundIt! influenced customers also showed a **23% increase** in the average order value too!

When adding up the 'incremental revenue' from sales attributable to FoundIt! those sales represented **8%** in terms of headline sales transactions and **10%** in sales revenue.



Comparison of conversion rate for users that engaged with the navigation experience delivered with FoundIt! versus those who browsed normally on desktop and mobile.



Kevan Mallinder
Managing Director, BHS.com

In relaunching a brand new BHS.com website in record time (8 weeks) FoundIt! has been absolutely key in expanding and filling in the gaps of category pages that we didn't have. This has led to increased engagement and crucially sales as customers are given more choice and have been able to easily find the products that they are looking for. Therefore, not only good for customers, but also great intel for our merchandisers, category managers and buyers. This really is a unique and innovative product that addresses our customers pain points and has had instantaneous results.

Click, Click...Boom!

That's what a FoundIt! Moment feels like. Think about the last time you found exactly what you were looking for on a website. The journey was fast, easy and simple. All the options were spot on. You were spoilt for choice, not overwhelmed by it...and then Boom! There it was! The thing you were after. So you clicked it bought it, and were off to the races.

Unfortunately, plenty of shopping journeys just aren't so simple. Customers are overwhelmed with choice and have to click, sort, search, filter and paginate their way through endless reams of products. It's probably happening on your site like this right now.

FoundIt! is here to make it easier. We're committed to creating more FoundIt! Moments for retailers and their customers to share in. So we've developed ground breaking software that simplifies the journey, accelerates purchasing and revolutionises the way we think about and deliver a relevant shopping experience, and we're doing it all with data straight from the customers.

After all, who else are we laying out all those links and products for?

Sound interesting?

If you want to make shopping easier for your customers and grow headline sales, go to our site to learn more, or get in touch with the FoundIt! team, and see how much FoundIt! could add to your business.

W: www.foundit.com

T: +44 (0)20 3326 1888

E: hey@foundit.com