



Company Profile

- Site: Ironmongerydirect.co.uk
- Founded: 1969
- Products: 16,000 SKU's
- Geos: UK
- Category: Hardware

Key Challenges

- Customer Engagement
- Conversion Rate
- Sales Revenue

Fast facts

- 4wk integration
- Impacted 27% of user journeys
- Generated 44% of total site rev.
- Grew headline sales by 6%.

78%

Increase in conversion rate.

Masters of Trade!

Ironmongery Direct grows revenue

by 7% using FoundIt!

IronmongeryDirect are committed to making sure that their online customers get the same valued experience that agents are giving from their call centre.

As the largest supplier of specialist ironmongery to builders, joiners and shop fitters for over 40 years, it was essential that the website was easy to navigate, and inventory of 16,000 specialist products could be found.

The challenge for IronmongeryDirect was that every product category was unique, more so than the average retailer. Therefore, the one-size-fits-all nature of a website didn't consider the niche specialism of products carried with the many different types, finishes and sizes etc.

This led to them giving all the options in facets and navigation and hoping that the customer has the time, energy and inclination to find what they were looking for.

A focus on conversion

With customers in some cases seeing as little as **18%** of products in a category. 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.

The brief for the campaign was to increase:

- Customer Engagement
- Conversion Rate
- Sales Revenue

IronmongeryDirect's FoundIt! moment

Ironmongery Direct tried several methods to improve the customer journey, such as CRO and manual approaches. However, manually just became unfeasible given the very large specialist product range.

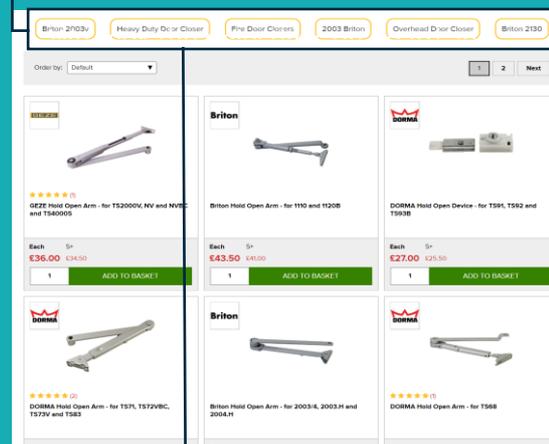
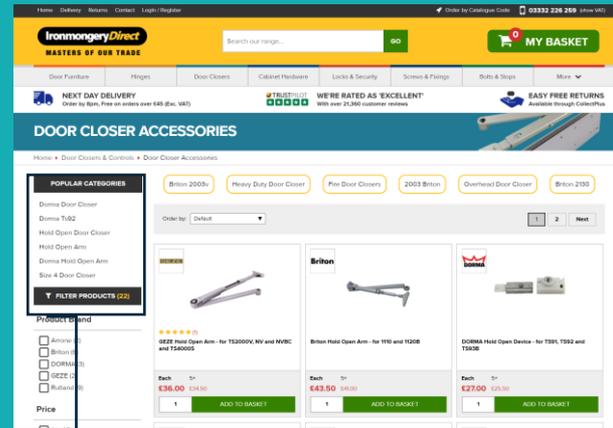
FoundIt! is a 'Journey Optimisation' platform that uses big data to learn what the customer intent is, in every category and on each page of a website. It then surfaces that intent in the form of helpful and relevant, contextual navigation at the right point of the journey. When there isn't a page already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

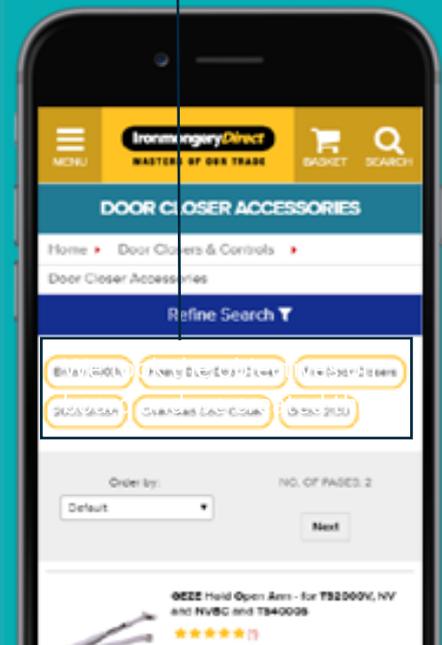
Getting going

Using advanced crawling techniques and natural language processing, FoundIt! learnt the website structure of IronmongeryDirect and what they sold. It then mapped shopper intent directly to the website experience, to see how well it serves customer needs on each page.

Through a simple integration that literally takes minutes, FoundIt! took the customer intent-based recommendations, and surfaced them on IronmongeryDirect's website as visible, rich and relevant navigation at the right point of the journey. We did this on both desktop and mobile devices.



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

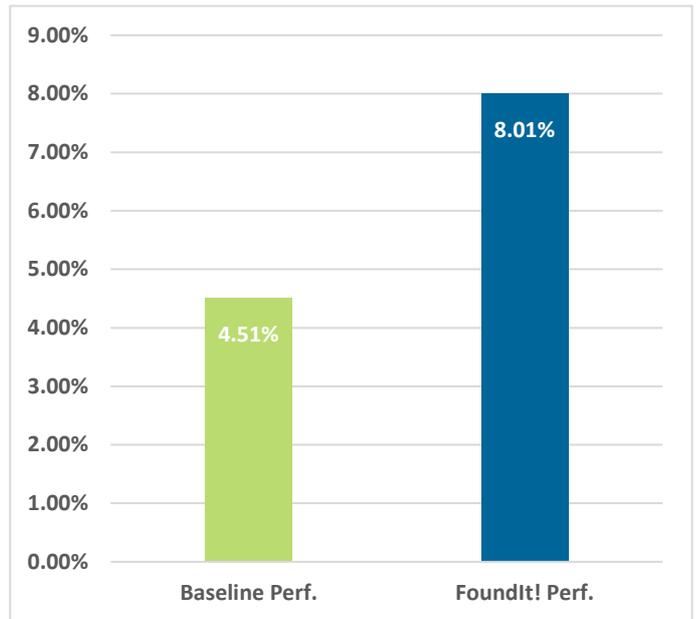
The results materialised within just a few weeks of going live, the conversion rate increased significantly and the IronmongeryDirect eCommerce team was quickly able to see and report on FoundIt!'s progress to the rest of the business using simple segment analysis in Google Analytics.

The results were very compelling. It showed that **27%** of total site browsing shoppers saw and engaged with FoundIt!'s navigation and they generated **44%** of the total sites revenue.

This coupled with **12%** more add to baskets and **14%** more product views as evidence of improved customer engagement. Shoppers that browsed and engaged with FoundIt! converted at **8.01%**, versus **4.51%** baseline rate.

This was an increase of 78% 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, filters, and sorts!

When adding up the 'incremental revenue' from sales attributable to FoundIt! Those sales represented **6%** in terms of headline sales transactions and **7%** in sales revenue. Finally, there was an intangible benefit witnessed within the call centre where anecdotally we've learnt the time efficiency and product knowledge has improved greatly.



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



Charlie Carlton

Ecommerce Manager
Ironmongery Direct

“At Ironmongery Direct we have over 16,000 specialist products and pride ourselves on our customer service and we have been extremely pleased by all of the uses that FoundIt! gives us! Our online customers are finding products quickly and easily using FoundIt! smart navigation. In addition, FoundIt! has also become invaluable within our call centres, as a way for our agents to guide customers around our product range; finding alternate products and navigating between sections. Not only that but as an unplanned consequence, FoundIt! has become so useful in our call centre that we have incorporated it into company-wide staff training, in teaching our product ranges and learning what our customers actually want. “

Business Impact

FoundIt! has become invaluable within IronmongeryDirect's 10,000 calls a week call centre, as a way for customer service agents to guide customers around the site; finding alternate products and navigating between sections. Not only that but as an unplanned consequence, FoundIt! has become so useful in that regard that it has been incorporated into company-wide staff training, in teaching product ranges and learning what customers actually want.

This has now led to FoundIt! being not only an intricate part of the customer service journey both online and offline but also being incorporated into company-wide staff training.

More Finding = More Shopping!

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.

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