CASE STUDY

AVON

A targeted Web Personalization increased the conversion rate by 96% on a product category page

BACKGROUND

AVON has proudly stood for beauty, innovation, optimism and most important, empowering women. Avon products include well recognized and beloved brands such as ANEW, Avon Color, Avon Care, Skin-So-Soft, and Advance Techniques. Their globally recognized brand is sold through nearly 6 million active independent Avon Sales Representatives worldwide.

AVON Romania was established in 1997 and with their digital innovation and growth, it now sees over 400k monthly visits on their website for desktop alone. They produce a high quality range of products for makeup, haircare, skincare, perfumes, fashion wear and watches, as well as a great range of accessories and seasonal giftware.

With Omniconvert, AVON Romania is now incorporating cutting edge CRO technology into their business model. Together, a new era of marketing continues the tradition that has spanned over 130 years.

CHALLENGE

Avon started as a personalized, multi-level marketing company. Today, one of the challenges the company faces, is the delivery of the same kind of service in a digital world. Their highly successful business model of Avon representatives selling 'door to door' soon had to evolve and incorporate a digital age.

When Avon Romania decided to use Omniconvert, they wanted to replicate the real and personal experience from people in the physical world, into an equally real and personal experience in the digital one.

A personal touch is important to Avon. The company sells products, all created with the individual in mind. When people shop online for such products, their experience has to be amazing. That is why personalization experiments can have more impact for online individuals that are intent on purchasing.

SOLUTION

Based on an in depth data analysis, AVON and Omniconvert decided to target the performance of the makeup products category. The research showed showed poor sales performance in this particular category. To start, we deployed qualitative research surveys to find out what was happening. We found that the main micro-conversion for that category, was the usage of the "eye colors" filter.

With this information, Omniconvert applied a 'real world treatment' principle to replicate their business model. The hypothesis was that upon visiting the makeup category, a web personalization could be triggered and displayed for the visitor. This in turn would replicate a person asking visitors about their details and additional questions about these products. Think of it as a more dynamic use of the product filter (a website element that can also be commonly overlooked).

The main benefit to the visitor was being able to quickly select the item as best fits their details. This in turn would increase the chance to buy as well as engaging them interactively. A secondary micro conversion was in the follow up which asked for the email address.

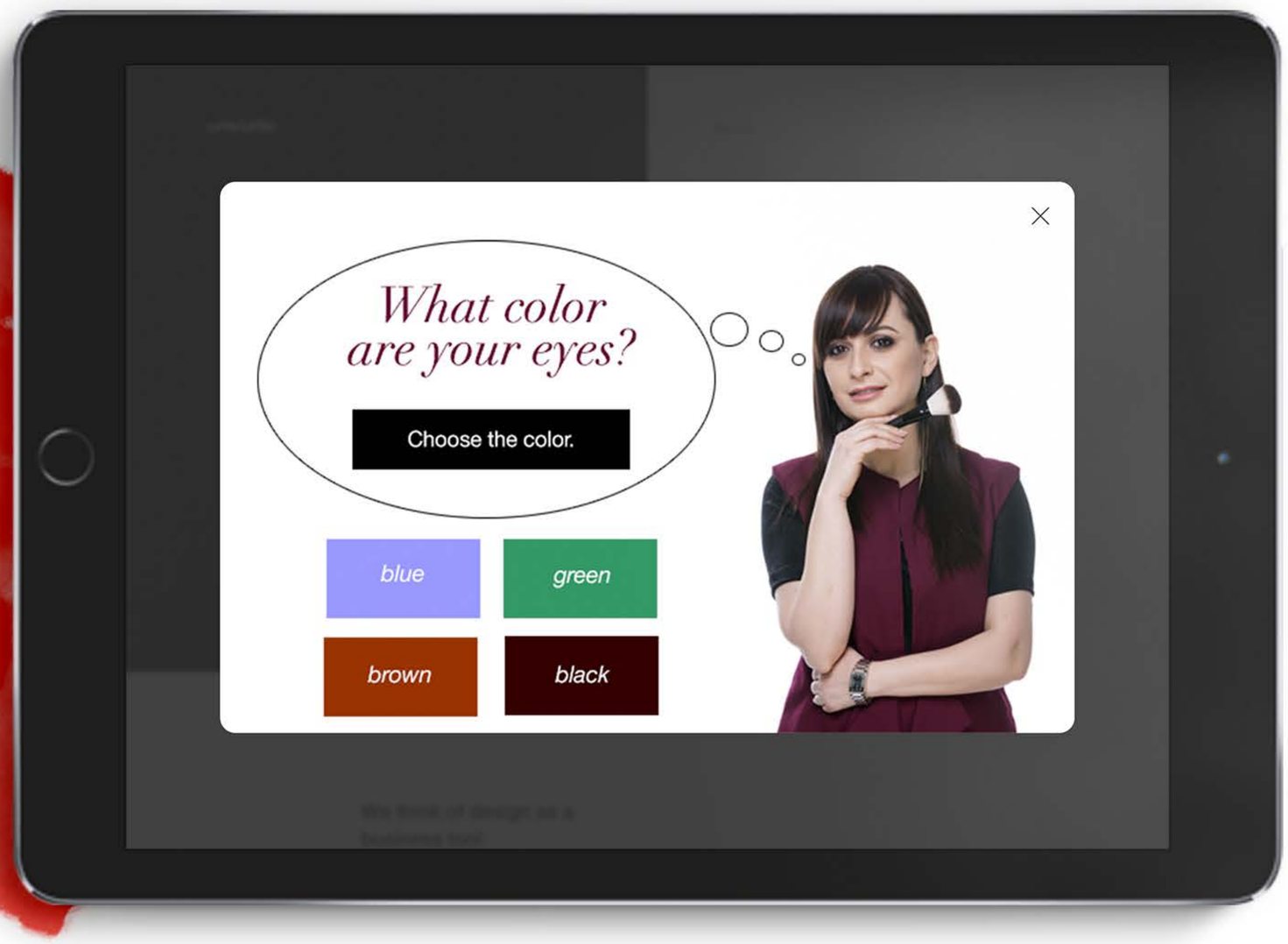
To create this experiment, a combination of widgets and ribbons was used from the Omniconvert platform;

Step 1: Asking the first question

The first step launched a widget on load and was placed in the bottom right of the screen. The widget was also set to load with a delay of 10 seconds and on each page containing the word “makeup” in the URL. This experiment was targeted only to visitors that showed an interest in the makeup products.

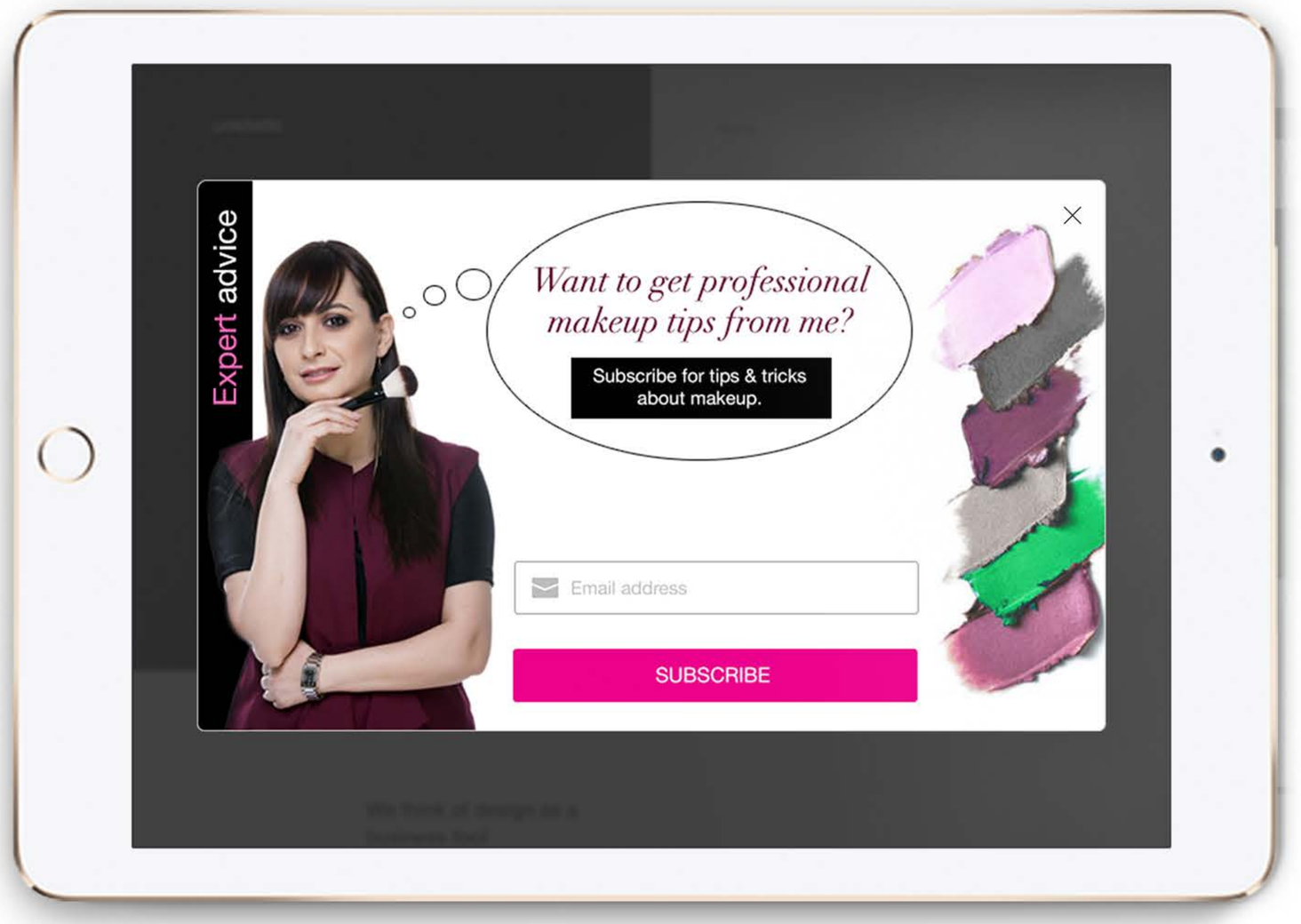
Step 2: Eye colour Question

Users that engaged and clicked the widget, were asked a question about their eye color. The purpose of this second widget was also to re-direct users to eye colour specific and custom created landing pages that contained a selection of products according to their choice.



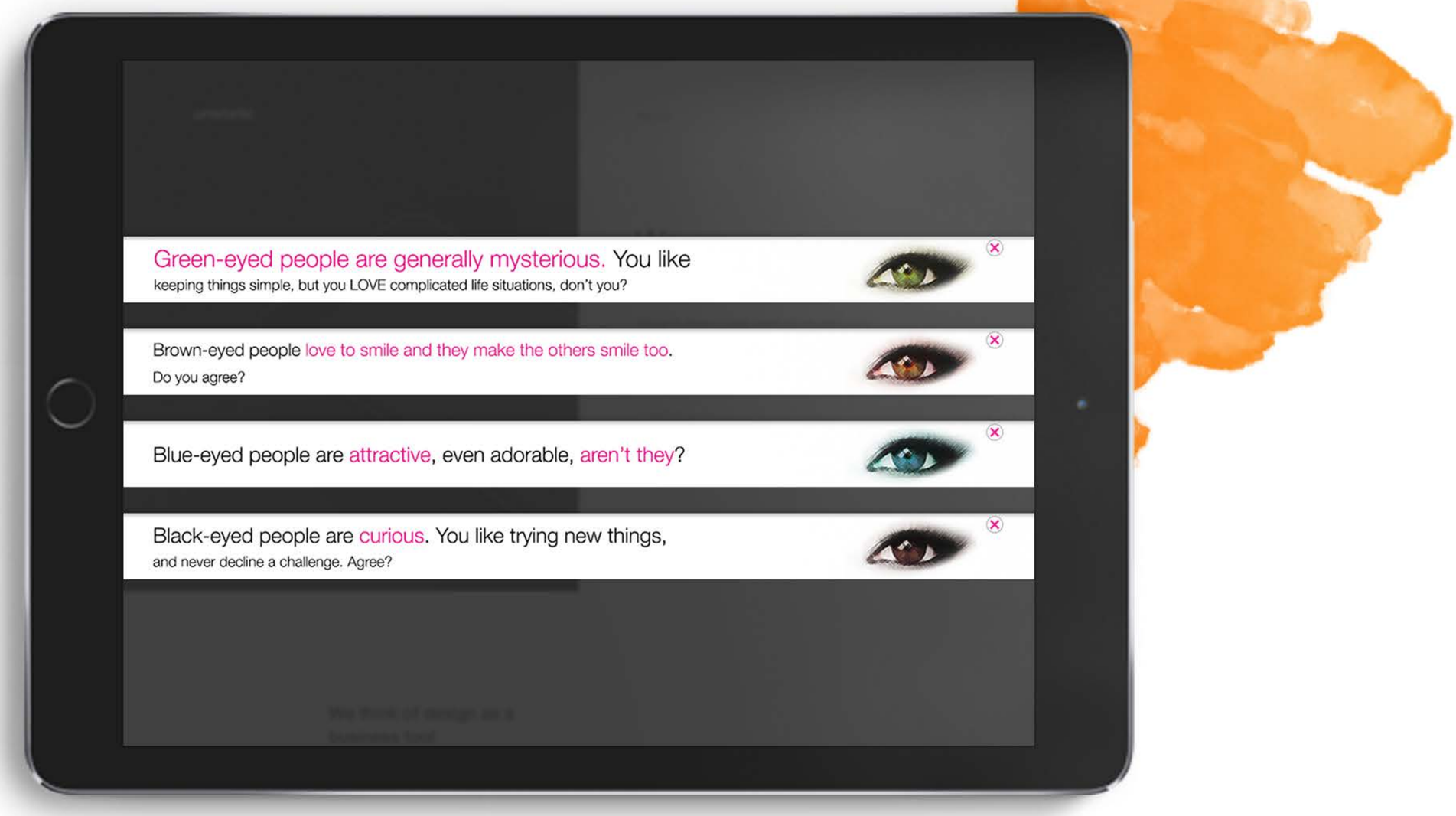
Step 3: Incentive for the email micro-conversion

If visitors in this experiment did not convert to the landing pages (and it's products), they would see a final pop-up at exit. The purpose of this pop-up was to collect email addresses for future personalization experiments, either by email or on site.



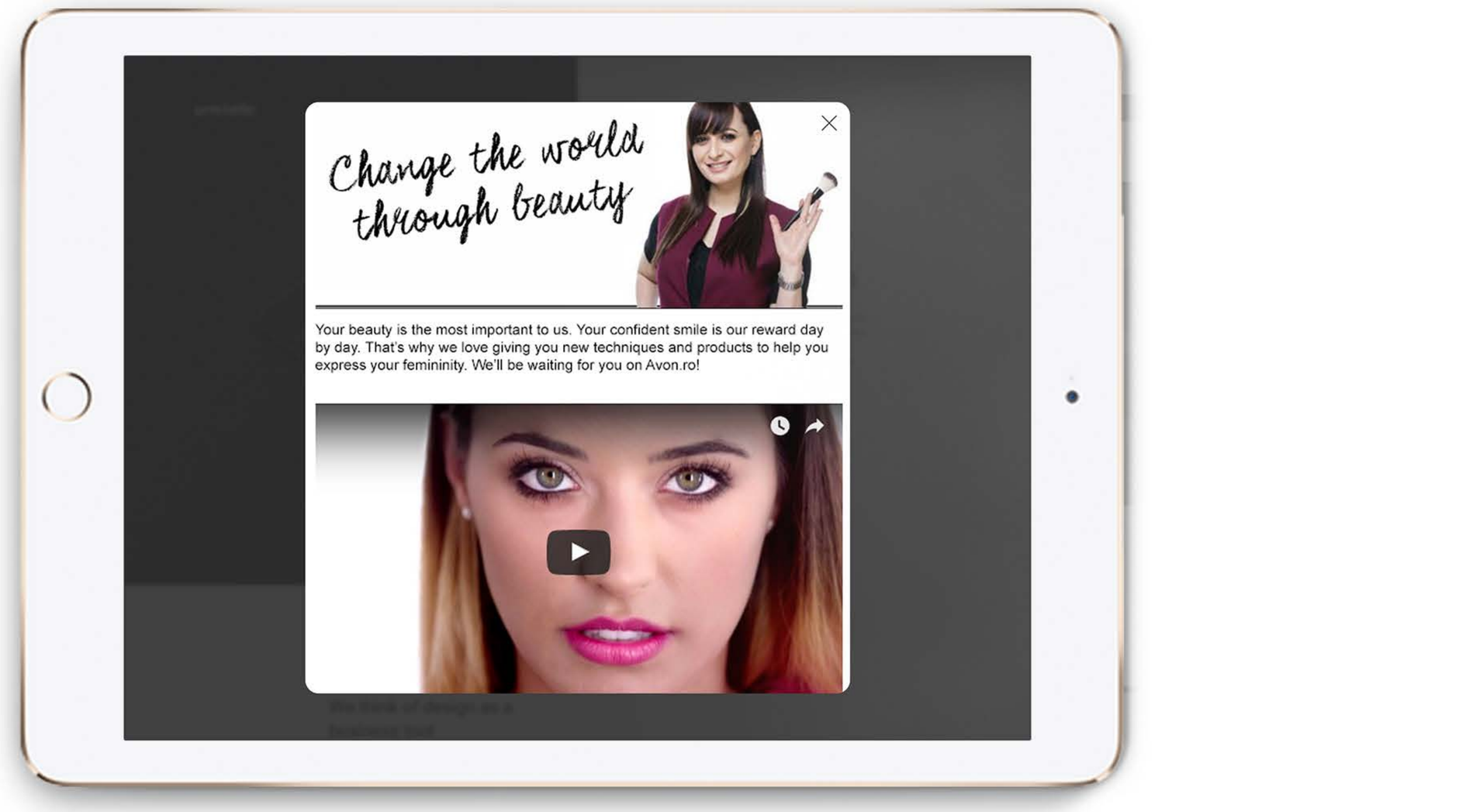
Step 4: Engagement on the cart page

To further motivate and ensure successful conversions, the experiment also launched smart ribbons on the cart page. Visitors were kept engaged with a statement based on their eye colour selection from the previous step.



Step 5: Keeping the customers engaged post purchase

On the thank you page, Avon launched a thank you message and a video with their brand ambassador.



RESULTS

Avon optimized the visitor journey without changing the website design as you would normally do in an A/B test. The checkout pages (post experiment) received at 73 times more views by launching interactive pop-ups, widgets and ribbons.

> The web personalizations brought:
> *A conversion rate increase of 96.63%*
>
> *Green-eyes page:* *111 times more views*
> *Brown-eyes page:* *292 times more views*
> *Black-eyes page:* *89 times more views*
> *Blue-eyes page:* *73 times more views*

Traffic was evenly split 50/50 and able to be viewed by all visitors (provided they engage the makeup category). The test was conducted over a 10 day period and was then set as a permanent experiment once the statistical relevance on goals measured reached 95-99% validity.

Web Personalizations can positively affect the conversion rate and sales if used correctly. Digital marketers can easily personalize the experience of the website visitor to match the experience they receive in a real world environment.

Avon representatives sell products through recommending them to their friends and clients.Physical brochures are made readily available to them. In the digital era, Avon has replicated the experience from offline to online by launching smart creatives across the user's journey on site.

If you want to test how a web personalization can positively affect your conversion rate, try the award winning Omniconvert CRO platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

Start INCREASING conversions and skyrocket your website performance today! www.omniconvert.com