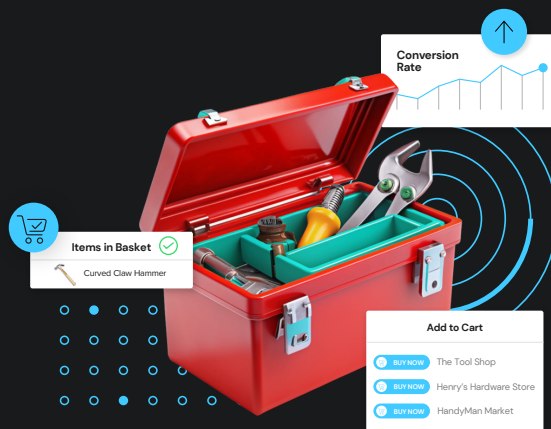


CASE STUDY

Nailing Down Success: Leading Hardware Brand's Add to Retailer Cart Upgrade Drives Sales Surge for Retailer Partner



\$41.3M

Purchase Lead Value
a 123% increase in 5 months

70%

Increase
in Sales

72%

Increase
almost 90K leads

Background

The client is a prominent leader in the hardware industry with a strong e-commerce presence. As an existing Shoppable Where to Buy user, they have integrated the tool across product detail pages on their brand website.



Challenge

After analyzing data from their Shoppable Where To Buy, they saw that their customers displayed high purchase intent. To build on this insight, they decided to collaborate with their most engaged retailer partner to accelerate the path to purchase. Their goal was to simplify the buying process, enabling customers to complete purchases more quickly and with fewer clicks.



Solution

By integrating Add to Cart (A2C) functionality into their Shoppable Where To Buy for a key retailer partner, the hardware brand achieved impressive results. A2C moves traffic directly into a retailer's cart with 1-click. The streamlined shopper journey led to a 70%+ increase in leads and sales while streamlining the user experience with less clicks on the path to purchase. Based on the success of this initiative, the brand is considering where to incorporate the A2C capability next as it can be set up by product and retailer and deployed at any digital touch point to drive conversions and enhance the shopper journey.



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