

# Cooksongold Empowers its Marketing and eCommerce Teams to **Improve Website Performance** with Fresh Relevance

CASE STUDY

## Client

Cooksongold

## Website

cooksongold.com

## Profile

Cooksongold is the UK's largest one-stop shop for the jewellery maker with over 18,000 products.



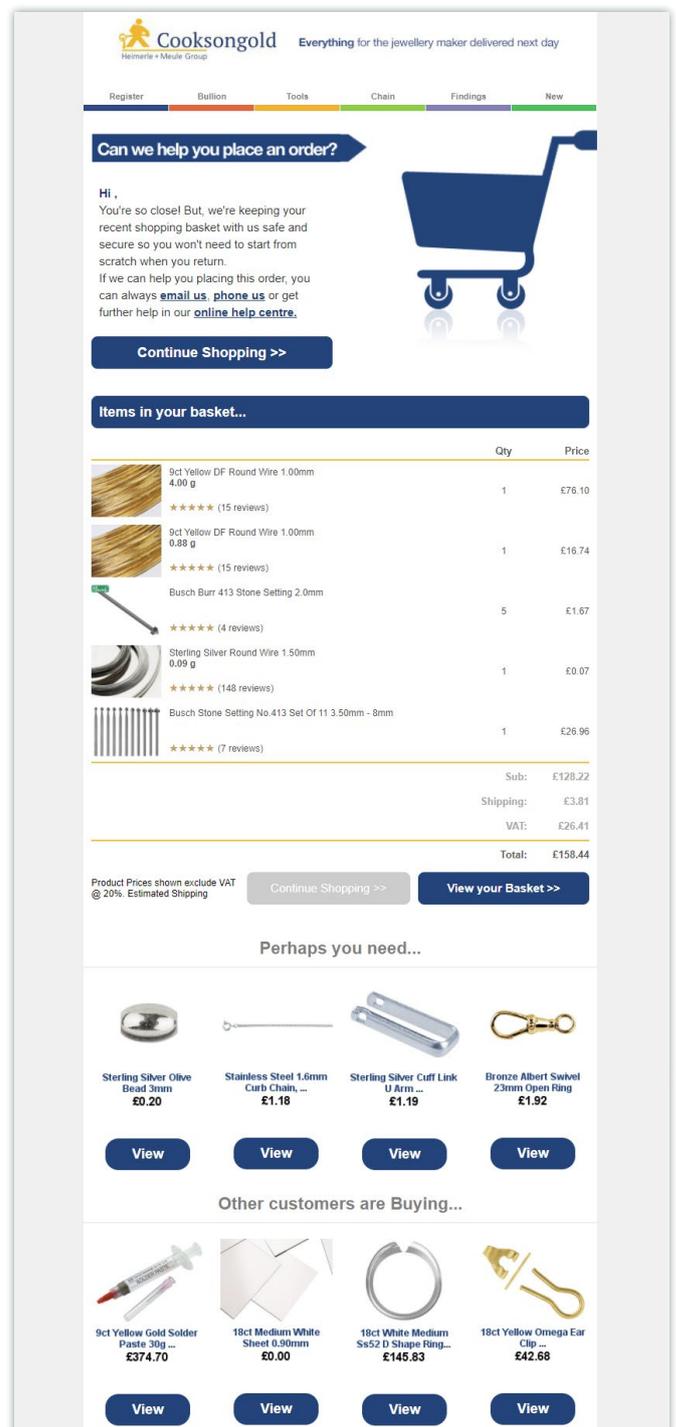
## Background

Cooksongold is the UK's largest one-stop shop for the jewellery maker with over 18,000 products. Along with a contact centre and trade counters in Birmingham and Hatton Garden in London, the website is an essential 24-hour resource for jewellers to purchase precious metals, gemstones and tools.

## Solution

To deliver a website with the very highest-levels of **personalization**, the team at Cooksongold is taking advantage of the Fresh Relevance Site Editor to speed-up the process of making changes to the website. E-Commerce Executive at Cooksongold, Jonathan Broadhurst, comments: "The Site Editor is fantastic! It places the power to positively impact the performance of our website firmly in the hands of our marketing and eCommerce team, freeing up the valuable time of our IT department in the process."

The Site Editor gives the Cooksongold team total control over what content is presented on the website, but also how and where it is displayed, using an intuitive drag-and-drop interface. "The Site Editor gives us speed, agility and control. It means that we can build, test, trial and even implement a new customer-facing initiative, whether it be a Countdown Timer or Social Proof, in a single day," adds Broadhurst.



The screenshot displays the Cooksongold website interface. At the top, there's a navigation bar with categories: Register, Bullion, Tools, Chain, Findings, and New. A main heading asks "Can we help you place an order?" followed by a message from a customer service representative and a shopping cart icon. Below this is a "Continue Shopping >>" button. The "Items in your basket..." section shows a table of products:

	Qty	Price
9ct Yellow DF Round Wire 1.00mm 4.00 g ★★★★★ (15 reviews)	1	£78.10
9ct Yellow DF Round Wire 1.00mm 0.88 g ★★★★★ (15 reviews)	1	£18.74
Busch Burr 413 Stone Setting 2.0mm ★★★★★ (4 reviews)	5	£1.67
Sterling Silver Round Wire 1.50mm 0.09 g ★★★★★ (148 reviews)	1	£0.07
Busch Stone Setting No.413 Set Of 11 3.50mm - 8mm ★★★★★ (7 reviews)	1	£28.96
Sub:		£128.22
Shipping:		£3.81
VAT:		£26.41
Total:		£158.44

Below the basket, there are buttons for "Continue Shopping >>" and "View your Basket >>". A "Perhaps you need..." section displays four product cards with "View" buttons:

- Sterling Silver Olive Bead 3mm: £0.20
- Stainless Steel 1.6mm Curb Chain...: £1.18
- Sterling Silver Cuff Link U Arm...: £1.19
- Bronze Albert Swivel 23mm Open Ring: £1.92

An "Other customers are Buying..." section shows four more product cards:

- 9ct Yellow Gold Solder Paste 30g...: £374.70
- 18ct Medium White Sheet 0.90mm: £0.00
- 18ct White Medium S552 D Shape Ring...: £145.83
- 18ct Yellow Omega Ear Clip...: £42.68



“We have seen voucher redemption increase from 35% to 50%, which not only helps to drive sales but also boosts engagement with our customer.”

- Jonathan Broadhurst, eCommerce Executive

## Results

The introduction of the Countdown Timer SmartBlock (SmartBlocks are pieces of customisable real-time, personalized content) to the shopping cart, provides a valuable reminder the visiting jeweller to apply their discount voucher code. Broadhurst notes its direct impact: “We have seen voucher redemption increase from 35% to 50%, which not only helps to drive sales but also boosts engagement with our customer.”

The most recent initiative has seen the company become one of the first retailers to integrate Fresh Relevance’s new ratings and reviews functionality, providing the team with capability to include powerful social proof elements in to its email marketing.

When Cooksongold began working with Fresh Relevance two years ago, it was to improve **browse and cart abandonment** rates, using triggered emails in conjunction with its Dotmailer email system. Today, that programme continues to successfully deliver additional sales for the company with a monthly revenue recovery rate of up to 8%.

## Development

The success of its abandonment programme and use of the Site Editor has led Cooksongold to put major plans in place to use the **Fresh Relevance personalization platform** to its fullest extent. Initiatives include the use of SmartBlocks to highlight recently browsed items on product pages, dynamically change pages to present information and products likely to be of specific interest to the customer, as well as personalized banners welcoming the customer by name on the homepage accompanied by helpful links to recently viewed categories.

Broadhurst concludes: “The Fresh Relevance team and its technology is a vital element of our marketing and eCommerce team. In fact, everything we have ever asked of them has been answered and addressed the same day.”

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**Fresh Relevance** is the comprehensive personalization platform for digital marketers that drives revenue and loyalty by delivering a targeted cross-channel customer experience. Powered by real-time data and machine learning, Fresh Relevance seamlessly works with the existing martech stack, unifies siloed data and tracks all customer behavior. Providing unique, actionable insights into each shopper, the platform helps select the most relevant tactics from an unrivalled range of digital marketing tools to guide customers along their journey across channels and devices.

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