

Herring Shoes Ltd Achieves its Highest Sales Conversion Rates with Fresh Relevance

CASE STUDY

Client
Herring Shoes Ltd

Website
herringshoes.co.uk

Profile
A family business supplying top quality footwear from English manufacturers such as Herring, Barker, Church's, Cheaney and Loake.



Background

Herring Shoes Ltd is a family business which was started in 1966 and today supplies top quality footwear from English manufacturers such as Herring, Barker, Church's, Cheaney and Loake. In 2016, the company began working with Fresh Relevance and has achieved impressive sales uplifts across its email campaigns and retail website.

Solution

Today, Herring Shoes is benefiting from Fresh Relevance's hub of real-time marketing solutions, to drive its cart abandonment email strategy, increase competition entries and mailing list subscribers, present visitors with recently browsed product recommendations and has also introduced Countdown Timers for its annual reminder emails.

Results

Cart abandonment emails were the first to benefit from Fresh Relevance, as Web Developer at Herring Shoes Ltd, Gareth Dart, explains: "Since we began in April 2016, our cart abandonment emails have been consistently in our top five campaigns and boast the highest conversion rate of any of them, with an impressive 8.3%." He adds: "This translates to an average of 60 orders each month."

As well as abandonment emails, Herring Shoes also has a yearly reminder email campaign and for 2017 it included the Fresh Relevance Countdown Timer SmartBlock. In 2016 the same campaign netted the company 106 orders (representing a 3.7% conversion rate), whilst in 2017, it returned 129 orders from fewer emails. "We achieved a conversion rate of 5% which is much higher than our average," notes Dart.



Buy from Herring with confidence

We have a ★★★★★ independent Google rating and 25% of our new customers come from word of mouth.

Items in your Shopping Basket

Qty Price



Herring Durham

1 £187.50

Total: £187.50



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- Gareth Dart, Web Developer

SmartBlocks have also been successfully introduced to the Herring Shoes website. The company runs a popular monthly competition, which drives people to subscribe to its mailing list. With the inclusion of a Popover SmartBlock alerting visitors about the giveaway and encouraging them to share their email address, it has seen the number of entries skyrocket from an average of 500 per month to 1500.

Dart observes: “In February, we recorded over 2300 entries, which is 600 more than our previous record! What’s more, a further benefit of using Fresh Relevance for this task is that it eliminates bots trying to use the entry form for spam. All without me having to write a single line of validation code.”

The company has also taken advantage of the Fresh Relevance Product Recommendations SmartBlock on its homepage and Dart explains the impact: “In an A/B test, where we displayed products visitors had previously browsed, versus a generic list of recent purchases, we reported an increase in click-throughs of 111%. It also demonstrated an encouraging sales uplift.”

Dart concludes: “I can’t say enough good things about the Fresh Relevance team and its technologies. They are having a significant impact across our most important digital channels, improving customer engagement and driving impressive sales growth.”



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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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