

## Creating a personalized shopping experience that drives sales

### Customer Profile

Calendar Club UK offers a marketplace of calendar and planning gift items, with over 5,500 products available online and in-store.

### Market Challenge

The Calendar Club has a huge range of products, with a very diverse shopper demographic across 12 stores, and on both desktop and mobile. The evolution of ecommerce has seen them experience a fundamental shift from brand loyalty to experience loyalty.

“Across all those markets, we need to know that our merchandising, recommendations, search and navigation are constantly working in harmony with the customers’ behavior to inspire them to buy especially when peak trends and seasonal sale points come into play.”



“Our Attraqt zones, rules and data drive a large proportion of our website sales - in the past two years we have seen a revenue uplift of around 10% to 15%. With similar lifts in other metrics like UPT and Total Orders.”

Glenn McWhinney,  
Online Marketing Manager  
Calendar Club

## Key Achievements



### Commercial Value

Year-on-year ECR increase by **8.21%**

Revenue uplift **10-15%**

Overall uplift on Average Order Value

Overall uplift on Total Orders



### Operational Efficiency

100% increase in team productivity and efficiency



### Shopper Experience

Richer and more personalized experiences on category pages



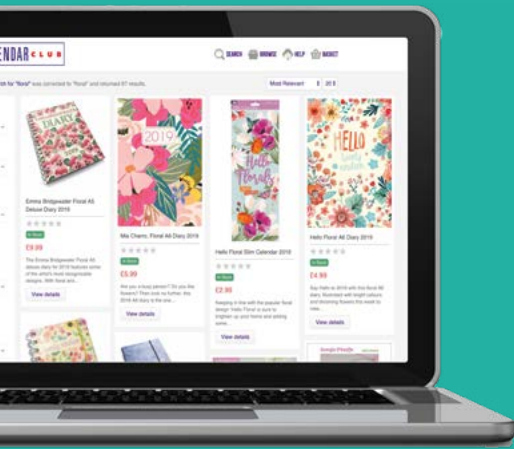
# The Solution

Calendar Club utilized a range of merchandising, recommendations and search features on the Attraqt platform. The Calendar Club team particularly needed to offer customers inspiration when peak trends and seasonal promotions come into play.

One feature that stood out in particular for the brand was the Balance Factor feature which took product sequencing to the next level.

*“The ability to adjust the display and ordering of products on the live website without the need for any help from the IT department is worth the fee we pay alone!”*

Glenn McWhinney,  
Online Marketing Manager  
Calendar Club



# The Results



## Commercial Value

Since the launch of their website in October 2015, Calendar club has seen some strong eCommerce conversion rates (ECR). During peak season, their average ECR has increased year-on-year by **8.21%**, with a revenue uplift of around **10%-15%**. There has also been an uplift in Average Order Values, which has previously been a challenge for a business when people typically buy once a year.



## Shopper Experience (Personalization)

More than anything else though, the value for the Calendar Club team lies in Attraqt's capacity to enhance the customer experience on a personalized, real-time and daily basis. With the Attraqt team, they have worked very hard in areas such as creating recommendations based on zones - for example a 'Breed Zone', targeted at dog lovers.



## Drive Team Efficiency

Attraqt profoundly transformed the efficiency of the digital marketing team.

*“To have the confidence of knowing we can do that in real time and that the system won't let us down is invaluable. It has dramatically impacted on our productivity - if I had to estimate, I would say that we have become at least 100% more productive since introducing Attraqt to the digital marketing department.”*

*“During the initial implementation, they didn't leave us to our own devices when deciding how best to configure things. It was a careful, insightful consultation process based on our business needs.*

*Throughout these and so many other processes, Attraqt has always been by our side. They constantly give us ideas to better serve our customers.”*

# Contact us

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