

## Inspiring the ultimate *GiftFinder*

### Customer Profile

Emma Bridgewater is a key figure in reviving the pottery industry in the UK. The brand depends on gifting to showcase its unique product offering.

### Market Challenge

The company is heavily reliant on gifting which naturally has a seasonal element. It was important that the brand could optimize sales during such crucial sales periods, but also to generate a solution that would provide improved results throughout the year for their rapidly expanding gifting and homeware operations.

*“Our overall experience with Attract has been resoundingly positive. The technical, commercial and support expertise of all the team has allowed us to create a seamless and innovative solution which I feel is superior to its competitors.”*

*Emma Bridgewater,  
Founder at  
Emma Bridgewater*

## Key Achievements



### Commercial Value

Instantaneous impact on Sales.

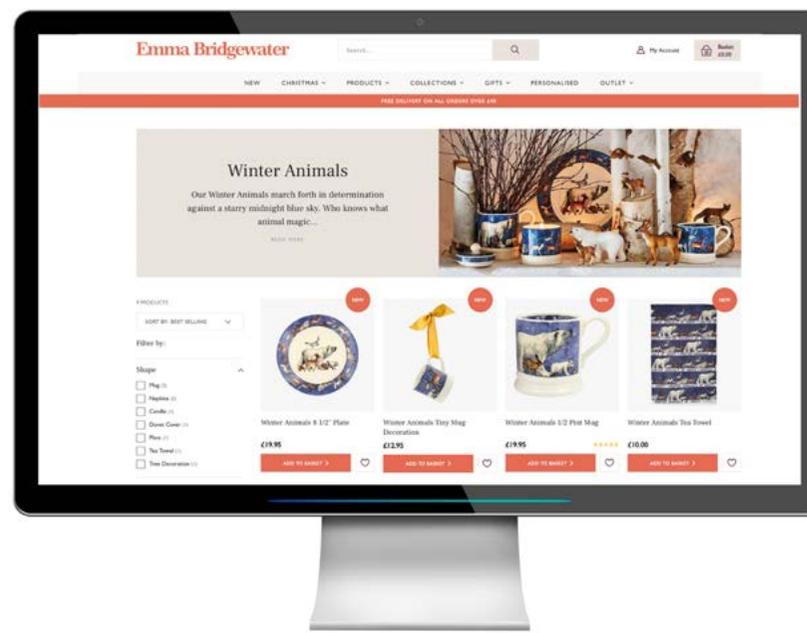
During peak season, their average ECR has increased year-on-year by **8.21%**.

Revenue uplift of around **10%-15%**.



### Shopper Experience

A seamless and innovative website that encourages customer engagement.



## The Solution

Attraqt suggested a range of Gift Finder Tool examples, which could be tested and refined to suit the company's customer journey.

Attraqt implemented an automated search function which utilizes filters to serve up only relevant items to potential customers. It scans a range of key attributes from gender and age to price preferences before pinpointing products that the consumer love.

*“ Attraqt has enabled us to have complete control and test and enhance our best practices. We've been able to set rules unique to our business and automate processes which would otherwise be unachievable if we weren't working with Attraqt.”*

*Emma Bridgewater,  
Founder at  
Emma Bridgewater*



## The Results



### **Commercial Value**

Implementation was rapid. Building and testing was completed within a 2 week period and the tools had an almost **instantaneous impact** on conversions and sales.

*“ We saw results immediately, within 10 days the Gift Finder Tool had paid for itself, and also received wide recognition from both customers and our extended business.”*

*Emma Bridgewater, Founder, Emma Bridgewater*



### **Shopper Experience**

Attraqt enabled the company to test and prove the solutions that best suited both the site, and customer behaviour which Emma believes has given them an edge over the competition.

# Contact us

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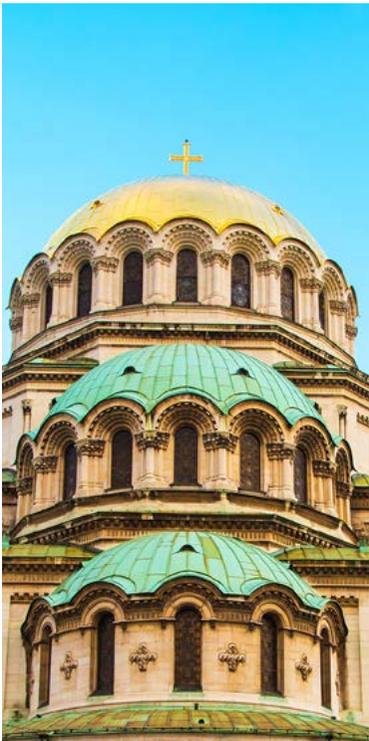
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