

Driving increased online orders and BOPIS sales

2019




Artificial intelligence. Real results.

“Wait and see” conversion is not an option in today’s competitive retail market.



Metrical models retailers' unique customer behavior to anticipate future shopper needs and provide a more relevant experience in real-time—turning casual shoppers into higher value customers.



Metrical generates incremental sales

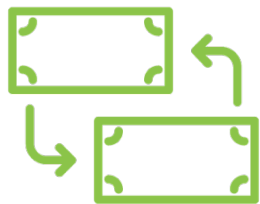
“Metrical has impacted on-site conversion and driven BOPIS more than we ever expected.”

A large U.S. based department store chain that has been in existence for more than a century and sells a plethora of items ranging from clothing to appliances to cosmetics through both their brick & mortar and digital store.

They wanted to increase on-site conversions and in-store sales by driving customers to buy online and pickup in-store (BOPIS).

Results

Right after Metrical began presenting targeted offers, there were significant increases in:



↑ **3.7x**
CONVERSION
RATE



↓ **5.3** points
CART
ABANDONMENT
RATE



↑ **35%**
BOPIS
TRAFFIC



↑ **\$50**
BOPIS
ATTACHED
SALES



Solution

The retailer implemented Metrical's **Behavioral AI Solution** across their site to build a predictive model of shoppers' behaviors.

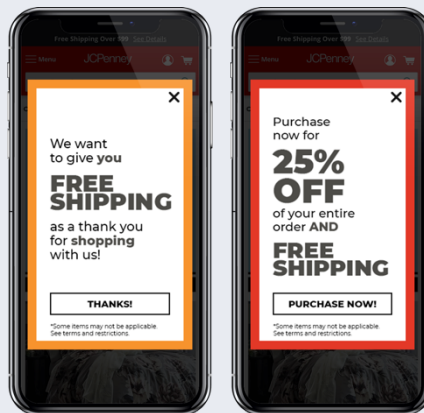
By combining the behavioral model with real-time, multivariate testing of different offers, Metrical was able to not only increase on-site conversion, but was also able to identify and target shoppers most likely to BOPIS.

Once installed, behavioral data was collected over a short period to build an accurate model.



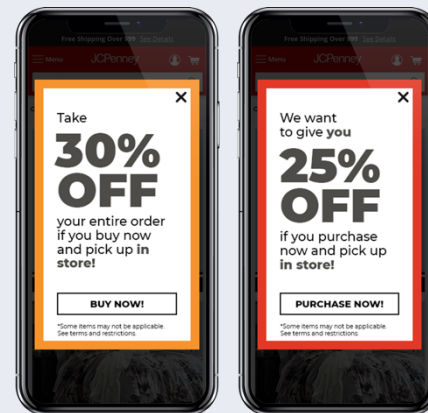
Metrical's software automatically A/B tested various offers to find the ones that converted best and drove BOPIS.

Free shipping



VS.

Pick up in store



WINNER!



Continued Success

Multiple Metrical options for different needs

Question 1: Can we improve online conversion?

In Phase 1 of the trial, Metrical implemented Behavioral AI to improve conversion rates by over 3.7x

Question 2: How do we reduce our cart abandonment?

Phase 2 of the trial leveraged Metrical's multivariate offer testing—combined with behavioral AI—reduced the cart abandonment rate by 5.3%

Question 3: Can we reduce cost and increase in-store traffic with BOPIS?

The retailer used Metrical's AI to target shoppers most likely to pickup in store in Phase 3 and increased BOPIS conversion rates by 35%, with an average additional \$50 in attached sales

AI Implemented Simply

Up and running quickly and painlessly

- Fast and seamless API implementation, typically under five days
- No impact to page load times and customer experience
- Immediate access to abandonment analytics
- Full ROI in under a month

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