

Case Study: Taking customers from cart to conversion.

Sector 9 / 2019



Metrical generates new sales for Sector 9

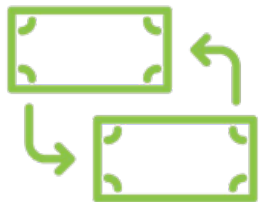


Sector 9 is a sporting goods specialty retailer that sells high-quality skateboards, surfboards, snowboards and all the related tools and apparel. They sell premium products with a highly credible, storied brand.

And yet, their site was missing opportunities to make even more revenue.

Results

Right after Sector 9 began engaging shoppers with Metrical's on-site AI, there were significant increases in:



↑ 36%
CONVERSION
RATE



↓ 4%
CART
ABANDONMENT
RATE



↑ 37%
INCREASES
IN OVERALL
REVENUE



↑ 13x
RETURN ON AD
SPENDING (ROAS)



↑ \$59
INCREASED
AVERAGE ORDER
VALUE (per order)

We're still filling carts and converting them.

Sector 9 uses Metrical to target various shopper segments (e.g. first time vs. repeat buyers) as well as increase sales of their most abandoned products.

“

We've seen a huge jump in our conversion rate and revenue since we implemented Metrical's solution. I never expected our revenue to increase by over 30%!

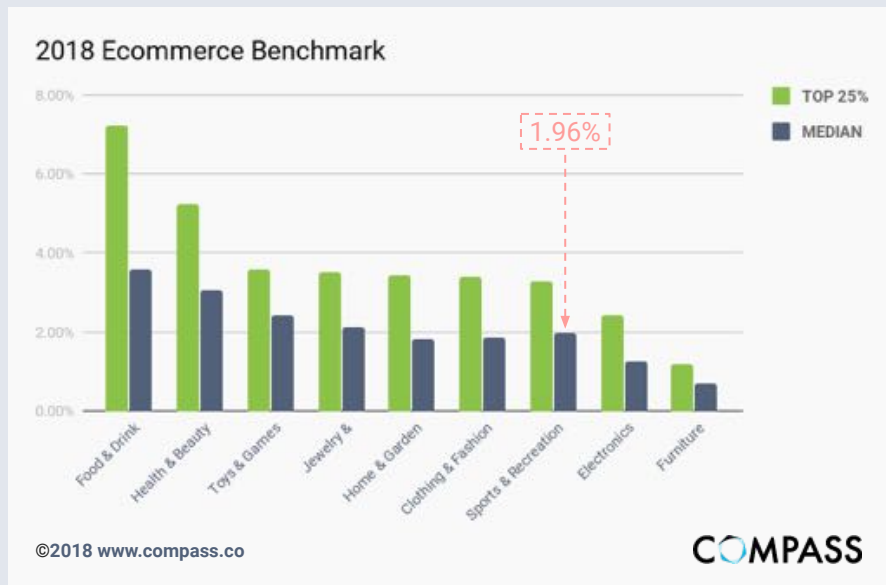
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The Challenge

With a cart abandonment rate that was alarmingly high (**roughly 15% above the industry average**), Sector 9 was clearly having problems completing the sale.

Their site conversion rate was also significantly below the industry average for the Sports and Recreation industry.





Solution

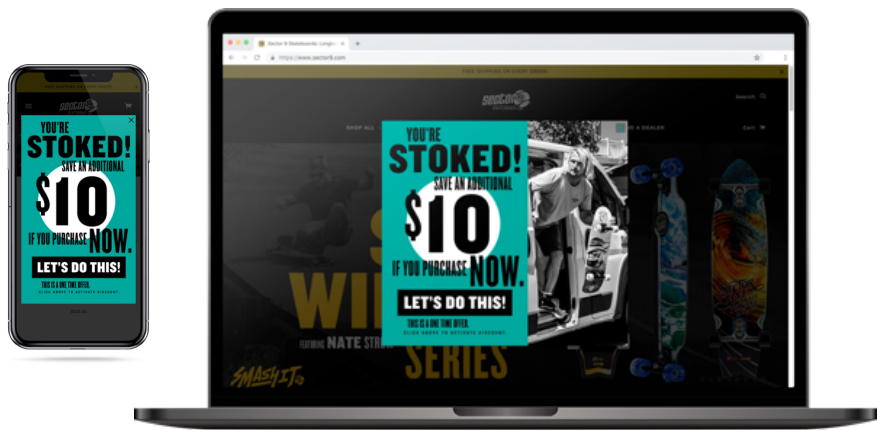
Sector 9 implemented Metrical's **Behavioral AI Model** across their site to build a predictive model of shoppers' behaviors.

Metrical's software could then predict and identify which shoppers were likely to abandon Sector 9's site **before** completing their purchase and serve them targeted, on-site messaging that resulted in the highest conversion rate and most revenue for the retailer.

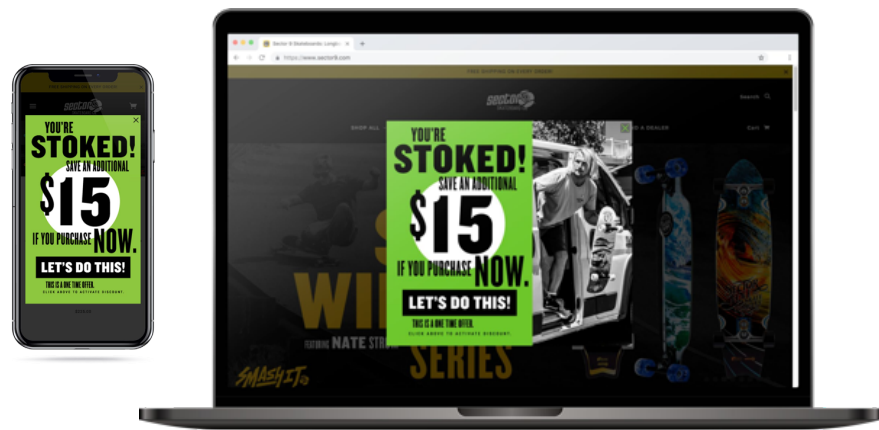
Once Metrical's Behavioral AI Model was built, it started serving targeted offers to only the most relevant shoppers,

Putting the data into action!

“\$10 off” offer



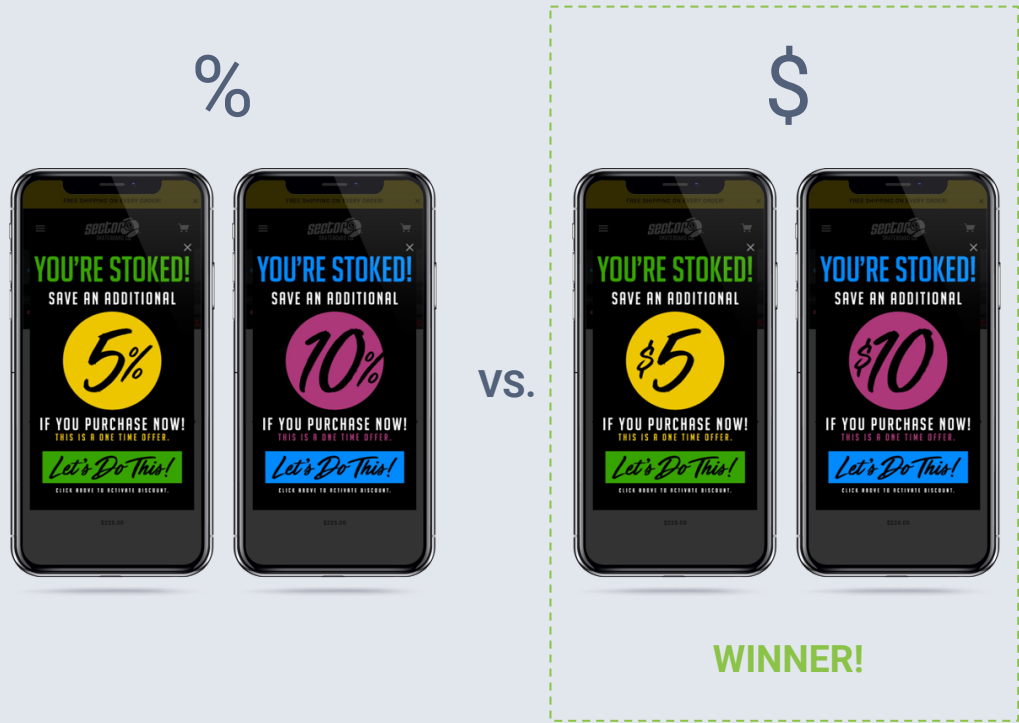
“\$15 off” offer



Metrical monitors behavioral data in real time to identify those shoppers most likely to abandon their purchases.



Built-in A/B testing software automatically tested various offers to find the one that converted best and maximized Sector 9's margins.



How does it work?

With just a few clicks,
the Metrical software was installed quickly and painlessly*.

All you need is one click through Shopify or Magento.



*Metrical is compatible with all major e-commerce platforms.

Artificial intelligence delivering real results.

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



Metrical provides your company with the data and solutions to anticipate shopper needs and provide a more relevant experience in real-time – turning casual shoppers into higher value customers. If you’d like to talk to us, reach out: hello@metric.ai