

Visitor Identification Platform Engages Shoppers & Drives Sales

The problem

Smith & Noble is a custom window treatment company that's been selling direct for over 25 years. As a catalog marketer that now relies heavily on its website as a storefront, converting website traffic into sales is essential. But with only about 3 percent of daily visitors making a purchase, the company was falling short of sales goals.

The solution

To better engage website visitors and transform shoppers into buyers, Smith & Noble turned to 4Cite Consumer Insights & Interaction Hub™. 4Cite was already providing data feeds on website traffic, which the company used to refine their offline segmentation strategies and optimize ROI for catalog mailings. Smith & Noble realized that this customer knowledge – including visitor identification and subsequent tracking of when and how they visited the website, how long they stayed, and what they shopped for – could be used to strengthen customer acquisition and better convert web visits into sales.

“We’ve proven time and time again that our proprietary technology enables us to identify more visitors to a company’s website than our competitors can,” says 4Cite Senior Vice President Jack Sturn. “In the case of Smith & Noble, we accurately identify and distinguish known customer traffic from anonymous traffic.”

Implementing 4Cite’s Triggered Lightbox and Triggered Email services was easy, with 4Cite seamlessly establishing an API integration with the company’s email service provider. Smith & Noble now uses personalized lightboxes to drive sales via optimized visitor experiences and exclusive offers for identified visitors. Visitors who can’t be identified—and those who can be identified but haven’t signed up for email—receive special offers to capture their email address and instantly receive a follow-up Welcome email.

What’s more, 4Cite’s technology ensures that long-standing customers don’t receive introductory offers intended for new customers. A common pitfall, these offers—when sent to the wrong shoppers—can actually



decrease sales and diminish customer satisfaction. So can missing the mark when it comes to communicating with new customers. That’s why it’s important to tightly integrate the content and timing of email acquisition lightboxes and follow-up Welcome emails in ways that influence purchasing activity and optimize conversion.

Because of 4Cite’s ease of use, Smith & Noble can easily alter their lightboxes and emails when developing new and/or updating existing campaigns. This makes it easy for the retailer to stage one-day sales or offers of varying duration in line with whatever the Smith & Noble marketing calendar calls for.

The result

Smith & Noble is delighted with the results. Thanks to 4Cite and its targeted lightboxes, we’ve realized over a 50% percent lift in our customer acquisition program,” says Andrew Sampson, Smith & Noble’s digital marketing manager. “The Smith & Noble/4Cite relationship has been so successful that we plan to expand our triggered lightbox program beyond Welcome emails. We also plan to implement more sophisticated campaigns targeted to specific consumers, which will generate more in-home appointments and help us achieve our ultimate goal of driving sales.”

