

# Claire's.

## CUSTOMER STORY

With an intelligently crafted Digital Assistant, Ve helped Claire's build a seamless user experience, increase engagement and boost conversions.

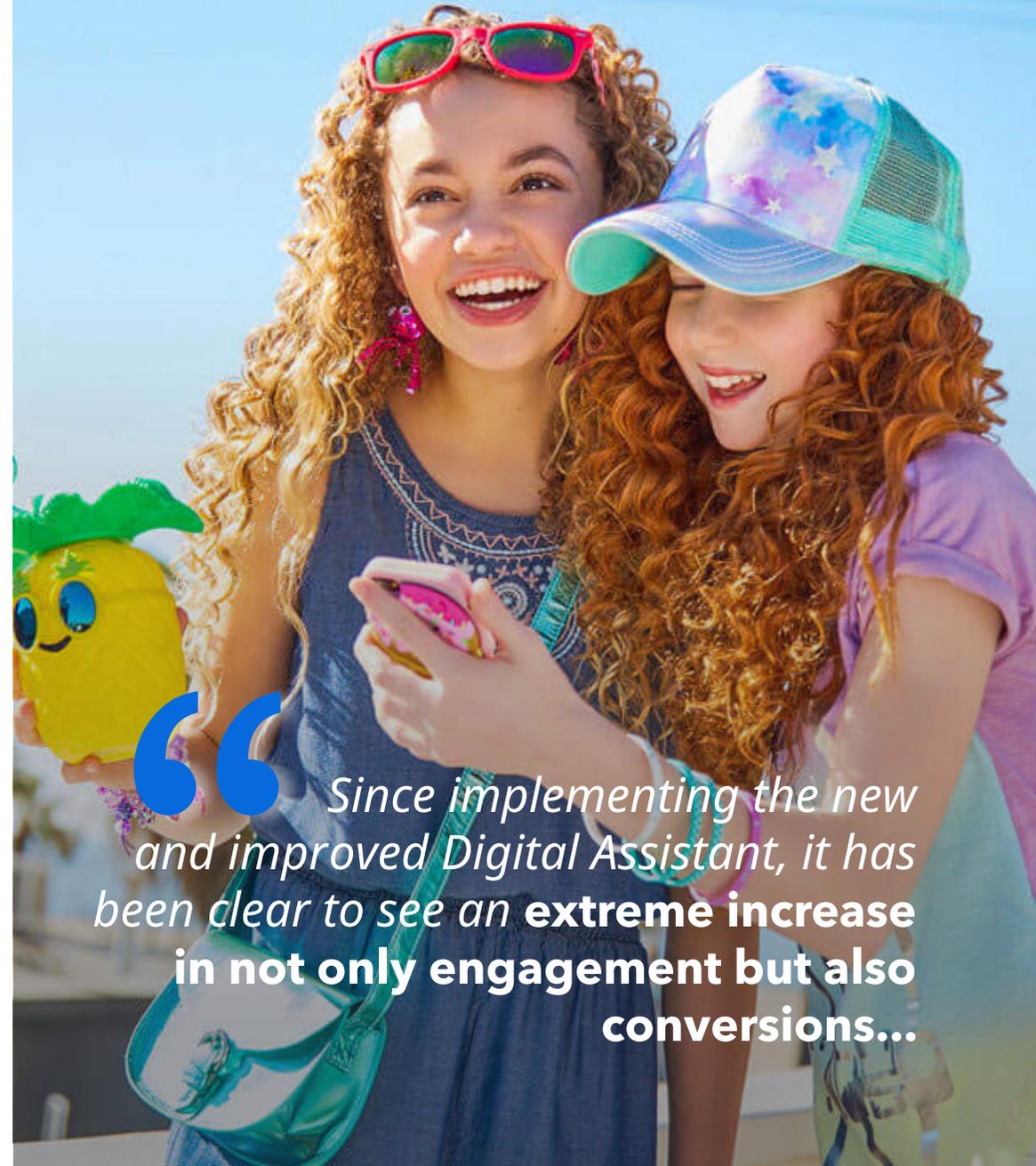
### A bit about Claire's...

Claire's is a hugely popular international brand that offers on trend and quirky jewellery and accessories for young women, teens, tweens and kids. With both branded and licensed products, from earrings to hair clips, phone cases to toys; Claire's is an institution known nationwide through its presence on the high street and online. With significant retail knowledge and proven experience in the industry, Ve was best-placed to help Claire's take their onsite experience to the next level.

---

Every online retailer knows the difficulties of trying to deal with bounce rate and Claire's was no exception. The brand wanted to tackle this bounce rate on the site's basket and checkout pages, whilst overall improving the onsite experience for all visitors. To meet these challenges head on, Ve built a strategy that featured the Digital Assistant, fuelled by clever and data-driven campaign optimisation.

Ve & claire's



“ Since implementing the new and improved Digital Assistant, it has been clear to see an **extreme increase in not only engagement but also conversions...** ”

2.5%

Increase in AOV

83%

Uplift in engagement\*

3.3x

Uplift in attributed sales\*



\*Following product development

*...Claire's has definitely benefited from the unobtrusive panel and we love the increased engagement it creates with our customers.*

EBONIE LOGAN, GLOBAL AFFILIATE PARTNERSHIP MANAGER AT CLAIRE'S



## Keeping visitors onsite and engaged

To reach out to visitors looking to leave the site, Ve set up its onsite promotional messaging solution on Claire's basket and checkout pages. By providing dynamic discounts and prompts, **Ve achieved an impressive 4,909 clicks over 3 months.**

However, following extensive product development, Ve built on this success even further, **boosting the number of clicks up to 30,246.** After such great results on the basket and checkout pages, Claire's chose to expand the use of Digital Assistant onto the ear piercing page too, aiming to boost earring sales.

## Bespoke solutions

The Digital Assistant combined recommended products, browsing history, intelligent search and promotional messaging in order to engage Claire's website visitors and tackle the reasons for their desire to abandon. With the use of this bespoke solution, Claire's saw the **AOV increase to £25.68** compared to £24.60 with traditional pop-up overlays, testament to the improvement of Ve's product refinements.