

Customer Case Study



Results of WinBuyer OCP

Lift in conversion to sale

20.59%

New overall conversion rate

5.24%

Average order value increase

13.09%

Revenue per visit increase

\$36.25

“ *One would assume that by telling visitors about our competitors we’d lose sales, but the opposite actually happened.* ”

Brandon Proctor,
VP Marketing, Build.com

Leading home improvement retailer improves conversion by **over 20%** with Onsite Comparative Pricing Solution

About Build.com

Build.com is the third largest online home improvement retailer and currently ranks 97 on Internet Retailer’s Top 500 Guide. Build.com’s goal is to provide the best selection and buying experience as well as unmatched customer service to consumers involved in a wide range of home improvement projects. Build.com is the parent company of about half a dozen specialty stores specializing in plumbing, HVAC, lighting and door hardware.

The Challenge: Keeping the Customers on the Site

Build.com seeks to provide the best online purchasing experience for consumers engaged in a home improvement project. In fact, each product page offers detailed product specs, consumer reviews and a box that lets visitors pose product questions to the community at large. Thanks to this effort, the company’s sites serve as excellent resources to consumers.

Unfortunately, the home improvement market is notoriously sensitive to price, and for Build.com that meant far too many consumers were using its resources to find and research products they liked, then leaving for a comparative shopping engine (CSE) to find the absolute lowest price.

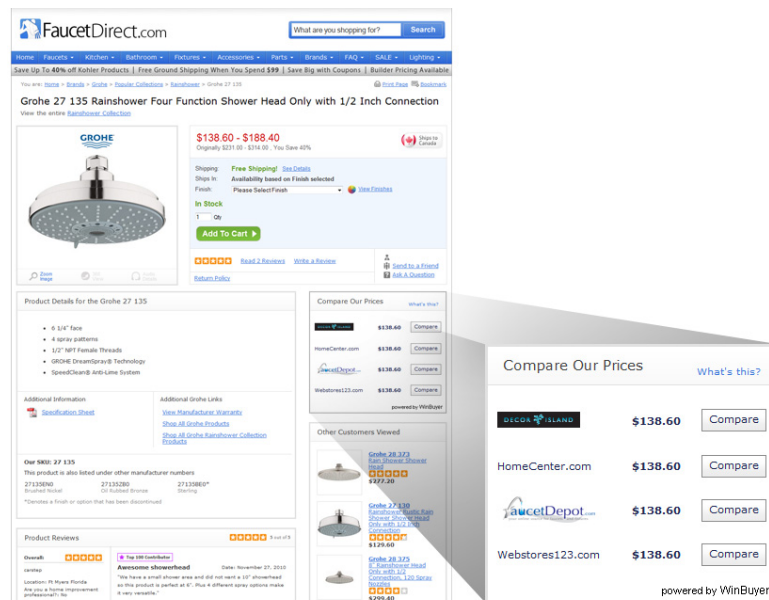
This was a costly scenario for Build.com which, like all serious online retailers, invests in paid search to attract potential customers. “We were paying for visitors and they found our sites useful. Our challenge was to keep them onsite until they purchased”, explained Brandon Proctor, Vice President of Marketing for Build.com. To increase profitability, Mr. Proctor needed a way to enable consumers to do the comparison-shopping they were going to do anyway, but without leaving Build.com.

Another challenge: Home improvement projects are complex, and consumers often ultimately learn that the buying experience is just as important as price. Build.com needed a way to instill buyers’ confidence in the purchasing cycle so that even if products cost slightly less at another retailer’s site, Build.com would still be that consumer’s first choice.

The Solution: Onsite Comparative Prices

To address these challenges, Build.com turned to WinBuyer, a leading provider of conversion and revenue optimization solutions for online retailers. WinBuyer offers a comparison-shopping solution – known as Onsite Comparative Pricing (OCP) – that Build.com opted to test on two of its sites, FaucetDirect.com and LightingDirect.com.

Onsite Comparative Pricing is a service that displays comparative shopping information directly on a retailer's product page. The solution enables prospective consumers to compare offers from multiple retailers without leaving the retailer's website – a key goal of Build.com.



Mr. Proctor and his team tested WinBuyer over a four-week period, and had a sample size of nearly 135,000 unique visitors. “We used A/B testing to test all the price algorithms, as well as the message, layout and flow”, explained Mr. Proctor.

WinBuyer provides retailers with a great deal of flexibility on how they implement Onsite Comparative Pricing on their sites. For instance, Mr. Proctor's team was free to customize the look and feel of the pricing comparison display; select the number of competitive prices visitors see; as well as choose the range of competitive prices to display. For example, Build.com could show the prices of merchants that offered similar prices, lower prices, higher prices or a mix of all three.

WinBuyer provides a window into the listings of Comparative Shopping Engines and affiliate networks, letting consumers compare prices directly from FaucetDirect.com product pages.

Tangible Results: Substantial Lift in Conversion, AOV and RPV!

The winning combination for FaucetDirect.com turned out to be the “Compare our Prices” message, along with showing visitors a mix of merchants that offered similar and higher prices. “These results surprised us at first. One would assume that by telling visitors about our competitors we'd lose sales, but the opposite actually happened. We learned that by being open and honest with our visitors, we're sending the message that Build.com offers the best buying experience”, said Mr. Proctor.

Within four weeks, FaucetDirect.com discovered that WinBuyer was able to deliver on its promise of helping them win buyers. By showing visitors how the company's prices compare to other retailers, Build.com has seen dramatic increases in FaucetDirect's conversion rate (20.59%), average order value (13.09%) and revenue per visit (\$36.35). Going forward, Mr. Proctor plans to roll-out WinBuyer on more of Build.com's sites. He and his team will repeat A/B testing on their other sites to ensure the same stellar results.

About WinBuyer

WinBuyer helps online retailers optimize revenue and satisfy their customers needs for timely and relevant product information. The company offers solutions that drive conversions and monetize traffic by giving shoppers pricing information and compelling offers when they need it most. Its flagship solution, Onsite Comparative Pricing, helps retailers build consumer confidence, improve conversions and increase average order values and revenue per visit.

Ready to get started? Go to www.winbuyer.com

“Winbuyer has had a significant and sustainable impact on our business.”

Brandon Proctor, VP Marketing, Build.com

WinBuyer
MAKE EVERY VISITOR COUNT