HOME & GARDEN

The best eCommerce home and garden businesses convert more shoppers and encourage loyalty through tailored campaigns based on past purchase and browse data, making the customer experience as inspiring as their physical showrooms.

Read on to learn how five home and garden businesses create seamless, tailored experiences that result in more revenue and happy customers.

Data capture

Feature: Popovers

Iconic Lights presents new visitors to their site with a **popover** offering a discount on their first order when they sign up.

Impact: The ability to provide a tailored email experience starts with collecting quality email addresses for your database. The use of a popover form on your website can contribute to this. In fact, one Fresh Relevance client increased newsletter sign-ups by 333% through targeted popovers. Iconic Lights' popover serves two purposes: the visitor identifies themselves with their email address and is tempted to make a purchase.
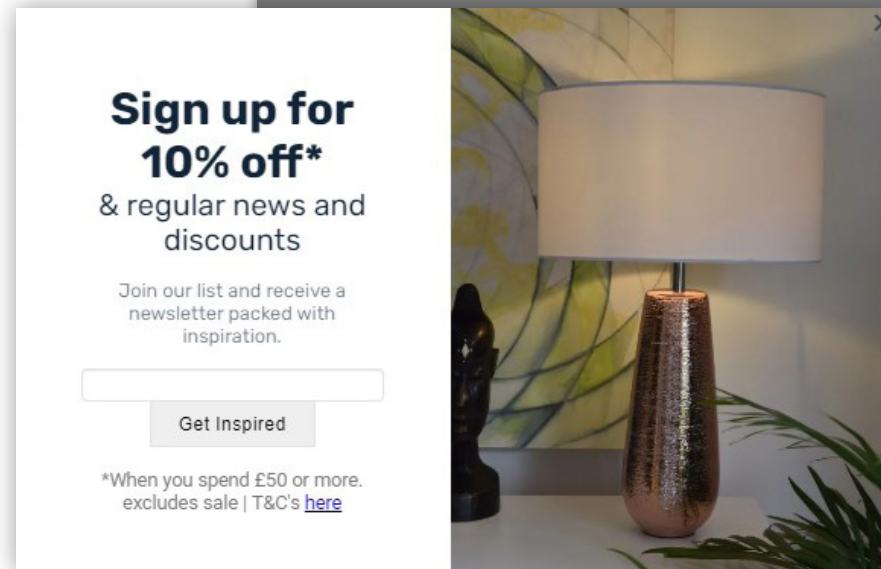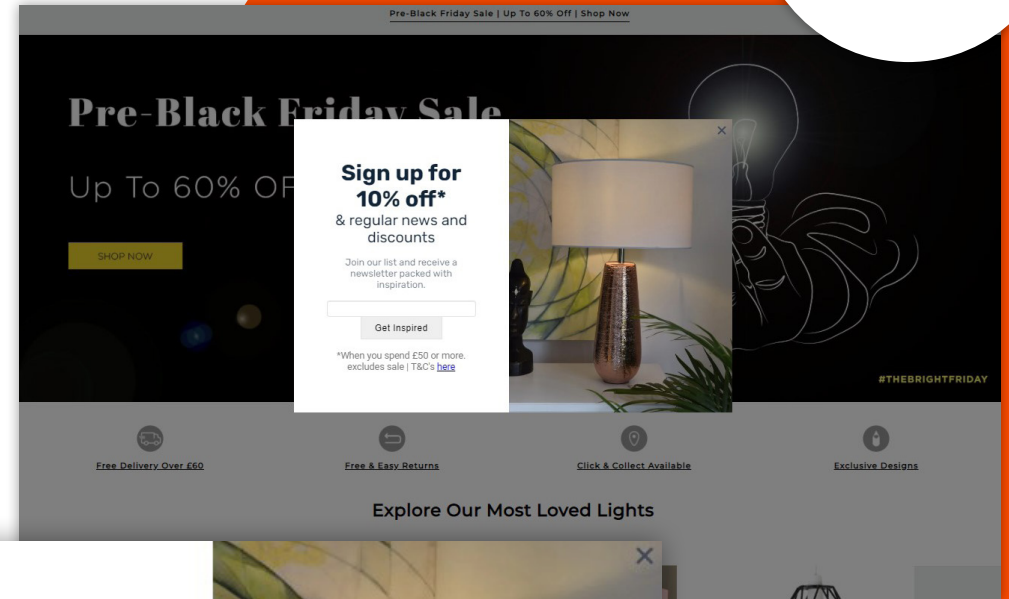
Product Recommendations

Feature: Bestsellers

FFX combines high-converting social proof and product recommendation tactics on their category pages to inspire website visitors to check out their popular items.

Impact: Including bestsellers on the homepage and category pages can be particularly effective for online homeware and DIY stores, as without the ability to see products in the flesh, customers are more likely to be swayed by other shoppers' opinions. Product recommendations are proven to lift sales by up to 11%, making them an essential marketing tactic.

FFX

NO.1

Best Sellers

DeWalt DT70535T-QZ Impact Torsion 2 x PZ2 50mm and Magnetic Screwlock	Black & Decker KA900E Powerfile Belt Sander 240v	Milwaukee 4932352313 165mm 24T Circular Saw Blade	Makita DGA452Z 18v 115mm LXT Angle Grinder Bare Unit	Bosch GSB12V15N Li-ion Combi Drill Bare Unit	
£5.40 SAVE £7.71	£44.95 SAVE £49.16	£10.95 SAVE £22.71	£79.00 SAVE £155.40	£52.00 SAVE £50.45	View All Best Sellers

Brand Of the Day - Makita

Makita B-09298 165mm x 20mm x 48T Specialized Plunge Saw Blade	Makita B-09173 165mm x 20mm x 24T Specialized Circular Saw Blade	Makita DTM50Z 18v Li-ion Oscillating Multi Tool Bare Unit	Makita B-08894 190mm Stationary Saw Blade 190 x 20 x 24T	Makita DML185 18v Li-ion Cordless Light Torch Bare Unit	
£28.95 SAVE £23.25	£15.22 SAVE £8.18	£83.00 SAVE £147.40	£16.15 SAVE £10.25	£14.95 SAVE £32.45	View All Makita

Best Sellers

DeWalt DT70535T-QZ Impact Torsion 2 x PZ2 50mm and Magnetic Screwlock	Black & Decker KA900E Powerfile Belt Sander 240v	Milwaukee 4932352313 165mm 24T Circular Saw Blade	Makita DGA452Z 18v 115mm LXT Angle Grinder Bare Unit	Bosch GSB12V15N Li-ion Combi Drill Bare Unit	
£5.40 SAVE £7.71	£44.95 SAVE £49.16	£10.95 SAVE £22.71	£79.00 SAVE £155.40	£52.00 SAVE £50.45	View All Best Sellers

© 2019 FFX

Social proof

Feature: Scarcity messaging

ITS uses live purchasing data to display how many people have a particular product in their shopping cart.

Impact: Displaying scarcity messaging signals to the shopper that this is a high demand product worth purchasing, and the added urgency speeds up the purchasing process and reduces click to purchase rate.

15 People have this in their basket right now!

Dynamic content

Feature: Countdown Timers

Victoria Plum uses a **dynamic countdown timer** in their email marketing to draw shoppers' attention to their sale deadline.

Impact: With seasonal sales traditionally driving footfall to showrooms, eCommerce homeware stores need to drive the same excitement and urgency online. Dynamic countdown timers are a great way to do this.

Dynamic content

Feature: Dynamic pricing

FFX uses real-time dynamic pricing to serve their email recipients with live prices at the time of open, ensuring they only promote deals that are still available on the website.

Impact: To make sure customers don't click through to expired discounts, retailers and brands can use real-time dynamic pricing in marketing emails promoting discounts and deals. This tactic has paid off for FFX, as the inclusion of dynamic content into their bulk marketing emails has increased their click to open rate from 3% to 25%.

Triggered emails

Feature: Cart and browse abandonment emails

FFX triggers cart and browse abandonment emails with dynamic hero banners featuring the carted brand to encourage shoppers to return to their site and complete their purchase.

Impact: When shopping for DIY products online, a plethora of options combined with the inability to touch and try out products means abandoned carts are inevitable. Timely cart and browse abandonment emails with dynamic banners enable FFX to react to high-intent behavior, nurture their shoppers and boost revenue. Cart and browse abandonment recovery emails are a proven revenue booster, with the average Fresh Relevance client doing cart and browse abandonment emails achieving a sales uplift of 12%.