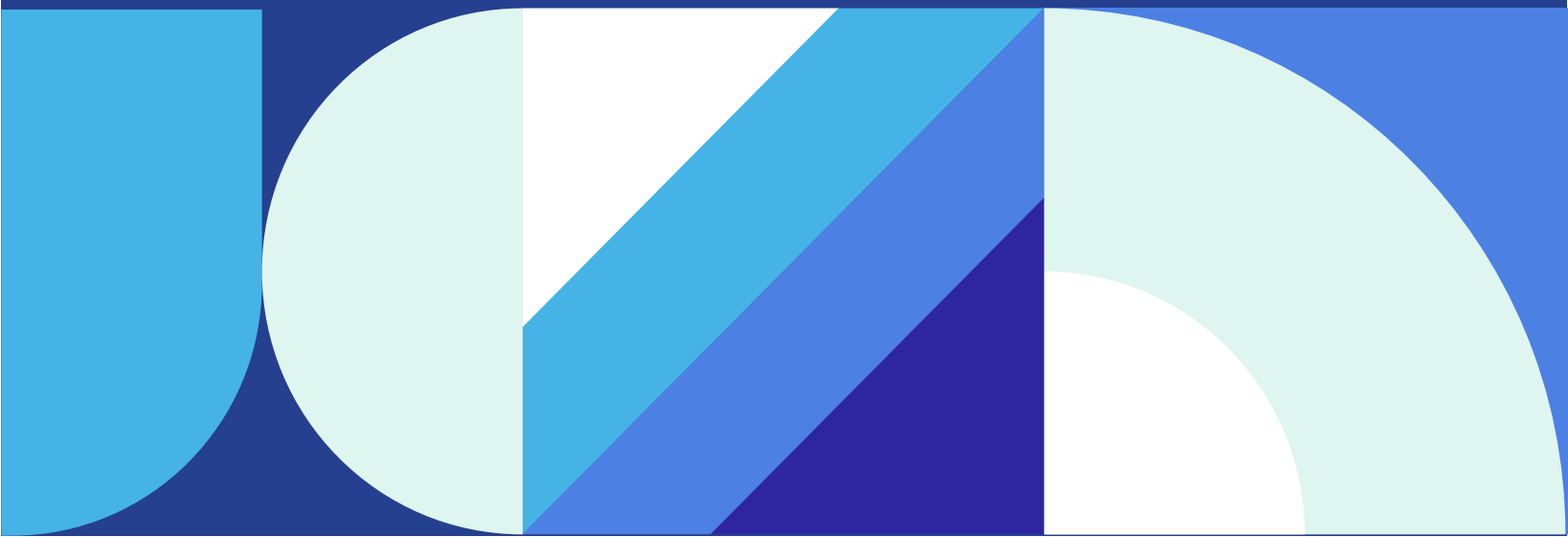


bizrate insights

Case Study

Lehman's Boosts Website Conversions

In the Age of
Amazon Marketplace





Founded in 1955, Lehman's Hardware Store is dedicated to helping people live a simpler life. Their sprawling flagship location in the heart of Ohio's Amish Country has become a destination spot for travelers eager to experience the traditional days of farming and homesteading.

Like many independent retailers, Lehman's relied on Amazon for most of their eCommerce sales. Selling on Amazon came at a steep cost and was not only cutting into Lehman's profits, but also making it difficult to build brand loyalty with online shoppers.




99% of customers who buy on a marketplace don't come back.

Matt Gerstenslager

Vice President of Digital Marketing, Lehman's



Matt's ultimate goal: drive marketplace traffic to the Lehman's website and convert those first-time visitors into first-time buyers – and ultimately lifetime customers.



In early 2019, Matt and his team redesigned their ecommerce website to utilize dynamic content and display relevant products based on search history. At the same time, they launched targeted campaigns across search engines and social media channels to direct shoppers to the Lehmans.com website.

Traffic immediately increased. . .but at a cost to conversion rate, which decreased at the same pace. The team could see that visitors were adding items to their cart, but then they'd abandon before completing checkout.

The digital marketing team needed to learn more, so in March 2019, Matt and his team partnered with Bizrate Insights and launched the Online Site Abandonment Solution. Now, Lehman's was quickly collecting feedback from abandoners as they left the site, allowing them to pinpoint the roadblocks along the purchase journey.



We were using Google Analytics and multivariate A/B testing to see what we could improve, which are great ways to do it, but it's a longer road to travel. The quickest way is to hear directly from the customer, and that's what Bizrate Insights provided for us.

Matt Gerstenslager
Vice President of Digital Marketing, Lehman's





Solving a Shipping Dilemma

Historically, Lehman's shipping costs were divided into tiers ranging from \$10 to \$50+ based on the size and total weight of the items ordered. Feedback from the Bizrate Site Abandonment Survey pointed to high shipping costs as a critical issue and highlighted this as a key area for abandonment.

When asked "What would have enticed you to make a purchase today?" more than half of those who abandoned (53%) chose free shipping. Lehman's recognized the need to reduce shipping as a way to stay competitive, but worried about the potential hit to the bottom line. In an effort to convert customers and maintain revenue, the digital marketing team ran a month-long promotion offering free shipping on all purchases over \$99 – slightly above their average order value.

During the first two weeks of the promotion, Lehman's saw an 12% lift in overall conversion rate and a 5% increase in AOV. These results confirmed that free shipping wasn't just a way to get customers in the door, it also helped them to convert and spend more at the same time.

12%
Increase in average
order value

5%
Increase in
conversion rate

Using Ongoing Feedback to Compete

With positive results from their first test, Lehman's now uses customer feedback collected via Bizrate Insights' Site Abandonment Solution to influence decisions across the business, including:

Consistent testing to optimize their free shipping program.

Following the success of the initial test, the team is running additional free shipping offers to see which ones resonate best with customers. Tests included increasing shipping thresholds, offering reduced shipping, and offering free shipping only on high-margin products.

Careful review of every customer comment.

"Anything they say, anything they rate, I take very seriously," Matt says when asked how he looks at customer feedback today. He's especially interested in what first-time visitors have to say and uses the Site Abandonment Solution to measure their overall satisfaction and likelihood to return.

Feedback collection from buyers as well as visitors.

Matt is also using Bizrate Insights' Online Buyer Survey to collect feedback from everyone who makes a purchase. While converting visitors is his first priority, measuring sentiment and turning buyers into loyal, life-long customers is equally as important.

One of the biggest challenges retailers face today is learning how to compete and survive in an environment where shoppers have infinite options, including marketplaces that can afford to be less specialized and offer lower prices.

Lehman's is facing this competition head-on by optimizing their website to create a seamless purchase experience. Without feedback collected using Bizrate Insights, they would not have been able to identify the issues that were preventing conversions.

"Bizrate Insights has played a great role in helping us understand how customers are interacting with our website. We're very thankful to be using it!" Matt says of the impact of the Site Abandonment Solution.



ABOUT BIZRATE INSIGHTS

Bizrate Insights collects 25 million surveys annually and is one of the largest sources of verified customer-generated ratings and reviews.

Our core solutions cover online visitors and buyers, as well as retail store buyers, allowing partners of all sizes to build a best-in-class customer experience, gain competitive intelligence, and attract more qualified traffic.

For a free demonstration of Bizrate Insights Solutions, and review of how we can meet your business' needs, schedule a time using the button below.

Bizrate Insights has played a great role in helping us understand how customers are interacting with our website.

Matt Gerstenslager

Vice President of Digital Marketing, Lehman's



bizrate insights

[Request A Demo](#)

or visit our website:

www.bizrateinsights.com/demo