

# customer case study: Burton Snowboards

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— Justin Olson, Head of E-commerce



store.burton.com

## Retail Segment

Equipment & Apparel

## Requirements

- Provide customers with a more engaging, personalized shopping experience in line with the Burton brand
- Deploy in a matter of weeks in advance of '08 holiday season
- Real-time site analytics and reporting for purchasing and inventory decisions
- Increase in conversions & AOV

## Solution



richrecs™ personalized product recommendations implemented site-wide on store.burton.com

## Results

- Implementation in less than four weeks
- richrelevance is driving 25% of overall site sales
- Increased AOV
- Real-time site analytics provide Burton with metrics that translate into profitable business decisions
- Merchant tools in the richrelevance dashboard give Burton precise, immediate control (including pairing and blacklisting items)

A true pioneer in the \$487M snowboarding industry, Jake Burton began manufacturing boards and bindings in 1977 from a borrowed woodworking shop in Stratton, Vermont. Fast-forward through some great powder days and several thousand barrels along the way to today and Burton is the most recognized and largest snowboard equipment and apparel brand in the world.

While Burton operates flagship and outlet stores around the world and is distributed internationally through a network of retail partners, the company sought solutions for giving Burton’s customers a highly engaging online experience in alignment with their standout brand. Each season, Burton would manually load product information on its web site. “It was a ‘set and forget’ mentality—we have a small e-commerce team and it was time consuming to constantly change the site,” says Justin Olson, head of e-commerce for Burton. “We realized our customers needed more from us.”

## Burton selects richrelevance as its Personalization Provider

Wanting to showcase its breadth of merchandise while offering customers a personalized shopping experience, Olson recognized the Burton web site required a solution that would deliver on the brand promise while avoiding costly, cumbersome integration processes that would sap IT resources—as well as any solution priced without guaranteed results. In his search for a partner, Olson stipulated two requirements: provide online customers with more relevant information and introduce this new personalized experience in time for the 2008 holiday shopping season.

“richrelevance’s platform integrated into our existing technology very easily, making the deployment very smooth and ready in time for the holiday season.”

— Justin Olson  
Head of E-commerce

“We started working with richrelevance because the company shared our cutting-edge philosophy,” Olson explains. “richrecs provides automated recommendations based on what people have searched for and what is most popular. It’s a superb combination of personalization and ‘wisdom of the crowds’ that allows us to deliver our customers a highly tailored shopping experience.”

Faced with a tight, four-week timeline to be ready for the holiday season, Burton worked with the richrelevance team to develop and execute rapid implementation of richrecs using the team’s proven best practices and robust SaaS technology infrastructure. The timely, efficient integration of richrecs resulted in smooth deployment and a successful holiday season. Olson says, “Essentially, I relied on it.”

### **Burton Sees Immediate Results in Customer Engagement & AOV**

The impact of richrelevance’s personalized product recommendations was immediate. Currently, nearly 25% of site sales are driven by richrelevance. Before richrelevance, Burton’s static product recommendations were informed by user data that was only reviewed on a weekly basis. Now, richrelevance’s technology automatically personalizes product recommendations in real time. Furthermore, a web-based dashboard gives Burton unprecedented control with full reporting and merchant tools that update in near real-time. Olson points out: “During last year’s holiday season it appeared to us that our customers were more price-sensitive so we made adjustments through the richrelevance dashboard to automatically recommend lower-priced products,” explains Olson. “This worked out really well for us.”

The richrelevance investment is paying off for Burton. “I’m tracking about 73% year-over-year sales growth for the month of April (2009),” Olson says. “I’m really starting to see the impact of this tool.”

“Burton customers don’t follow the pack. They demand the best quality snowboarding products that suit their unique style, skills and personality. It was natural that Burton wanted to provide its online customers with the most highly personalized product recommendations possible,” says Justin Olson. “richrelevance not only delivered on this promise, which significantly increased sales and materially improved the customer experience on day one, but did so in only four weeks and in a way that wholly exceeded our expectations of a professional services team.”

#### **For More Information**

Please contact us to learn how we can help you drive your core KPIs.

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