

CASE STUDY

HD SUPPLY
FACILITIES MAINTENANCE

PRODUCT

 **engage**

RETAIL SEGMENT

B-to-B Property Maintenance
Supplier

CHALLENGE

HD Supply Facilities Maintenance wanted to optimize customer engagement with promotional banners to expose relevant products to the most applicable customer segments—without having to invest intensive manual resources.

RESULTS

Using RichRelevance Engage™, HD Supply achieved the following banner performance:

- ▶ Increased AOV by **13%**
- ▶ Increased conversion by **116%**
- ▶ Increased revenue by **125%**
- ▶ Increased click-through rate by **34%**

116%

Increased Conversion

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What I love about Engage is that it takes us out of the equation in determining what customers would respond to best. Because Engage is based on algorithms, it helps us make that decision.

— **Nicole Norris**

Digital Marketing Manager
HD Supply Facilities Maintenance

HD Supply Facilities Maintenance is a leading supplier of maintenance, repair and operations (MRO) products and services to multifamily, hospitality, healthcare and government facilities across the United States and Canada, and is a business unit of HD Supply, one of the largest diversified industrial distributors in North America. The industry leader celebrated its 40th anniversary in 2014, and carries more than 55,000 products on its website, hdsupplysolutions.com.

Nicole Norris is the Digital Marketing Manager at HD Supply Facilities Maintenance, overseeing promotions, email and display marketing and social media. Her team had the daunting task of identifying and placing website banners to better expose a massive product selection and drive revenue from online visitors.

When it came to banners, Norris notes that “we were seeing poor results on home page banners. Nothing was working. Customers came and left and we simply weren’t getting a lot of traction.”

Moving personalization beyond product recommendations

Norris’ team tried different programs as an interim step to force banners based on what they thought would work, but then learned about the Engage™ product offered by HD Supply’s existing personalization provider, RichRelevance. Having used its Recommend™ product since 2010, HD Supply had already witnessed first-hand how personalized recommendations help fuel the online path to purchase.

“As soon as we heard about Engage, we were super excited. Its features matched our goal of increasing banner engagement with our customers by leveraging segmentation and targeting, as well as self-optimizing capabilities,” said Norris.

RichRelevance Engage maps individual shopper behavior against advanced targeting and audience segmentation tools so that marketers can deliver highly personalized campaigns with relevant content. Its ability to automatically optimize this matching saves valuable time and eliminates the need to run hundreds of manual A/B tests to get content personalization right.

HD Supply implemented Engage in August 2013, and has seen significant success in its key metrics, including a **13% increase in AOV (compared to the website AOV of those who didn't click on a banner)**, **116% increase in conversion** and **125% increase in revenue (as compared to previous banner ad performance, for the latter two metrics)**.

"What I love about Engage is that it takes us out of the equation in determining what customers would respond to best," says Norris. "Because Engage is based on algorithms, it helps us make that decision."

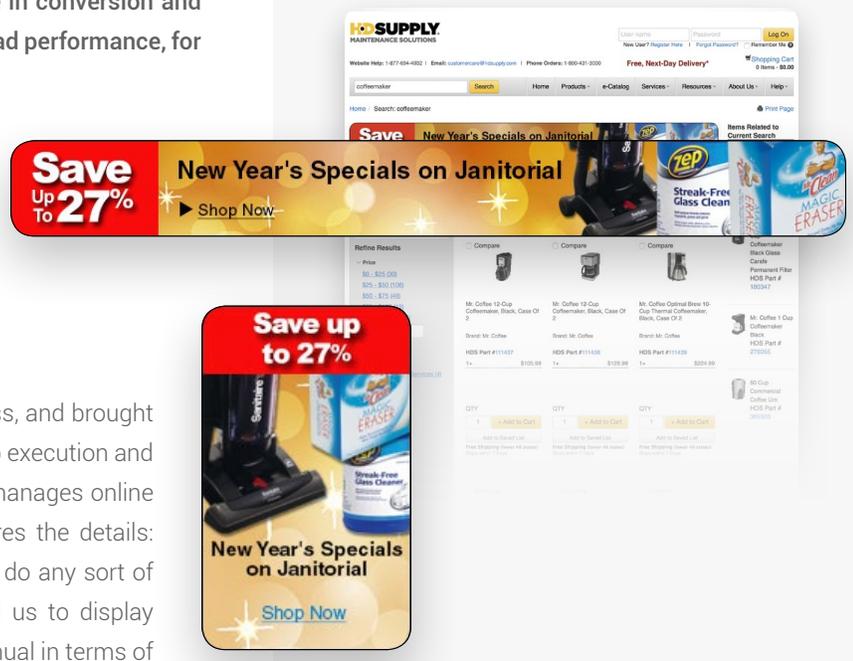
Seamless cloud implementation

Adding the Engage product to HD Supply's site was seamless, and brought not only time savings, but additional benefits when it came to execution and learning. David Wang, the Digital Marketing Specialist who manages online promotions and internal site display for the business, shares the details: "Before we implemented Engage, we only had one space to do any sort of marketing and banner messages. Other programs allowed us to display marketing banners on different pages, but were still very manual in terms of entering information for each individual target and segment. They involved a lot of people, and designers. With Engage, I'm saving at least several hours of time per campaign. Engage also now allows us to run 50 to 100 campaigns at a time, which we were never able to do before."

Gleaning customer insights across the purchase journey

In addition, Engage is helping Wang learn what customers respond to. "Customers weren't responding to information or content like brand features and website resources, but were really engaging when it came to promotions." He has also learned which verticals engage the most, and gleaned best practices to help optimize banner placement, based on his ability to monitor and measure campaign results through the Engage dashboard.

Previously, Norris' team only had the opportunity to deliver one banner per industry (out of five total served) per home page per month. Today, HD Supply Facilities Maintenance can serve banners not only on the home page, but also on key conversion pages like product, registration, and order confirmation pages—all while testing many different promotions. It is able to meet its goal of optimizing customer engagement via banners that expose the most relevant products to the most applicable shopper segments.



Want to learn more?

✉ personalize@richrelevance.com

📞 +1 415.956.1947

🌐 www.richrelevance.com