

### MyBuys Cross-Channel Personalization Creates Sweet Success for Groovy Candies



**AVERAGE  
ORDER VALUES  
UP 70%+**

**REVENUE  
PER EMAIL  
CAMPAIGN  
UP 600%**

**ENHANCED  
BRAND  
EXPERIENCE**

Groovy Candies began with one goal: To be the absolute best candy wholesaler on the web. The company has steadily grown by offering innovative candy products, purchased from more than 150 different candy factories, and great customer service. The Groovy Candies catalog contains more than 2,200 items, with a product mix that changes on a monthly basis.

#### Working to Optimize an Impulse Business

Whether offline or online, candy is fundamentally an impulse purchase where very few potential customers cannot find a product they want. In fact, many candy shoppers develop a craving for a specific product, search for it online, and navigate directly to the Groovy Candies product page and through to checkout without considering other options.

Groovy Candies recognized that the keys to growing its business were to increase cart sizes—particularly for its “short-stay” shoppers—and to re-engage with existing customers to drive regular repeat purchases.

#### MyBuys Made It Easy

Groovy Candies knew that cross-channel personalization was the answer. According to Joe Martin, Web Marketing Director, “Our products appeal to a very large audience, but customers have individual tastes. We found that in order to engage them, we had to present them with relevant content and offers.”

After achieving limited success with manually created cross-sells and non-personalized email newsletters, Groovy Candies found MyBuys. “We considered segmenting our customer list by ourselves,” Martin explains. “But when MyBuys described its predictive shopper profiles and sophisticated recommendation algorithms, we realized that it offered the perfect recipe.”

#### Web Recommendations Fill Carts

MyBuys web recommendations went live on the Groovy Candies site in November, 2010 and immediately delivered results. With recommendations placed throughout the site, and particularly on the product detail and shopping cart pages that are critical to reaching “short-stay” shoppers, Groovy Candies has increased cart size by over 70%. “The impulse nature of candy purchases fits nicely with personalization,” Martin comments. “We are particularly pleased with how MyBuys recommendations have enticed our short-stay shoppers to buy more.”

# Groovy Candies

## Email Alerts Bring Customers Back

Groovy Candies has achieved even more success with its weekly email alerts, which also started in November, 2010. The company has seen email open rates, click through rates, and conversion rates skyrocket from the non-personalized emails that it previously sent in advance of key holidays such as Halloween, Christmas, and Easter. Revenue per email campaign has increased by more than 600%; and the number of repeat purchasers has gone up noticeably. “We are now able to re-engage with customers going back as much as six or seven years by speaking directly to their desires,” Martin reports. “In fact, we can tell when a MyBuys alert has launched by the spikes in site traffic and inbound phone calls.”

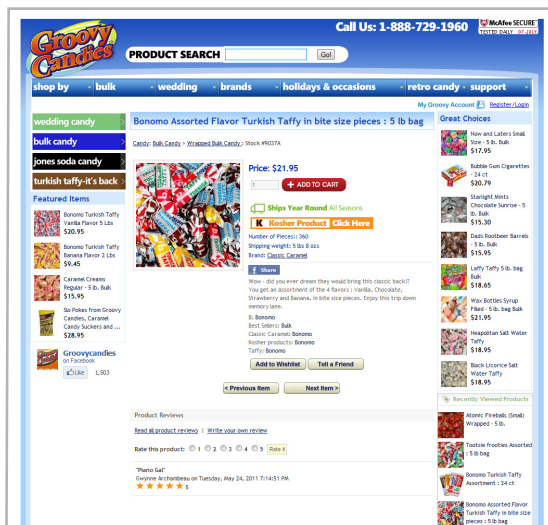
## Dynamic Merchandising Enhances the Brand Experience

In addition to the tangible revenue boost that MyBuys has delivered, cross-channel personalization has enhanced the overall brand experience for Groovy Candies. “When you walk into a brick-and-mortar candy store, you are immersed in a colorful, visually appealing experience,” Martin says. “It is fun to shop for candy!”

MyBuys provides us with a vehicle to bring this physical experience online by showing our customers a set of dynamic, attractive choices at every step through the store. And, the MyBuys philosophy of re-engagement is perfect for candy shoppers.”

## Partnering With MyBuys: A Win-Win

For Groovy Candies, MyBuys has proven to be a cost-effective solution for increasing both revenue and re-engagement. Over time, Martin has worked collaboratively with the MyBuys Client Success team to implement a variety of new cross-channel personalization strategies. “Everyone on our extended team is willing to listen and to share ideas that help us reach our mutual goal of generating more business,” he continues. “For us, that team effort is a sweet success.”



Web Recommendations



Product Alerts

The Groovy Candies cross-channel personalization strategy includes web recommendations that entice shoppers to put more products in their carts and email alerts that re-engage customers with timely, relevant content.

**ABOUT MYBUYS** MyBuys is the leader in cross-channel personalization for retailers. We help marketers increase their marketing effectiveness by learning what individual shoppers like, then using these insights to present them with the most compelling recommendations and offers, coordinated across every channel — on e-commerce sites, through email, via display ads, on mobile devices, and on Facebook. More than 300 companies, including 75 of the Internet Retailer Top 500, use MyBuys to sell more. Visit us online at [www.MyBuys.com](http://www.MyBuys.com).

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