

MyBuys Cross-Channel Personalization Drives Revenue and Profitability for Jomashop



where luxury costs less
JOMASHOP.com

Since 1987, Jomashop.com has been in the wholesale and retail trade of luxury goods such as watches, fine writing instruments, handbags and luxury crystal. Shoppers consistently choose Jomashop as a top seller on today's most popular shopping sites because of the company's selection, competitive pricing and 100% commitment to customer satisfaction. Jomashop is consistently listed in the Internet Retailer Top 500.

**AVERAGE
 ORDER VALUES
 UP 15-100%**

**CONVERSION
 RATE UP 150%**

**COST PER
 CONVERSION
 DOWN TO 2.7%
 OF SALES**

Personalization Takes E-commerce to the Next Level

Jomashop had built a successful e-commerce site by pricing its products competitively, merchandising effectively and using email as a key customer acquisition tool. The company saw personalization as a way to take its business to the next level. "We were getting the traffic," says Osher Karnowsky, General Manager of Jomashop. "However, we wanted to be able to fully monetize that traffic and increase our conversion rates."

Jomashop considered using the cross-sell functionality offered by its e-commerce platform but decided that the effort involved to create recommendations manually would not be practical for its 13,000 SKU catalog. When Karnowsky's team evaluated MyBuys, they recognized that its personalized product recommendations and alerts represented a better way.

"We really liked the concept of personalized alerts, and we saw the value that MyBuys technology delivers in understanding each JomaShopper and figuring out what that shopper would like," comments Chaim Posen, Marketing Director at Jomashop. "Also, we were impressed that MyBuys was able to work with us to make sure that the solution would fit with our merchandise assortment and with our business model."

In November 2008, Jomashop began using MyBuys to generate web recommendations and personalized email alerts. Starting in December 2010, it extended its personalization strategy across channels to include retargeting, delivering personalized product recommendations through display ads to shoppers across the sites that they frequent on the Web.

MyBuys Increases Conversion Rates and Average Order Values (AOV)

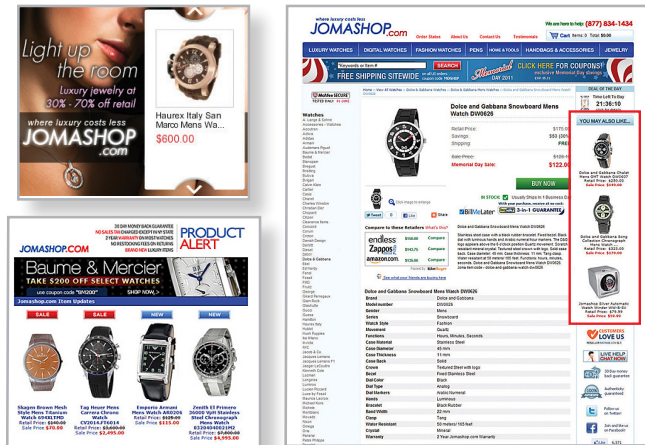
MyBuys personalized product recommendations appear on the home page and product detail pages across Jomashop.com. "The MyBuys recommendations have given us better site conversion rates and have helped us meet our business goals," Posen reports.

Email alerts have also proven to be a successful strategy for Jomashop. “The customers who sign up for alerts are a very valuable group, who are really interested in our products,” Karnowsky notes. Not only do the MyBuys alerts have higher open rates and click-through rates than Jomashop’s traditional email marketing, but also they provide a 150% lift in email conversion rates and 15-20% higher average order values (AOVs).

In fact, MyBuys cross-channel personalization strategies work in concert to increase average order values across the business. Jomashop has seen a more than 20% lift in AOV from its web recommendations and an even greater lift—over 100%—when shoppers engage with personalized recommendations through both alerts and the website.

Eliminating the Headaches

MyBuys alerts have also eliminated hassles and headaches for Jomashop. With a 13,000 SKU catalog, any cross-channel personalization efforts took significant amounts of time. For example, Posen’s team had previously emailed JomaShoppers manually whenever a new item came in. MyBuys was able to fully automate this task, freeing up the team for other work.



For Jomashop, cross-channel personalization improves the shopper experience and improves overall site profitability.

Retargeting Hits the Mark

When Jomashop decided to create a retargeting strategy in late 2010, it chose MyBuys as its partner based on the successful partnership in web recommendations and alerts. Posen began a three-month retargeting pilot

immediately before the 2010 holiday season; the initial results have led him to continue and expand the initiative in 2011. “Retargeting is bringing in orders that we would otherwise not be receiving,” he says. “MyBuys has really come through for us.”

“I have personally been very satisfied with the MyBuys team’s willingness to work together with us to reach our targets,” he continues. “We needed to hit a cost per conversion in line with our product margins and pricing strategies. We told MyBuys what we had to do, and they made it happen.” Over the most recent two months, Jomashop has achieved a retargeting cost per conversion that represents 2.7% of sales. At this level, the company’s retargeting initiative has improved overall site profitability.

An Integral Part of the Selling Experience

For Jomashop, cross-channel personalization has become an integral part of how the company delivers value to its customers. “In this day and age, personalization is something that we can’t do without,” Karnowsky remarks. “We are always looking for new ways to improve the JomaShopper experience, and we are pleased with the levels of service and value that MyBuys brings us.”

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.

MyBuys, Inc.
 411 Borel Avenue, Suite 100 / San Mateo, CA 94402
Phone: 650-544-2400 / **Fax:** 650-544-2401
Sales: 888-291-2422 / www.mybuys.com