

MyBuys Boosts Website Revenue, Conversion Rates, and Revenue per Transaction for Massey's Outfitters



DECEMBER SALES UP 500%

OVERALL CONVERSION RATE UP FROM 1.5% to 4%

AVERAGE ORDER VALUE UP 40%

Massey's Professional Outfitters is the South's premier provider of gear and clothing for hiking, backpacking, skiing, snowboarding, paddlesports, adventure travel and surf. It was founded in 1972 in New Orleans by the father and son team of Darrell and Larry Massey.

The company has three locations and is currently restoring a turn-of-the-century warehouse in a Katrina-flooded part of New Orleans to serve as their flagship store and headquarters. In November 2007, Massey's was selected as a Top 25 Specialty Retailer by Outdoor Business Magazine.

Stepping Up to Amazon.com-level Marketing

Before beginning its relationship with MyBuys, Massey's had been doing Internet retailing for several years, with respectable but not exceptional results. The company was sending customers one-size-fits-all emails on a sporadic basis that notified them of sales and special promotions—but 85% went unopened. It was also making website cross-sell recommendations, but had to create them manually, and was making the same static offers for every product in a category. The average order value was \$100 and 50% of shopping carts were abandoned.

When MyBuys visited company owner Mike Massey, they presented an eye-opening approach to maximizing the effectiveness of Massey's Internet marketing. "MyBuys described a scenario where emails are tailored to each customer's preferences and product recommendations on the website are based on deep customer profiles," says Massey. "It sounded to me like Amazon.com-level marketing. I never thought my website could do something that sophisticated."

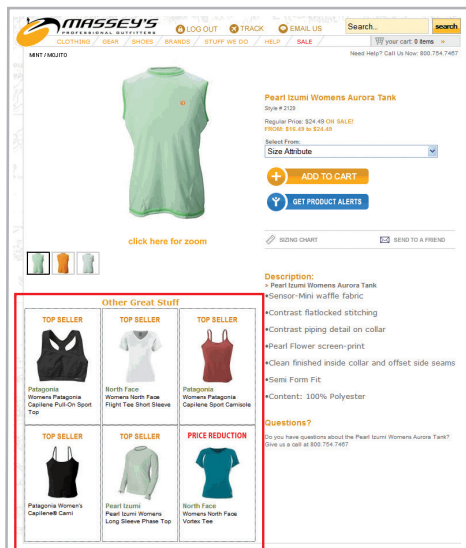
Mastering the Cross-Selling Game

Massey's supplied MyBuys with a list of product categories, a data feed to the inventory database, and a customer email list. In a few short weeks, MyBuys had implemented and refined a custom solution for Massey's that included regular email alerts and product recommendations.

MyBuys now sends out personalized email alerts every month to the customers on Massey's opt-in mailing list. Mike Massey explains how the alerts help him know his customers better: "We pay close attention to how many people are asking to receive alerts in which categories, because that tells us the level of interest in those types of

products,” he says. “We then use that information to better target our business; that is, we buy broader and deeper in the most popular 10 or 15 categories, like Men’s Jackets or Bags and Packs, because we know our customers want us to offer that merchandise.”

Massey says the intelligent recommendations, driven by the products a customer is viewing, are extremely effective in increasing the number of items per order. “When we were doing static recommendations, we were not even five percent as effective as MyBuys,” he says. “Now customers come to the site to buy one thing, see the recommendations, and buy another. We operate other sites that do not have MyBuys recommendations and that’s not the case there.”



Massey's website offers MyBuys personalized recommendations that are boosting AOV 40%

Many of Massey's competitors find it difficult to succeed at the practice of cross-selling online. “It’s a technological challenge to make it dynamic, personal, and keep it fresh,” he says. “If customers find it stale and static, it’s not effective. MyBuys makes it so easy for us to bring the immersive experience of our stores to our web customers in a way that is far beyond our in-house capabilities.”

MyBuys' exceptional commitment to client success also sets the company apart, “Every single time we present MyBuys with a problem, they come back within 24 hours and say they’ve solved it,” says Massey. He cites the example of manufacturers who did not want

to send potential buyers to the Massey's site only to have them cross-presented with merchandise from rival manufacturers. “We talked to MyBuys and they said, ‘Give us a day and we’ll fix it.’ Sure enough, the next day it was fixed and the manufacturers were happy. We work with a lot of companies delivering services, but I’ve never dealt with one that’s as responsive, client-focused and proactive about our business as MyBuys.”

Making the Shopping Experience More Personal

Since implementing MyBuys, the conversion rate on the site has climbed from 1.5% to 4%, and the average transaction has increased from \$100 to \$140. In addition, site visitors have grown 500% over the course of a year. “MyBuys can take a great deal of credit for all those results,” says Massey. “As the Web matures, people seek out sites oriented to them, and the more personal you can make a site, the more likely you are to make the sale. MyBuys has done that for us—it has made our site more personal and created a richer shopping experience for our customers.”

Massey says his bottom line in measuring success is the quality of service it offers to customers, employees, and staff. “MyBuys helps us bring a very high level of service to all those groups. It contributes to our success financially, of course, but beyond that it serves as a *smart and silent salesperson* who’s aligned with our philosophy of serving our customers well. It fits in really well with the Massey's brand.”

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.

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