

MyBuys Cross-Channel Personalization Hits a Home Run for MonkeySports



HomerunMonkey.com™

AVERAGE ORDER VALUES UP 24%

15% INCREASE IN ONLINE REVENUES

AVERAGE EMAIL CONVERSION RATES 6.5%

MonkeySports, Inc. offers premium ice and roller hockey, goalie, lacrosse and baseball equipment. Its internet business operates under the websites hockeymonkey.com, goalieimoney.com, lacrossemonkey.com and homerunmonkey.com. With these sites and four store locations, the company has become the largest retailer of hockey and lacrosse equipment in the US.

Rapid Success Drives New E-Commerce Needs

MonkeySports started as a single hockey shop with a business that grew quickly because of its early online presence. By 2008, the company was generating more than \$30 million in online revenue across multiple sports equipment sites. However, their success was drawing more competition into the market. They knew that in order to continue dominating their core product categories, they needed to adopt a range of e-commerce best practices, including on-site and cross-channel personalization.

Passionate Shoppers Make Considered Purchases

MonkeySports knows that their shoppers are special. According to Tom Barr, eCommerce Manager at MonkeySports, “People are passionate about the sports they play, and as a result they really think about their purchases. They spend a lot of time browsing our site and making multiple repeat visits.” In fact, the average site visit across the four MonkeySports sites is over five minutes and 10-20 page views.

MyBuys Predictive Shopper Profiles Make Cross-Channel Personalization Work

Upon evaluating MyBuys, MonkeySports found a partner that fit well with their shoppers and business plan. “I really think MyBuys takes the right approach,” Barr remarks. “The core set of data in the MyBuys predictive shopper profiles captures our shoppers’ true preferences and creates compelling recommendations that make sense to them in the context of their purchase cycles. Furthermore, building out these predictive shopper profiles has allowed us to extend personalization into new channels—email and display advertising—with immediate success.”

Advancing Web Recommendations Delivers an Instant Boost

MonkeySports had made early personalization efforts using simple cross-sell functionality available in their e-commerce platform. While this functionality provided an immediate revenue lift, the limited algorithms did not work effectively in all product categories. They sought a personalization solution that could understand unique shopping behaviors across the four different sites and that would operate efficiently at the scale of a 70,000 SKU catalog - MyBuys was a perfect fit.

Monkey Sports

The initial MyBuys deployment at MonkeySports consisted of incorporating web recommendations into the category, product detail, and shopping cart pages of each of the four sites. “The biggest part of the implementation was getting our shopper data ready for MyBuys to use,” Barr reports. “The on-site implementation was quite straightforward.”

MyBuys web recommendations instantly tripled the revenue lift that MonkeySports had been achieving with their previous cross-sell technology. The company sees a high rate of engagement with the personalized recommendations, and they have achieved average order value (AOV) increases of more than 24% across all of the sites over the past year.

Email Product Alerts and Display Ad Retargeting Create the Power Play

When MonkeySports expanded their MyBuys implementation with email alerts, recommendations in order confirmation emails, and more recently display advertising, they found that these retargeting techniques delivered big advantages—and an even greater revenue boost—without a lot of time invested from Barr’s team. “Retargeting is a perfect fit for considered purchases,” Barr points out. “Our shoppers appreciate us prompting them to come back to our sites. MyBuys retargeting solutions are delivering us business that we weren’t pulling back in the past.”

MonkeySports utilizes a variety of marketing strategies in their predictive shopping alerts, from recently viewed items and abandoned carts to new arrivals and top sellers. Display ads also deliver friendly and compelling messages to shoppers. “It’s almost as if MyBuys seems to read our shoppers’ minds from last week,” Barr comments.

The numbers speak for themselves: open rates that have averaged over 19% in the last year, click through rates of 7%, average email conversion rates of 6.5%, and return on ad spending of 13:1. In addition, recommendations delivered in order confirmation emails have achieved click throughs of approximately 5% and conversion rates averaging over 24%.

Backing from a Solid Supporting Team

Barr credits the MyBuys team for providing a strong assist. “They have plenty of technical knowledge to get all of our questions answered,” he says. “In addition, they have always been there when we needed to react to the market quickly – even if that means getting an email alert ready at 4:00 p.m. on Friday of a big holiday weekend.”

A Winning Partnership

Overall, MonkeySports attributes an increase of more than 15% of online sales to MyBuys cross-channel personalization. In summarizing the value of MyBuys, Barr explains, “For someone who’s not doing much intelligent personalization, MyBuys is a great way to get multiple channels going. Even if you’re already working additional channels like email, the MyBuys predictive shopper profiles make your efforts much more productive.”



MyBuys cross-channel personalization engages shoppers with offers that suit their preferences and passions and give them compelling reasons to visit their MonkeySports site of choice.

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 400 companies, including many of the Internet Retailer Top 500, use MyBuys to increase their sales. MyBuys was recently named one of the fastest growing private companies (#114) in America by Inc. Magazine for 2011. 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