

# MyBuys Organizes the Right Cross-Channel Personalization for The Container Store



**The Container Store®**

On July 1, 1978, The Container Store opened its doors in a 1,600 square foot retail space in Dallas. Today, with locations from coast to coast, the company’s stores average 25,000 square feet and showcase more than 10,000 innovative products to help customers save space and, ultimately, save them time. Customers receive unparalleled service, along with fresh ideas and a very interactive shopping experience.

**AVERAGE ORDER VALUES UP 30%**

**EMAIL CONVERSION RATE UP 10x**

**400%+ RETURN ON AD SPENDING**

## Multi-Purpose Products Makes it Challenging for Customers to Find the Right Solution

The Container Store offers almost all of its SKUs on its e-commerce site, and many of these SKUs represent component products or multi-purpose solutions for a variety of organizational challenges.

According to Catherine Davis, Director of Direct Marketing, “Online, we must provide the same outstanding customer service and solutions-based selling as we do in our stores. When the same product serves a variety of purposes, it can be challenging to put the right product in front of the right customer at the right time through our online channel. A great example is Our Shoe Box. One of our customers posted a product review with 25 different uses for this single item!”

Before MyBuys, The Container Store team created manual product recommendations for about 25% of its products. However, this approach was very tedious to keep up-to-date and did not always address the customer’s immediate need. “We had limited data from which to create recommendations, and most of it was based on offline sales,” Davis says. “In many cases, we would show a complementary product but not a similar one. However, we knew that customers don’t necessarily need to see complementary products when they are still looking for the perfect solution.”

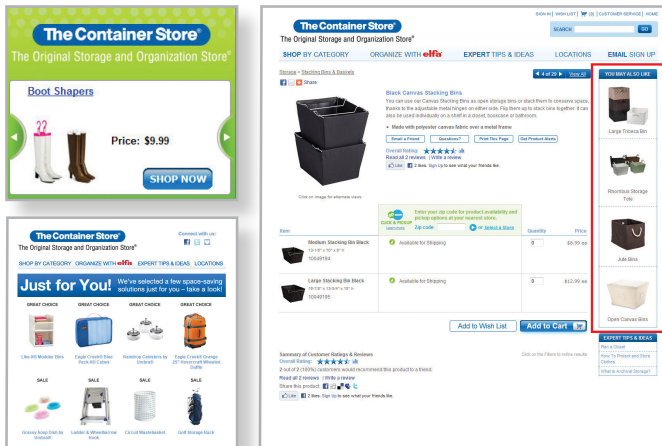
## MyBuys: Value Across Multiple Channels with Merchant Flexibility

Recognizing the shortcomings of its manual approach, The Container Store initially turned to MyBuys for personalized web recommendations and email alerts. “MyBuys provides our business with an important way to optimize the customer experience with very little time required on the part of our team,” Davis comments. “Three key capabilities separated MyBuys from the other solutions we evaluated. First, the MyBuys personalization algorithms are highly individualized; they’re based on the activities of individual users rather than the majority of customers on our site. Second, we wanted the flexibility to override recommendations if needed to promote new products and offers. Finally, we were excited that we could provide valuable email alerts to our shoppers without any third-party integration.”

# The Container Store

## Cross-Channel Personalization Propels Sales Success

“Personalization drives a great deal of value for us because of the nature of our products and the way that shoppers browse our site,” Davis says. “MyBuys can present ideas and options to a customer just like a sales person would in one of our stores.” In fact, cross-channel personalization with MyBuys contributed to a 28% increase in online sales in 2010.



MyBuys cross-channel personalization lets The Container Store present ideas and options to customers just like a sales person would do in-store.

## Web Recommendations Convert Browsers Into Shoppers

The Container Store launched its first MyBuys web recommendations in the fall of 2009 and saw an immediate increase in conversion rates. Today, personalized product recommendations appear on the product detail, shopping cart, and order confirmation pages, as well as in sales confirmation and other customer emails. “Over time, we have come to trust MyBuys to show the right products to our shoppers,” Davis remarks. “Our proof has come in the form of higher conversion rates.”

The Container Store’s product detail pages achieve the highest click-through rates and total revenues, but the recommendations on the order-related pages drive strong conversion rates. Furthermore, average ticket size for shoppers who click on a web recommendation is 30% higher than the site average.

## Email Alerts Move the Needle

The Container Store also began offering weekly email alerts with MyBuys product recommendations in late 2009. The alerts’ open rates are 2X as high as the

company’s non-personalized email campaigns and achieve a conversion rate 10 times higher. “The alerts really blew our other email marketing campaigns out of the water,” Davis says. “We expect this program to grow over time as we capture more customer email addresses.”

## Crossing into Display Advertising

Building on the success of its web recommendations and alerts, The Container Store engaged MyBuys as its partner for remarketing via display advertising. Working together with the company’s online media agency, MyBuys develops ad creative that fits the tone of The Container Store’s broad campaigns and delivers personalized recommendations in display ads across the sites that customers frequently visit on the Web. The remarketing initiatives have achieved return on ad spending (ROAS) of over 400%, as much as 20% higher than the return on other recent online advertising. “We have seen great results from our ads, and we plan to continue remarketing on an ongoing basis,” Davis comments.

## A Winning Partnership

Davis also recognizes the MyBuys client success team as a key partner for her going forward. “The team continues to be progressive in their thinking,” she continues. “They are always bringing new ideas and presenting opportunities to turn MyBuys’ powerful personalization capabilities into revenues for The Container Store.”

**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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