

## How to build an e-commerce site that generates 10-20 percent growth on a monthly basis: Revealing some of the secrets behind Zivame.com's success



**Customer:** Zivame.com

**Business:** India's largest online lingerie store

**Challenge:** Reduce cart abandonment rate and increase overall sales

**Solution:** Barilliance ecommerce personalization suite

**Results:** Achieved ROI of 2750% from cart abandonment retargeting campaigns

Conversion rate for products purchased from a product recommendation link was 186% higher than the average site conversion rate.

### Introduction

Zivame is India's largest online lingerie store featuring over 3,000 styles from more than 42 brands and aiming to make lingerie shopping easy and private for millions of women in India.

Founded by Richa Kar, Zivame started its business in August 2011. Richa chose a Hebrew name for her endeavor (Ziva in Hebrew means 'radiant', hence 'radiant me'). Little did she know that it would be a technology originating in Israel that would be one of the factors that have contributed to the site's remarkable success. Just 2.5 years later, Zivame is growing at 10 to 20 percent every month, aiming to reach \$164 million in annual sales turnover sometime in the next four to five years.

### The Challenge

Success was instant for Zivame with a 400% growth in sales within its first year. However the Zivame team did not rest on their laurels; like most e-commerce sites they were facing the usual checkout problems, mainly a very high rate of cart abandonment. Another big requirement the team was looking to address was the ability to personalize the customer experience at every stage of the purchase journey.

### The Solution

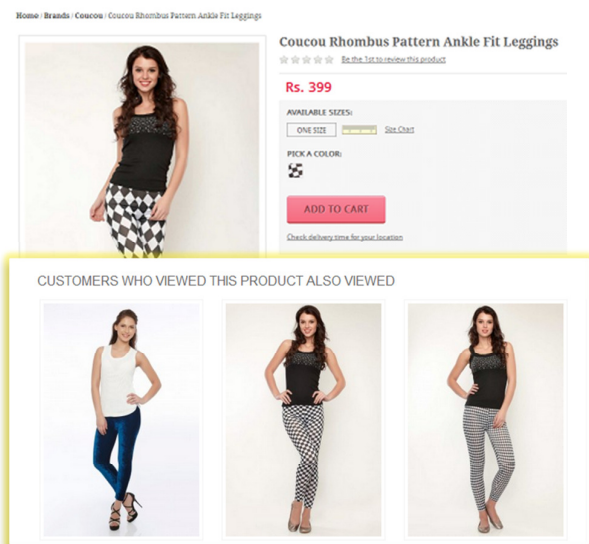
After reviewing several vendors, Zivame selected to implement the Barilliance personalization suite, mainly because it offers an integrated collection of products with enterprise-class functionality that is intuitive to use for marketers. Implementation of the recommendation engine and the cart abandonment tool was very quick. Within a few hours the Zivame team was able to customize the system and go live with their first cart abandonment email campaigns. The user friendly product dashboard enables the Zivame team, to monitor the effectiveness of all their campaigns, on a regular basis.

## Product Recommendations

Barilliance enables Zivame's marketing team to proactively define the recommendations by choosing any of the 20+ types of personalized product recommendations, already included in the Barilliance platform: Top sellers, search engine keywords based recommendations, similar items, cross sell and up-sell recommendations. Zivame.com used this to present shoppers with personalized product recommendations across different page types on their site:

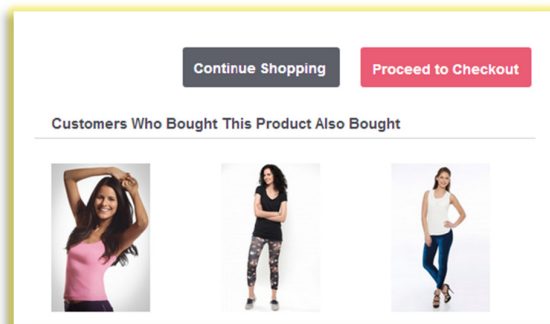
- Recommendations on product pages
- Recommendations on the cart page
- Recommendations within cart abandonment emails

### Product recommendations on product page:



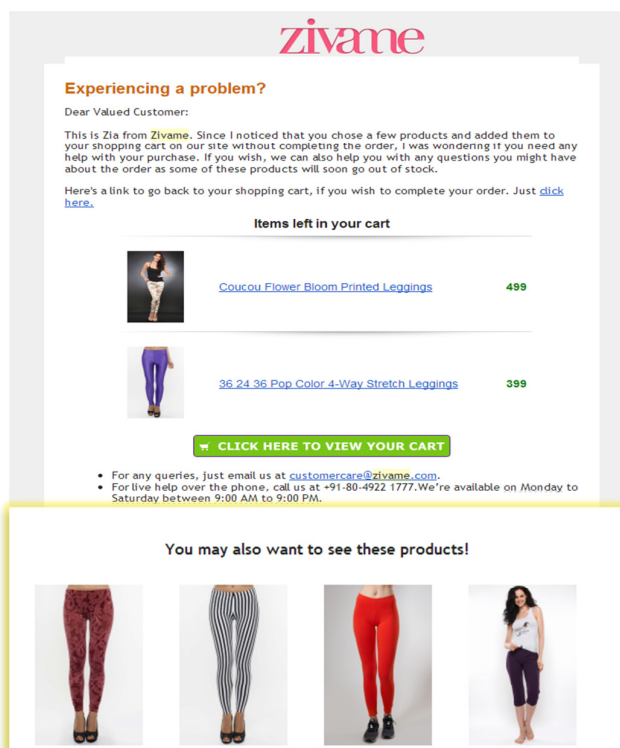
### Product recommendation on the cart page:

A 'Who Bought This Also Bought' recommendation is presented on the bottom of the cart page: This recommendation is a personalized recommendation and is based on the shopper's profile.



### Cart abandonment emails with personalized products recommendations:

A typical cart abandonment email contains at best the content of the abandoned cart. But by utilizing the full set of the Barilliance suite, Zivame is able to include the personalized recommendations widget in the body of the cart abandonment emails.



## Cart abandonment retargeting emails

Zivame uses the Barilliance cart abandonment email tool to trigger a variety of emails.

- Viewed items email
- Cart Abandonment email

### Viewed items email

The Barilliance tool allows Zivame to proactively approach customers who have just browsed the site without adding items to the cart.

If the visitor is a returning customer or has opted in their email via one of the promotional pop-ups, then the Barilliance tool can trigger an automatic email to be sent to them, containing the items the customer had viewed during their visit.

In the case of Zivame, when a customer was just browsing the site, they would get an email 24 hours later with the subject line: **Did you find what you were looking for on Zivame?**

### Cart abandonment email

Zivame treats every abandoned cart like a potential purchase and implements a personalized shopping experience through a set of retargeting emails.

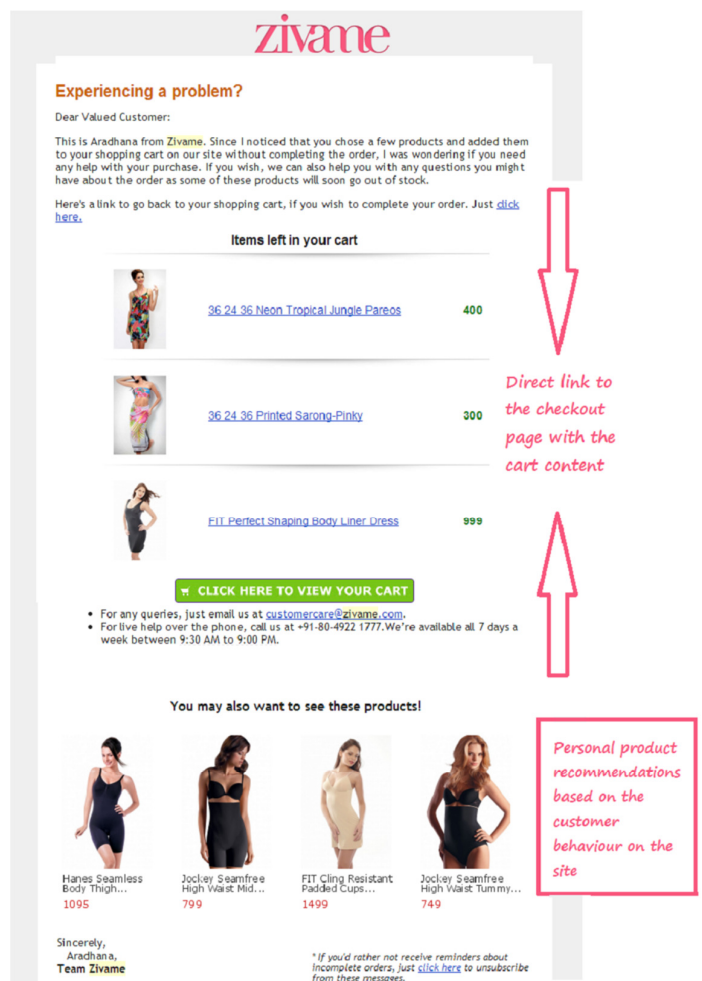
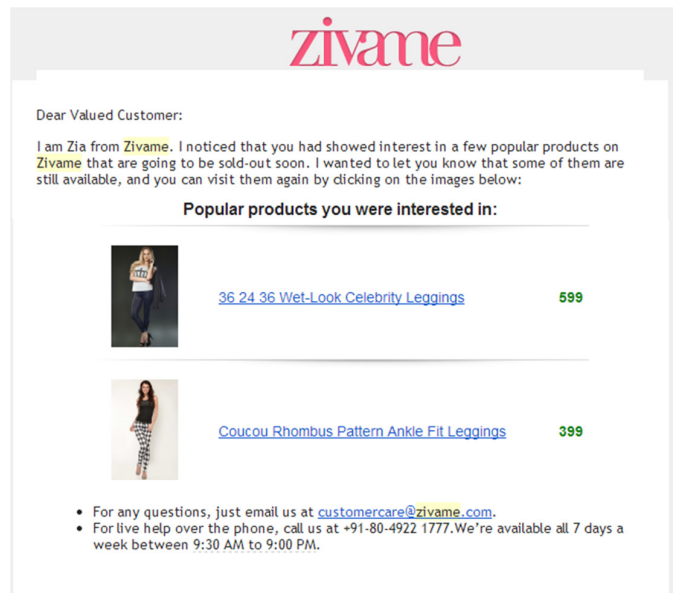
When a visitor abandons a cart at zivame.com, they do not just get a general retargeting email. Every potential customer receives a set of three personalized emails, that contain their personal cart contents plus a set of personalized product recommendations, which is based on that visitor's activity on the site.

The cart abandonment emails are triggered as follows:  
The first automated email is sent 1 hour after the abandonment. In case a purchase is still not made, then the 2nd email is sent 24 hours later, and if the visitor has still not made a purchase after one week, a third email is sent.



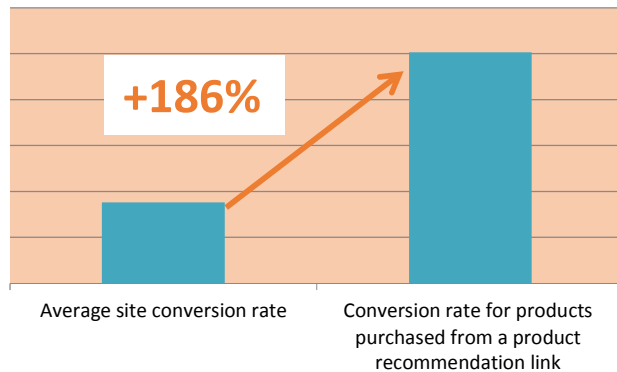
### Conversion Tip

After conducting a series of AB testing, the Zivame team realized that changing the email content from a third person style (we noticed) to a first person style (my name is \_ and I noticed) has **dramatically increased the Click Through Rate**.

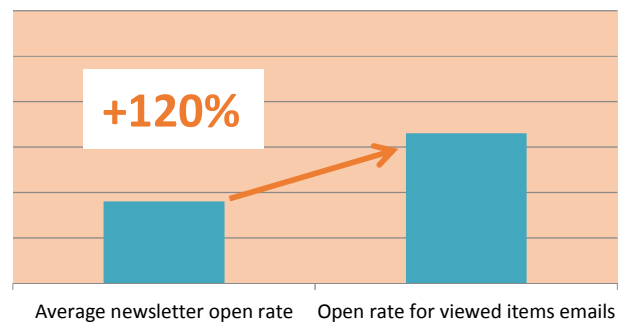


## Results

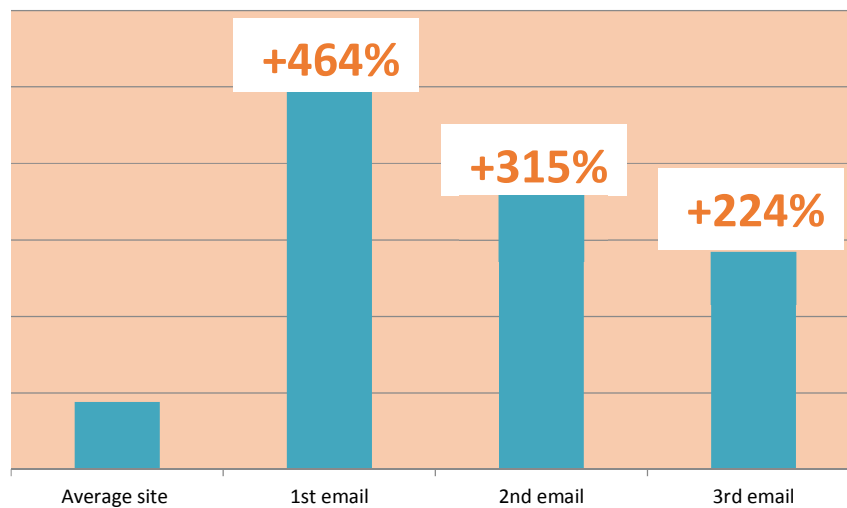
Personalized product recommendations conversion rate



Viewed items emails open rate



Cart abandonment emails e-commerce conversion rate, in comparison to site average



ROI from total cart abandonment emails -2750%



*Working with Barilliance has been a great experience for Zivame. With Barilliance we have been able to convert lost leads into sales through cart abandonment mailers. We have also been able to significantly increase conversions on product and cart pages through the personalized recommendation engine. The real power of Barilliance is in the easy-to-use interface which allows the marketers to create rules, e-mails, campaigns etc. on the fly without much technical know-how."*

Pratik Kumar, Director Digital Marketing, Zivame.com

