

Junique Improves Revenue From Paid Media Campaigns

Dynamic Yield chooses winning variations for each individual consumer

Summary

Junique, the leading online marketplace for eclectic art prints, apparel, and accessories, is disrupting the European mass art market by making exciting designs of genuine artists accessible to consumers. The company wanted to increase sales by guiding customers and prospects to the most relevant products and the most valuable pages. To achieve this, Junique used predictive A/B testing and automatic optimization to serve the highest performing variations. As a result, Junique drove a 20% increase in SEM campaign revenue and an 8% uplift in revenue on product pages.

Results

20%

Increase in SEM Campaign Revenue
by automatically linking users to high value pages

8%

Uplift in Revenue on Product Pages
by continuously A/B testing and optimizing layouttargeting rules

JUNIQUE

"With Dynamic Yield, we are able to make product recommendations, optimize landing pages, show popups & notifications, and individualize content according to onsite behavior. Having all this functionality available in a single platform is really powerful."

Sebastian Hasebrink, Founder & Managing Director of Junique



Challenge

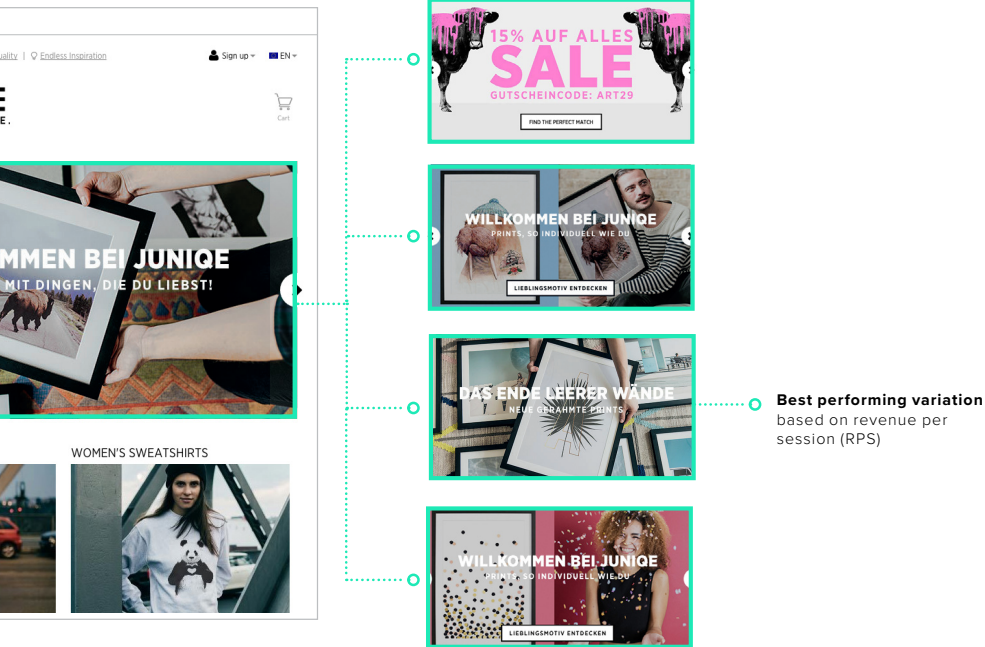
The mass art market is extraordinarily complex; consumer tastes are as individual as the consumers themselves. Ensuring that website visitors have relevant experiences is critical, which is why Junique was keen to learn how to predict the right combination of content, page layouts and experiences.

Junique knew that creating relevant website experiences would mean undertaking a massive test, learn, and iterate process. Given the scale, the company needed a customer-engagement solution with predictive A/B testing and automatic optimization capabilities.

Execution

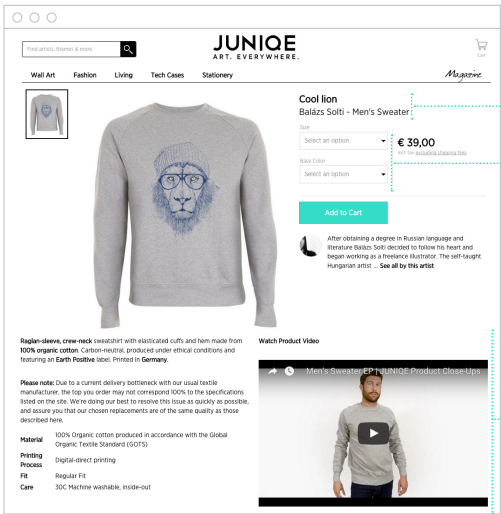
1. Used predictive A/B testing to automatically serve winning variations

Junique began by testing homepage banner variations for desktop, mobile apps, and tablets. The company had multiple active variations but had no way of identifying which yielded the best results. Using predictive A/B testing, Junique tested various banner variations and automatically pushed the top three variations that generated the most revenue per session (RPS). The company also created conditions to allow for banners with time-sensitive offers to replace these winning variations for set periods of time.



2. Used continuous optimization to find the right product page layout

Junique assumed that familiarity with an art piece leads to higher conversions, which is why all product pages feature artist bios, close-up videos and detailed product descriptions. But the company wanted to test that assumption. Would the site see more conversions if a page had less content? To find the optimal product page layout, the company tested various page elements with the conversion goal of increasing revenue.



Product Title Location
Above the product or on the side?

Product Attributes
Show all vs. only some?

Product Details Section
Collapse or keep open?

Results

By using automatic optimization and predictive A/B testing Junique achieved its goal of promoting discovery and increasing sales, resulting in:

- 20% increase in SEM campaign revenue
- 8% uplift in revenue on product pages

Inspired by this initial success, Junique continues to use Dynamic Yield to learn about its visitors, test key marketing initiatives, and set itself apart as a leader in the curated art space.

Key Takeaways

Continuously test and automatically optimize

Waiting for a statistically significant winner is time consuming. Look for a solution that allows you to automatically activate winning variations according to behavioral results.

Stay smart about campaign traffic

As acquisition costs continue to rise, knowing which landing pages to route consumers to is essential for driving ROI from paid media campaigns.



Dynamic Yield's personalization technology stack helps marketers increase revenue by personalizing each customer interaction across web, mobile apps and email. Our advanced customer segmentation engine uses machine learning to build actionable customer segments in real time, enabling marketers to take instant action via personalization, product/content recommendations, automatic optimization & real-time messaging.

Request a Demo

We're confident that we'll increase your site's revenue

dynamicyield.com | info@dynamicyield.com