

Championship Productions Product Adoption Success Story (as told by Dan Bergan, IT Director, Championship Productions)



Customer Profile

Championship Productions provides world class instructional DVDs, videos, books and clinics for coaches and athletes competing in team and individual sports. In addition to its catalog-driven mail order operations, the company has established a successful online store at **ChampionshipProductions.com**.

Problem

- Plateau in overall sales spurred interest in improving online conversion rates via remarketing to website abandoners.

Solution

- Used **Conversion Manager** to create an email campaign to remarket to shopping cart abandoners in real-time.

Customer Accelerates:

- Recovers 20% of Abandoned Shopping Carts with **Conversion Manager**.

Case Study: Championship Productions

Championship Productions leverages **SeeWhy's Conversion Manager**, to recover 20% of abandoned shopping carts, solving plateau in overall sales.

SITUATION

Hitting an Overall Sales Plateau

Championship Productions delivers high quality, instructional products featuring renowned professionals in 27 different sports. We're a small family business based in Ames, Iowa. My dad started the company in 1976 with a clear mission to help individuals and teams achieve success and realize their fullest potential. We've since grown from a "basement enterprise" to an internationally-recognized leader producing the highest quality instructional videos in sports.

We started as a mail-order company and still send out approximately 3 million catalogs a year. For the past 10 to 12 years, online sales had been consistently increasing, driven in part by our catalog. In terms of overall sales, we'd grown consistently over our 30-year history but recently hit a plateau as the economy sputtered. That plateau encouraged us to take a look at ways to increase the conversion rate on the website, focusing on our shopping cart system and abandoned shopping cart recovery in particular.

As the company's resident computer geek, my first inclination was to dig into our shopping cart code and do it myself. I'd just write some Perl code that would let me track when a cart was abandoned and then remarket to the abandoner. Well, early in that process, I realized remarketing was a much bigger and more difficult problem than I initially thought.

SOLUTION

Championship Productions Ramps Up Remarketing With SeeWhy's Abandonment Tracker

I came across a TechCrunch article on **SeeWhy** and decided to try **Abandonment Tracker**, their free service for tracking website abandonment. Setting up **Abandonment Tracker** was quick and easy, and we were soon getting details on how many people were abandoning, how many were converting, etc.

About SeeWhy

SeeWhy is the industry's only shopping cart recovery service to follow up in real-time, delivering the highest ROI in eCommerce.

By combining the intelligence of website analytics with the rapid response capabilities of a real-time event processing architecture, **SeeWhy's Conversion Manager** is proven to recover up to 50% of lost sales and generate 10 times the revenue of traditional email marketing campaigns.

Conversion Manager is tightly integrated with leading ESP's, eCommerce platforms, web analytics services, and social networks, keeping adaptation easy. **Conversion Manager** also has an open API enabling email services to keep triggered follow-ups in house.

SeeWhy solutions are proven effective for everyone and used by enterprise organizations and smaller eCommerce companies. For a complete listing of customers visit: seewhy.com/customers.

SeeWhy was founded in 2003 and is headquartered in Boston, MA.

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Moving to **Conversion Manager** – and actually automating the email remarketing process in addition to tracking website visitors – was a natural migration for us. We had the numbers to justify remarketing. We also had the necessary tracking and tagging already set up on our site as part of the **Abandonment Tracker** configuration, which made implementation of **Conversion Manager** a snap. And in my investigation of other remarketing applications, I found that **SeeWhy** had the more robust system.

In setting up our remarketing email campaign with **Conversion Manager**, we followed **SeeWhy's** best practices recommendations. Our first email goes out immediately after a customer abandons his or her shopping cart and leaves the site. We send a second email 23 hours later and a final email on the seventh day. All of these emails ask if there was a problem or if there's anything we can do to help. And they all include links back to their abandoned cart, making it easy to return and complete the purchase.

We also set up **Conversion Manager** to track specifically how many people are clicking through our remarketing emails and actually returning to make the purchase. And we track and review all that remarketing activity in **SeeWhy** and Google Analytics, which provide the metrics that clearly demonstrate the value of the campaign.

RESULTS

Customer Accelerates: Recovers 20% of Abandoned Shopping Carts with Conversion Manager

The overriding goal for us was to get off our plateau and increase sales. We were shooting for 20% growth because that's what we've averaged historically. I didn't have a specific number in mind when it came to abandoned cart recovery. I just wanted a general increase in website conversions, which we're seeing.

So far, our remarketing emails have been getting around a 20% conversion rate overall. It's actually higher, if we include the people who get the email but call and complete their orders over the phone. But we're not tracking those orders yet.

The Future

Going forward, I'm sure we'll use the information we're collecting from **Conversion Manager** to modify the site, optimize the content and the staging of content to further improve our overall conversion rate. We'll also be diving further into the A/B testing module, using that to send different emails with different subject lines to see which does a better job of getting abandoners to return. And I'm also investigating different remarketing campaigns based on the size of the cart that has been abandoned, giving people who abandoned higher value carts more incentive to return and complete their purchases.