

LifecycleMAGIQ delivers a win for Olympian's online business.

Company background

Established in 1980, Swimshop (Swimshop.co.uk), is Europe's largest swim specialist, catering for individuals, clubs and schools and offering the widest range of swimming products in Europe. Swimshop carries over 3500 different products from the world's leading swim brands including Speedo, Arena, Adidas and Kiefer.

The challenge

Since 1998, Swimshop has had a website but no good metrics and couldn't make sense of the data they had... The business didn't know what online customers were looking at on the website and lacked the ability to measure their advertising or what customers were buying. Google Analytics provided only limited insight, and not surprisingly, attributed the majority of Swimshop's sales to Google.

One of the initial key issues the business faced was seeing a customer had read an email and visited the site but had neglected to make a purchase. Unfortunately, when the customer went back to buy later, they searched for Swimshop through Google. So although it was the email which alerted them to Swimshop, their quick brand aware Google search later meant the sale was attributed to Google and not the email.

Swimshop lacked visibility of its customer's behaviour. It could see a homogenous

crowd of visitors, many of whom were coming through Google, but couldn't attribute any value to individuals or the campaigns that generated their visits. Ultimately this meant Swimshop was unable to gain understanding of which campaigns were working as it could not track where customers were coming from or what individuals were doing. Gaynor Willis, MD Swimshop explains *"We knew the web had become a really important part of our business, but the limited information we had available just wasn't helping us make the right marketing decisions; LifecycleMAGIQ has really helped; it's given us a much clearer view of what is driving sales"*.

Understanding your visitors

The first change LifecycleMAGIQ made, was to record individuals' behaviours, for example when they viewed sections of relevance on the website. This built into valuable profiles of each visitor, helping Swimshop understand their visitors' interests, behaviours and lifecycle with the brand. Using these profiles Swimshop were able to make intelligent observations about their customers, working out which

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customers came from which campaigns, the value of visitors from a campaign, and therefore highlighting the ones that were really working for the business, driving conversion and sales.

Tuning your content

LifecycleMAGIQ helped to shed light on where Swimshop could dramatically improve the relevance of the site, for example, if 80 per cent of visitors are women (and this became obvious from their behaviour), then why did the home page almost exclusively feature men? LifecycleMAGIQ empowered Swimshop so they could better target individual customers by dynamically personalising their homepage to reflect specific searches or individual's profiles. At the same time LifecycleMAGIQ's built-in testing and measurement capabilities ensured that this content really worked.

Tuning SEO & PPC

LifecycleMAGIQ used Search Attribution to record the key words visitors used to search for Swimshop, allowing the business to focus on the most valuable search terms and spend less on directing people to the site and improving in-site conversion. Previously, Google Analytics had been attributing sales to searches for high spend key terms meaning Swimshop ended up spending more money unnecessarily, particularly on their own brand-related terms .

Tuning emails

Magiq's profile and lifecycle marketing data also helped Swimshop improve their email marketing too. Instead of sending out 130,000 untargeted emails, with Magiq's help, Swimshop now sends out 20,000 highly targeted emails. These emails come from data LifecycleMAGIQ provides showing where customers have been on the site and what products they are interested in.

Great results in weeks

Already Swimshop are **seeing the results in the first six to eight weeks, the conversion rate on one big brand product is up by 400%**, and **conversion rates from all visitors is up from 6.7% to 8.3%**.

Gaynor continues, *"LifecycleMAGIQ has already made a real difference to our business and marketing strategy, and more than paid for itself. We really liked the simplicity of implementing and using LifecycleMAGIQ – it was really easy!"*

Currently, Swimshop's main aim is to stop wasting ad-word money and it is estimated that LifecycleMAGIQ, in combination with ad-words, can **increase ad-word effectiveness by up to 300 per cent**. At the same time, LifecycleMAGIQ's products are capturing key information about the age, sex, behaviour and lifecycle stage of their customers. Further down the line, Swimshop will have gained enough data to extend its reach into proper predictive analytics to gain understanding of what customers will buy and when.

Because LifecycleMAGIQ builds profiles of each visitor, Swimshop is able to spot the valuable customers (like elite athletes, team managers and pool owners). They can then use this data to target these individuals with announcements about new products, offers and benefits, to drive further engagement.

ROI on email campaigns has increased from £150, with traditional untargeted email, to £2,900 when sending LifecycleMAGIQ tailored emails.

Currently, Swimshop's increased sales as a result of LifecycleMAGIQ's solution have already paid for the first year's use of the product.