



Improved Product Discovery & Conversions with Individualized Recommendations

THE COMPANY

Founded in 1983 and headquartered in Burlington, VT, Gardener's Supply serves millions of gardeners nationwide. The company, which operates an online store, a robust catalog business, and two retail locations, offers everything from seed starting supplies and garden furniture to flower supports and garden carts. A Certified B Corp, Gardener's Supply's mission is deeply rooted in supporting the community, its employees, and helping its customers become better gardeners.

GARDENER'S & EVERGAGE

Gardener's Supply is one of Evergage's most tenured customers. The company began using Evergage to present relevant messages to visitors based on referring source. Today, it relies on Evergage not only for welcome messages, but also for targeting visitors based on geography, delivering dynamic product recommendations, acquiring customers, and more.

Gardener's Supply's personalization evolution demonstrates the compounding return on investment companies can achieve when partnering with Evergage. After obtaining measurable improvements and quick wins with basic campaigns several years ago, the company continues to leverage Evergage's comprehensive real-time personalization platform for both basic and sophisticated campaigns to increase conversions across the site.



11% LIFT
IN CONVERSIONS



PRODUCT DISCOVERY
IMPROVEMENTS ON HOMEPAGE



DAYS, NOT WEEKS
TO DEPLOY ON HOMEPAGE

THE CHALLENGE

Like most retailers, Gardener's Supply relies on Q4 business to drive a sizeable percentage of its annual sales, and preparation for the holiday season typically begins months in advance. But when things don't go according to plan (e.g., you're several weeks into November and your homepage is not delivering anticipated results), how do you adjust quickly?

This was the company's predicament towards the end of 2015. Always focused on customer needs, Gardener's Supply had dedicated a significant portion of its homepage real estate to promoting helpful articles and related gardening content. This approach, however, left little room for shoppers to find items during the all-important holiday season. Gardener's Supply needed a quick way to boost product discovery on its homepage.

THE SOLUTION

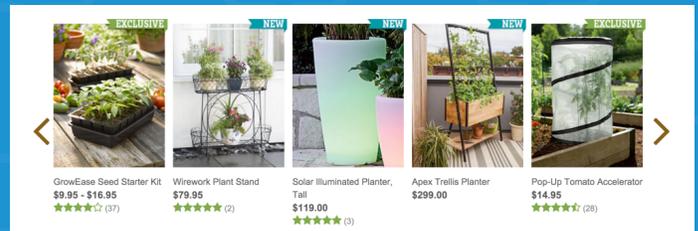
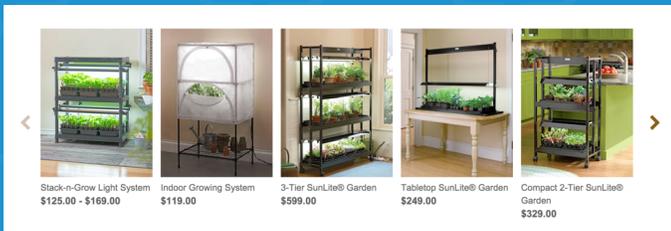
As it had done in the past, Gardener's Supply turned to Evergage for assistance. With heavy site traffic and diversified gardening interests, determining what products to showcase – not to mention the logistics of adding product images and details to a homepage in the middle of a peak shopping season – was a considerable challenge.

Using Evergage Recommend, Gardener's Supply was able to build product recommendation strategies that incorporated both aggregated product popularity and, most significantly, individualized interests and behavior. As a result, each homepage visitor received a truly individualized experience. The company was able to customize the layout to match its branding and easily add the product recommendations into the homepage. What normally would have taken weeks or months of planning was in production within days.

THE RESULTS

By implementing and testing different campaign options, Gardner's Supply was able to introduce an appropriate balance of product recommendations on its homepage. The results were substantial. Running the product discovery campaign on

its homepage for the last three weeks of 2015 yielded an 11% lift in order completions, which helped Gardener's Supply have a successful holiday shopping season.



“Evergage is an integral component of our digital marketing efforts. Though we’ve been a customer for several years, we continue to find new ways to leverage the platform to acquire customers, increase product discovery and boost conversions. Evergage gives

us the flexibility to quickly run with an idea and then test and optimize highly personalized campaigns.”

- Rick Renaud

*E-Commerce Director
Gardener's Supply Company*