



Personalized Recommendations Drive Huge Lift in Conversions and Engagement

THE COMPANY

Zumiez Inc. is a multi-channel specialty retailer of apparel, footwear, accessories and gear for skateboarding, snowboarding, and surf lifestyles. A publicly traded company, it operates over 600 stores across the US, Canada and Europe, and an online store at Zumiez.com. The lifestyle brand is targeted to young adults.

“Driven by our innovative culture, we are always looking to test new approaches to grow engagement and conversions among our shoppers. Evergage allows us to try out new tactics to power our multi-channel customer experience. With Evergage, we can show our shoppers that we truly understand them with relevant recommendations and brand experiences that are unique to each individual.”

- **Paul Kisicki**

*VP Omni Channel & Development
Zumiez*



**2.7x MORE
CONVERSIONS**

WITH INDIVIDUALIZED
RECOMMENDATIONS



**IMPROVED
PRODUCT DISCOVERY**

VIA PERSONALIZED SEARCH



55% INCREASE

IN EMAIL CAPTURES

THE CHALLENGE

Like most retailers, Zumiez is always looking for ways to increase engagement and the average order size on its e-commerce site. The cutting-edge company is constantly trying and testing new approaches to accomplish these goals, and it values partners that share the same culture of individuality and innovation.

Zumiez prides itself on its unique customer experience, and has been pushing the envelope to develop personalized experiences for many years. Yet, in using a series of “point solutions” – one for recommendations, one for testing and targeting, and another for analytics – the company struggled to combine separated data and use it to create the most relevant experiences for its shoppers.

THE SOLUTION

Zumiez turned to Evergage’s real-time personalization platform to create unique brand experiences, leveraging the solution to discern true shopper intent and respond in the moment. In addition to a visitor’s online behavior, the company is also able to use past session activity and purchase history to customize individual shopper experiences.

With Evergage, shoppers are provided with true one-to-one experiences throughout the Zumiez site – from the homepage to checkout. Evergage allows Zumiez to respond to each shopper’s preferences to guide which brands they see, the products they discover and the content they are served.

THE RESULT

Personalization takes place across the site, from the homepage, to on-site search, to category pages and to product detail pages (PDPs). For example, on its PDPs, Zumiez has placed individualized recommendations in the “Complete the Look,” “More to Check Out” and “Recently Viewed” areas. In another example, Zumiez provides personalized recommendations directly in the search results to help shoppers more quickly discover new products. In both of these cases, a shopper’s preferred brands and styles are taken in account to provide the most relevant product recommendations.

IMPROVED ENGAGEMENT

Shoppers who viewed and clicked on a product recommendation on a PDP have a session duration nearly 4 times longer than those who had not clicked on a recommendation.

HIGHER CONVERSIONS

Shoppers who clicked a product recommendation converted to a purchase 2.7 times more often than those who did not and also spent 2% more per order.

INCREASED EMAIL CAPTURE

Since introducing a simple, targeted campaign encouraging first-time visitors to provide their email addresses, Zumiez has seen a 55% increase in the number of people signing up for its customer list.

The screenshot displays the Zumiez e-commerce interface. On the left, a 'COMPLETE THE LOOK:' section features three Adidas items: a black T-shirt (\$27.95), a crew neck sweatshirt (\$49.95), and a white hoodie (\$64.95). Each item has a 'VIEW DETAILS' button and a 'Pick Up Today' note. A 'SELECT' button is positioned above the items. The main website view shows a search for 'sho' with a 'QUICK LINKS' sidebar listing 'SHOE', 'SHOES', 'SHOWN', and 'SHORTS'. The 'SHOES' section displays various Vans models like 'Vans Old Skool Black & White Skate Shoes' and 'Vans Odd Future Authentic Scuba Blue'. A 'VIEW ALL RECOMMENDATIONS' button is at the bottom of the sidebar. The top navigation includes 'LOG IN / SIGN UP', 'YOUR STORE: CHARLOTTE PR', 'LANGUAGE: ENGLISH', and 'TRACK MY ORDER'. A 'WANT IT NOW. GET IT NOW.' banner is also visible.

“Complete the Look” recommendations on Zumiez PDPs increase conversions and average order value.

Shoppers who engage with Zumiez personalized search convert at nearly twice the rate of shoppers who do not.