

4x CONVERSION LIFT THROUGH PERSONALIZED CROSS-CHANNEL CUSTOMER EXPERIENCES

“With Blueshift, we have launched very personalized triggered campaigns on email & mobile app push notifications. We are seeing significant improvements in conversion rates on these marketing campaigns which are highly targeted and relevant for the users.

Ashish Goel, CEO | Urban Ladder

Selling home furnishings and décor online gets personal, and customers respond with increased buying

As a rapidly growing online home decor and furniture retailer, Urban Ladder faced some challenges common to large e-commerce companies: thousands of products in over 50 categories and subcategories, multiple channels to purchase, and many data sources.

Urban Ladder turned to Blueshift's scalable Segment-of-1 Marketing platform to engage their customers across multiple channels based on up-to-the-moment behavioral data. Urban Ladder is a modern organization that recognized the need to move beyond marketing based on simple demographics and attributes common in so many of today's personalization and automation platforms.

4x

Conversion Rates

Targeted, personalized campaigns yielded 4x higher conversion rates over previous tactics.

Fast Time-to-Value

Rapidly launched more than 20 hyper-personalized marketing campaigns a short time period.



www.urbanladder.com

Ecommerce
Furnishings & Home Decor

Urban Ladder is a leading furniture and home decor company that aims to provide a curated destination for home solutions. Millions of Urban Indians come to their website and mobile app monthly for help building well-furnished, beautiful homes by selecting from over 4000 products. Urban Ladder is backed by Kalaari Capital, SAIF Partners, Steadview Capital and Sequoia Capital.



OBJECTIVES

Urban Ladder turned to Blueshift to help address a number of issues they were looking to solve.

Juggle complex, varied sales cycles

How do you present the right products to the right user, based on the user's engagement? Furniture has long consideration cycles. Home decor can be impulsive.

Unify multiple sources of data across channels

Customers shop on both their website and mobile How do you create a unified profile of each user and keep messaging consistent across these different channels?

Simplify customer journeys across expansive product catalog

Urban Ladder has over 4,000 products in over 50 categories. How do you create the best recommendations consistent with each person's browsing and purchase behavior?

Manage multiple personalizations across product types/user behaviors

Different categories within furniture and decor have different personalization needs. How do you provide recommendations for products with different groupings and buying?

Ensure brand continuity across personalized channels

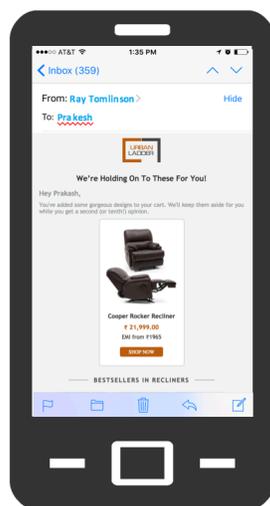
Urban Ladder has a distinctive brand. How do you combine the best elements of brand storytelling with automated messages?



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Ecommerce
Furnishings & Home Décor

- Triggers
- Personalization
- Mobile Push
- Email



Within weeks of integrating, Urban Ladder was able to launch highly personalized multi-touch email & mobile campaigns.



THE STRATEGY

Deliver consistent cross-channel customer experiences based on the most complete 360-degree view of each customer

Blueshift provided the ability to unify each user's behavior data across mobile and email for a more complete 360-degree view of the customer. Urban Ladder gained the ability to deliver a consistent user experience that not only ensured adherence to the brand's identity, it also personalized product recommendations and simplified paths to purchase.

Type of campaigns launched:

- **Cross-channel triggered campaigns**, including welcome, abandonment, post-purchase on email & mobile push notifications
- **Product alerts notifications to users**, including back-in stock reminders and price-drop alerts
- **"Complete the Look" cross sells** that delivered branded inspirations to customers in a personalized manner.
- **Product recommendations** based on user's browsing or purchase pattern, including top trending, top converting, top selling across different categories

CONCLUSION

Urban Ladder delivered delightful user experiences across mobile & email resulting from a combination of in-house creative and Blueshift technology.

The following core capabilities built into Blueshift would make this strategy successful:

- Real-time, 360-degree, multi-channel customer profiles that update with every user interaction
- Unrivaled, deep segmentation capabilities
- Cross-channel campaign management (including execution and analytics)
- Real-time reporting for multi-channel campaigns

Blueshift created a seamless integration between Urban Ladder's data science team to configure their own recommendation tactics with the capabilities available in Blueshift.



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