



SPECIALTY CHEMICALS MANUFACTURER LIFTS ECOMMERCE CHANNEL REVENUE \$2M IN 3 MONTHS WITH REVENUE OPERATIONS & INTELLIGENCE

CASE STUDY



Specialty Chemicals Manufacturer Lifts eCommerce Channel Revenue \$2M in 3 months with Revenue Operations & Intelligence

THE CHALLENGE IN REALIZING VALUE FROM ECOMMERCE INVESTMENTS

As B2B companies seek to deliver a B2C, “Amazon-like” digital experience, making that vision a reality remains elusive. Many companies have eCommerce systems that can display product recommendations, but it’s rare that these recommendations are orchestrated in a dynamic, account-specific manner. Further, it has proven difficult to measure the revenue impact of these efforts. For many companies, achieving a more intelligent and coordinated approach to eCommerce is critical because it can solve these common challenges:

- **Lack of Personalization:** The ubiquitous product recommendation tools on the market typically offer static product recommendations or are based on overly broad rules and simply serve up the same offerings to each customer.
- **Limiting Manual Processes:** The operational and analytical teams must wrestle with enormous data sets and use spreadsheets to determine which items to offer customers. Manual tools and processes lack urgency, result in stale recommendations, and fail to keep pace with today’s always-on digital landscape.

MANUFACTURER TAPS SALES IQ™ & CAMPAIGN MANAGER™ TO GET MORE VALUE OUT OF ECOMMERCE

The leadership team at an enterprise manufacturer of automotive, commercial industrial lubricants, and chemicals products was facing an increasingly competitive market, and as a result, instinctively knew it was missing opportunities for organic growth. In one business unit focused specifically on automotive, with more than 14,000 customers and 2,000 products, ensuring that customers received timely and relevant product recommendations in their digital channel was challenging.

In an effort to improve the customer experience, the manufacturer’s sales and digital teams decided to invest more in eCommerce. However, the tools the company used to proactively sell to customers in the eCommerce channel were very limited. Producing recommendations in an eCommerce portal typically demands a lot of manual effort, often in a process disconnected from corporate sales initiatives, and the resulting recommendation system was static rather than dynamic. The result was an experience in which all customers saw the same product recommendations – not the highly personalized experience they hoped to create for customers.

This manufacturer tapped Zilliant to implement **Zilliant Sales IQ™** and **Zilliant Campaign Manager™** – which together provide a comprehensive Revenue Operations & Intelligence solution – to increase revenue and foster a dynamic, personalized customer experience in the digital channel.

Once these account-specific insights are generated by Sales IQ™, Campaign Manager™ translates these insights into action by allowing the user to scope and filter to prioritize the most impactful insights and publish them to eCommerce, marketing automation, CRM, or any system. These actions were integrated directly into the manufacturer’s third-party eCommerce platform product carousel for a more proactive and personalized eCommerce experience that displays account-specific product recommendations.

NEW APPROACH BOLSTERS ECOMMERCE PERSONALIZATION, CONSISTENCY & VALUE

In Campaign Manager™, the manufacturer's marketing and eCommerce team executed a campaign to recover lost purchase volume and grow wallet share. Once Sales IQ™ identified the insights, the team utilized Campaign Manager™ to define how the actions would be presented. For example, serving up their full synthetic oil blends to the customers that should be purchasing more of this product type, but refining which customers receive the recommendation based on the user-defined recency and volume of past purchases.

Now, when customers log into the eCommerce portal, the first four products served up in the eCommerce platform's product carousel are specific to their unique needs. The product recommendations are now automatically displayed and refreshed in an account-specific manner and are prioritized based upon the items that will have the highest impact in retaining or growing revenue. Now, the customers' eCommerce experience is intelligent, personalized, and consistent while increasing the value of the digital channel for the manufacturer.

Additionally, embedded analytics within Campaign Manager™ provide an accurate measurement of campaign effectiveness in a closed-loop fashion. As soon as the target product is displayed to a customer on the eCommerce product carousel, an "accepted" response is automatically sent back to Campaign Manager™. Then, if a customer adds that targeted product to their cart, it is automatically logged as a "won" response. This automated campaign feedback not only helps track monthly campaign win rate percentage and exact revenue lift, but also informs Sales IQ™ of outcomes, so the AI engine grows smarter and improves its recommendations with each customer interaction.

ENHANCED ECOMMERCE EXPERIENCE LIFTS REVENUE \$2 MILLION IN 3 MONTHS

The manufacturer is now on a path to becoming more digitally dominant with an enhanced eCommerce experience that offers highly relevant and targeted account-specific recommendations. Since Campaign Manager™ was implemented, the manufacturer has seen a revenue lift of more than \$2 million in the first three months after go-live. Customers are also highly respondent to the actions, with a 37% click rate on the recommended products.

The manufacturer's leadership is already looking to leverage Campaign Manager™ for additional campaign types, and utilize **Zilliant Cart IQ®** to increase average order value by surfacing complementary product recommendations based on the current items in a customer's cart.

For more information, visit www.zilliant.com