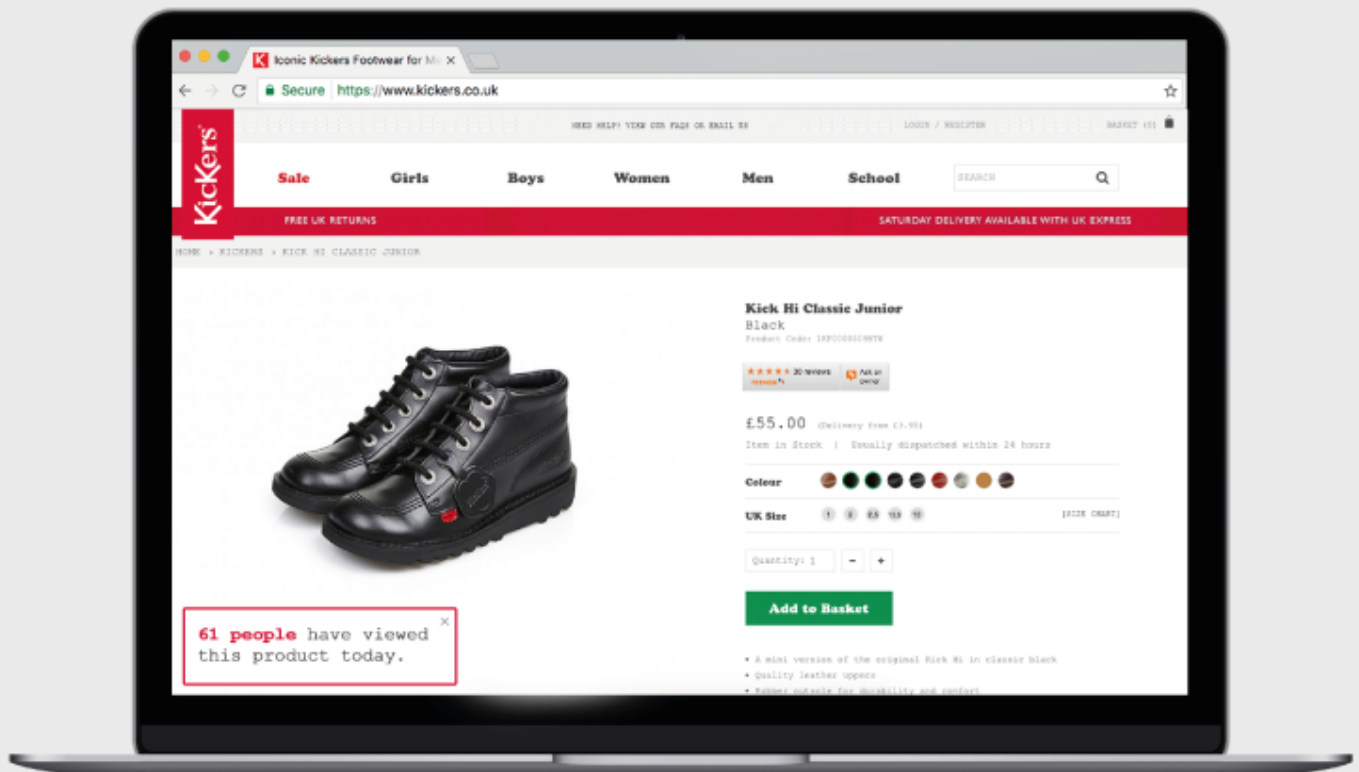


Yieldify

How Kickers used Yieldify to catch and hold customer attention

Case study



ABOUT KICKERS

An iconic brand with global reach, [Kickers](#) makes unique footwear for confident, style-savvy people. The brand is known for creating high-quality leather boots and shoes with unmatched comfort and attention to detail. Licenced by [Pentland Brands](#) in the UK, Kickers consistently strives to meet the high expectations of modern consumers, and recently won a [Drapers Footwear Award](#) for Kids' Footwear Brand of the Year.

A FAST-GROWING MARKET

Growth in footwear e-commerce has been robust and continuous, with [online sales up 21% in 2016](#). But with big generalist stores and scores of specialist outlets in the market, it's up to e-commerce marketers to do whatever they can to catch and hold the attention of prospective customers. That starts with spending to drive traffic to the online store, but the moment of truth is when all that hard-won traffic arrives onsite. At that stage, it's important that marketers have the right strategies in place to interact effectively with those visitors to encourage conversions.

CUSTOMER JOURNEYS THAT CONVERT

Kickers partnered with Yieldify to build customer journeys that convert, and was one of the first customers to use Yieldify's new [Dynamic Social Proof](#) feature. This inspires urgency by displaying the interest that other shoppers are showing in a product in real-time.

By making sure that visitors to the Kickers website received a personal and compelling experience, the team increased conversions by 72.4% with Yieldify.

"Yieldify is a fantastic strategic partner. The team's expertise in CRO and innovative technology has helped us drive the performance of the Kickers website."



Rob Burr

E-commerce Manager, Kickers (Pentland Brands)

Dynamic social proof

Conversion campaign

'[Social proof](#)' – the notion that we look at what others are doing to help us to make decisions – can be used as an e-commerce marketing tactic to optimise a website for conversion. Kickers does this in two ways: firstly, by highlighting customer ratings and reviews as trust signals, and secondly with [Dynamic Social Proof](#) from Yieldify.

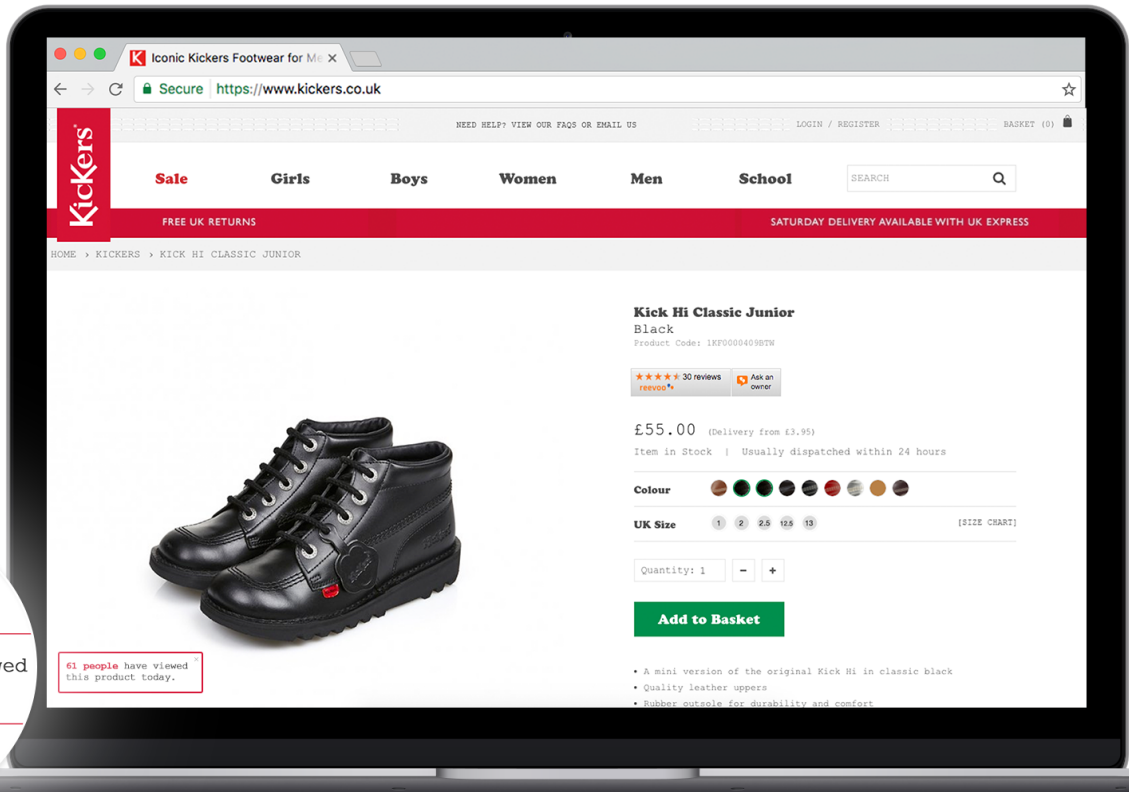
When customers viewed product pages on the Kickers website, Yieldify served them with a discreet notification showing the number of other people who had viewed that same item in the past 24 hours. This had the effect of bringing the buzz of a crowded store to the website, inspiring an urgency to purchase in browsing customers. Based on three months of data, the campaign has driven a 17.9% uplift in conversions.

SUCCESS

18%

Conversion rate uplift
on website product pages

61 people have viewed this product today.



“We’ve been excited to see the impact of Dynamic Social Proof, which has given us an 18% lift in conversions so far. It’s an inventive way to give browsing shoppers just the nudge they need towards making their purchase without having to offer a discount, and it really enhances the customer journey.”

Rob Burr E-commerce Manager, Kickers (Pentland Brands)

How it works

Click the video to see Dynamic Social Proof in action on desktop

The image shows a desktop view of the Kickers website. The top navigation bar includes the Kickers logo, a search bar, and links for 'Sale', 'Girls', 'Boys', 'Women', 'Men', and 'School'. Below the navigation bar, there are promotional banners for 'FREE UK RETURNS' and 'SATURDAY DELIVERY AVAILABLE WITH UK EXPRESS'. The main content area displays a pair of black leather boots. To the right of the boots, the product details are shown: 'Kick Hi Classic Teen', 'Black', 'Product Code: 1K700001/RTX', '4.5 stars 367 reviews', '£60.00 (Delivery from £3.95)', and 'In Stock - Usually dispatched within 24 hours'. Below the price, there are color and size selection options, a quantity selector set to 1, and an 'Add to Basket' button. A list of product features is provided at the bottom right. A video player overlay is positioned over the boots, with a play button in the center. In the bottom left corner of the video player, a text box reads '61 people have viewed this product today.' The video player controls at the bottom show a play button, a 0:24 timer, and icons for volume, settings, and full screen.

Kickers

NEED HELP? VIEW OUR FAQS OR EMAIL US

LOGIN / REGISTER

BASKET (0)

Sale **Girls** **Boys** **Women** **Men** **School** SEARCH

FREE UK RETURNS

SATURDAY DELIVERY AVAILABLE WITH UK EXPRESS

HOME > KICKERS > KICK HI CLASSIC TEEN

Kick Hi Classic Teen
Black
Product Code: 1K700001/RTX

4.5 stars 367 reviews [Ask an expert](#)

£60.00 (Delivery from £3.95)
In Stock - Usually dispatched within 24 hours

Colour ● ● ● ● ●

UK Size 3 4 5 6 (SIZE CHART)

quantity: 1 - +

Add to Basket

- Quality leather uppers ensure all-day comfort
- Trademark Kickers rubber soles for hard-wearing, standout style
- Classic triple-stitch detailing
- Leather Kickers figarette
- Embossed Kickers logo on the heels, and iconic red and green Kickers tabs

61 people have viewed this product today.

0:24

First order incentive

Leads campaign

Not every website visitor is ready to make a purchase – but that doesn't mean that they can't be encouraged to change their minds or at least stay in touch.

When first-time visitors showed intent to exit from the Kickers website, Yieldify served an overlay offering them a small discount in exchange for their email address. This brought abandoning visitors back and also captured email addresses that Kickers could reach out to at a later date.

SUCCESS

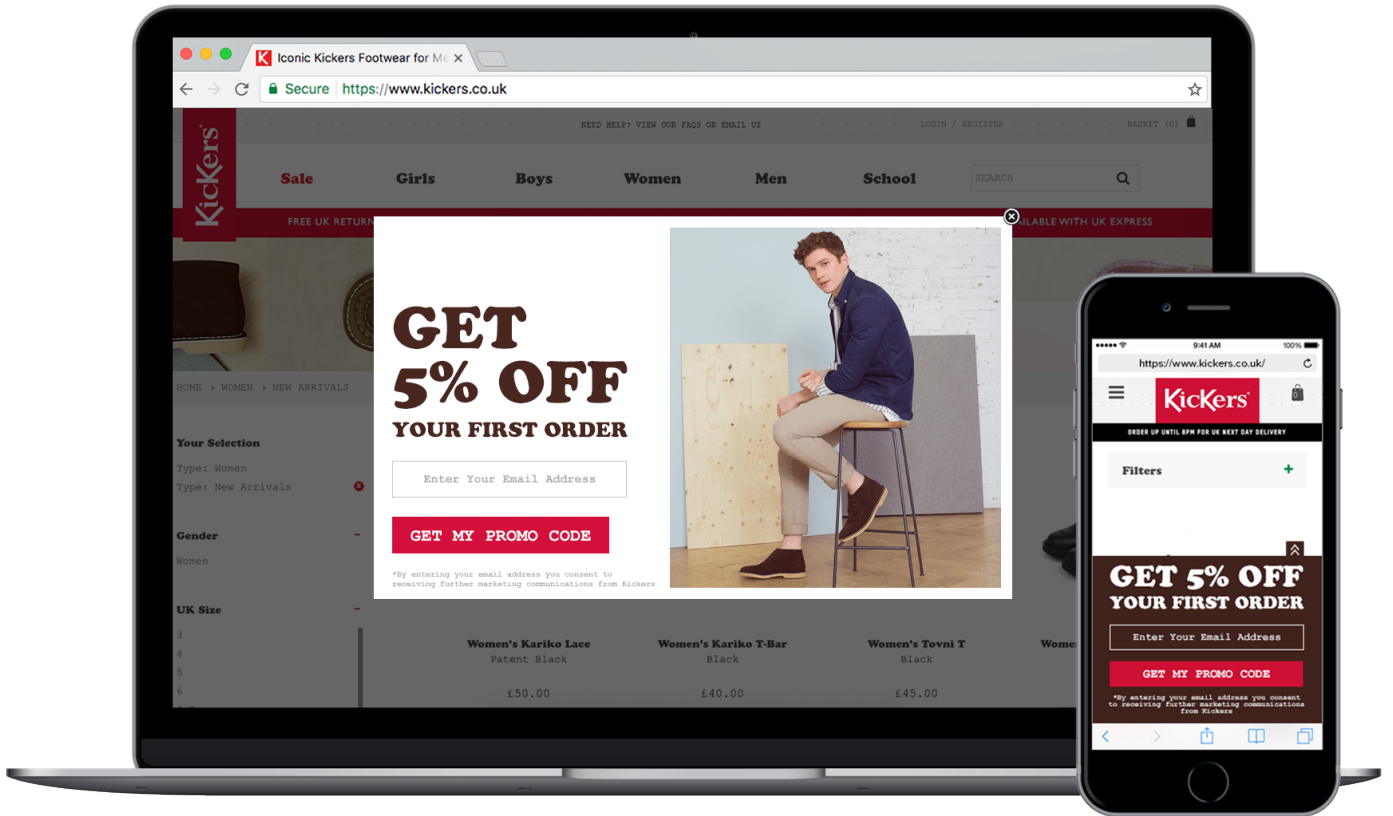
up to 57%

Conversion rate uplift

+296 leads

captured a month

from targeted website visitors



Free delivery and free gift

Conversion campaign

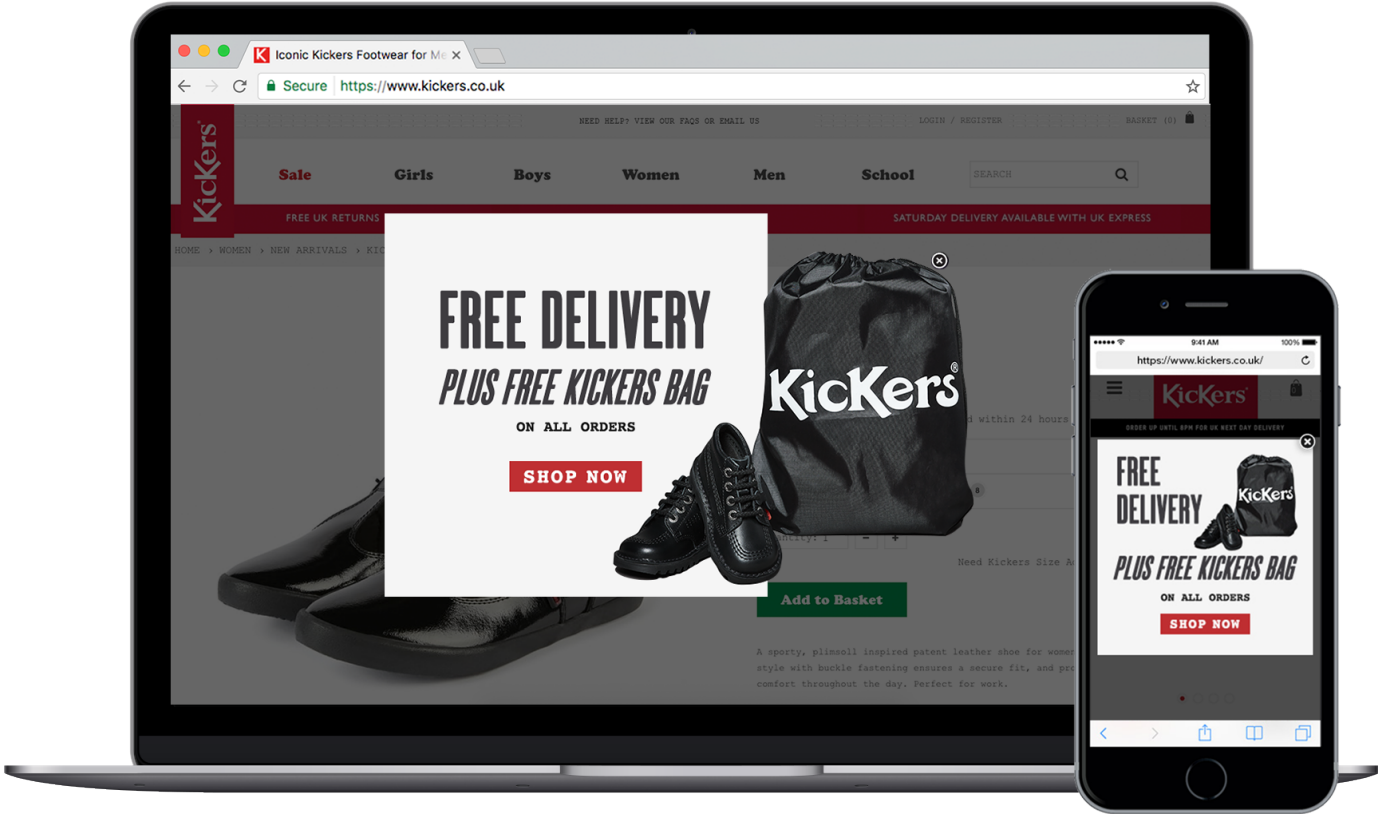
A low-cost free gift can be just as effective at influencing a conversion as a discount – if not more so.

When visitors showed intent to exit the Kickers website, Yieldify served an overlay offering free delivery and a free Kickers bag with their purchase. The campaign performed especially well on mobile, driving an 88.3% uplift in conversions from target visitors.

SUCCESS

Up to 88.3%

Conversion rate uplift
from targeted website visitors



FREE DELIVERY
PLUS FREE KICKERS BAG

ON ALL ORDERS

SHOP NOW



Add to Basket

FREE DELIVERY
PLUS FREE KICKERS BAG

ON ALL ORDERS

SHOP NOW

Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

[Get a Consultation](#)

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