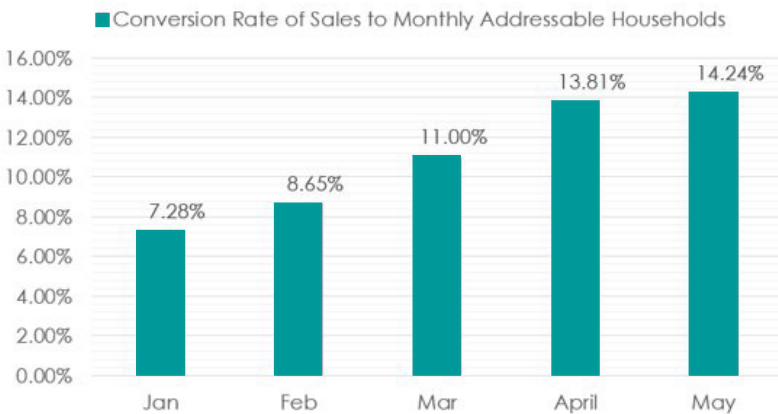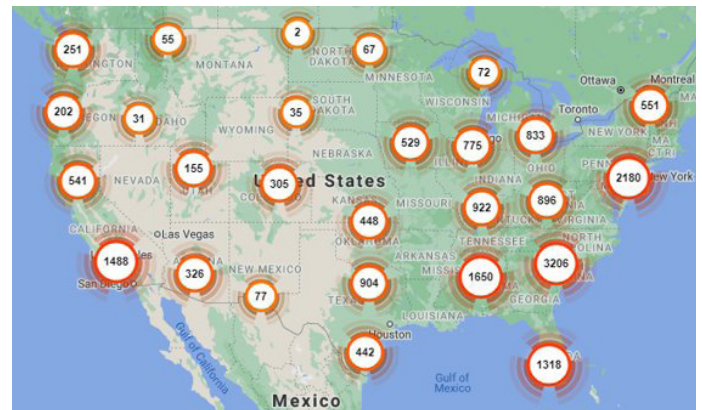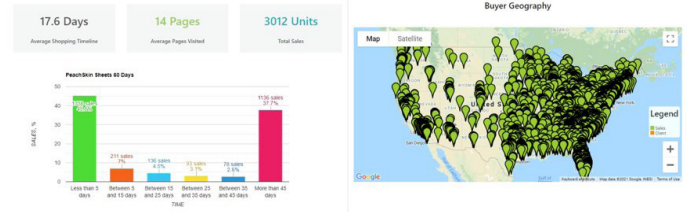# FULLTHROTTLE
SHOPPER
SUITE

CASE STUDY

NATIONAL E-COMMERCE COMPANY INCREASES GROWTH 31% WITHIN HALF A YEAR

This national bedding e-commerce company's goal was to measure and increase post-initial web visit transactional business.

Once ShopperSuite was installed on their website, instant and look-back marketing was deployed to their de-anonymized website visitors. ShopperSuite's transactional data measured incremental sales; web visitors who purchased 3+ days post-initial visit and after HH-level (household level) marketing was deployed.

As a result, this e-commerce client saw incremental, month-over-month growth, utilizing ShopperSuite and overall had 31% growth within six months. Their collective buyer journey and buyer propensity first-party data provided valuable insights to help form their marketing plans.

In Q1, they saw a total of 3,961 sales and in Q2, they saw a total of 5,754 sales.

Conversion Rate of Sales to Monthly Addressable Households

When this e-commerce client initially came to FullThrottle, they believed most of their customers completed a purchase on their first website visit. ShopperSuite showed over 50% of their website traffic does not do business with them until almost a week after their first visit.

ShopperSuite can offer your business valuable buyer timeline intel. If you'd like to discover how ShopperSuite can grow your business, schedule your demo here.

fullthrottle.ai