



**Bluecore**

CASE STUDY

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# **LANE BRYANT CONSOLIDATES INTELLIGENT PERSONALIZATION WITH BLUECORE TO INCREASE REVENUE & EFFICIENCY**

# KEY TAKEAWAYS



## Increase onsite engagement, identification and conversion with personalized offers

Achieve as much as a 73% lift in conversions with intelligent modals that surface key messages and offers for a select group of site visitors according to onsite behavior and predicted affinities.



## Introduce advanced, dynamic personalization onsite based on unique customer journeys

Optimize each shopper's onsite experience to keep her engaged longer and increase the rate and velocity of conversions by creating a variety of personalized modals and automatically serving the one she is most likely to engage with based on her unique profile.



## Create highly coordinated, customer-first experiences across channels

Deliver fluid experiences for shoppers across channels and increase efficiency for the marketing team by using a single platform to collect, combine and activate data for personalized campaigns.

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We've seen great success with Bluecore as an audience creation and activation platform for email and paid media campaigns, so extending that to our eCommerce site felt like a natural progression. It just makes sense to have one platform driving all those interactions.

**Eric Gohs,**

VP Performance Marketing, Credit & Loyalty at  
Ascena Retail Group

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## THE CHALLENGE

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Lane Bryant is a woman founded and led brand that aims to knock down barriers for all women. In 1904, founder Lena Bryant invented plus-size fashion. Over a century later, the Lane Bryant brand continues to push the boundaries and pioneer fashion for women of all shapes.

Today, this forward-thinking approach extends to every aspect of Lane Bryant's business and has led the marketing team to search for opportunities to create more personalized and coordinated digital experiences.

Faced with this imperative, the team responsible for Lane Bryant's eCommerce site identified several challenges they hoped to improve upon through better use of technology and more personalization. To resolve these challenges, the team began searching for a solution that could help:



Increase revenue and lower site abandonment rates by better incentivizing visitors to browse onsite longer



Communicate with customers who have unsubscribed from email in more personalized ways when they visit the site



Drive faster purchase cycles



Grow subscriber base through improved onsite identification rates and email capture



Ensure consistency in personalized messaging and offers across digital channels



# THE SOLUTION

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The search for an onsite personalization engine to improve Lane Bryant's ability to engage shoppers onsite and create fluid cross-channel experiences led the team straight to Bluecore.

The Lane Bryant marketing team had already found success bringing personalization to email with Bluecore Communicate™. The team started out using Bluecore for triggered emails, but have since expanded the relationship to use Bluecore's AI-driven predictive models to create audiences for use across all types of emails and on additional channels, like paid media. Following the success of those efforts, the natural progression for the team was to bring this level of personalization to their eCommerce properties with Bluecore Site™, using the same simple line of Bluecore code powering their email experience.

**“We didn't have a good personalization engine built into our website. The challenge was, how do we get to those customers on a more personal basis to increase engagement? Knowing what success the email marketing team had with Bluecore, I talked to them to understand if there was an opportunity to do something similar by messaging site visitors with more relevant recommendations at key points in time to get them to engage before they ever leave the site,”** explains Michele Etgen, VP eCommerce & Technology Strategy at Lane Bryant.

Bluecore Site™ has proven a good fit for what the Lane Bryant team hopes to achieve. It's positioned to help Lane Bryant:

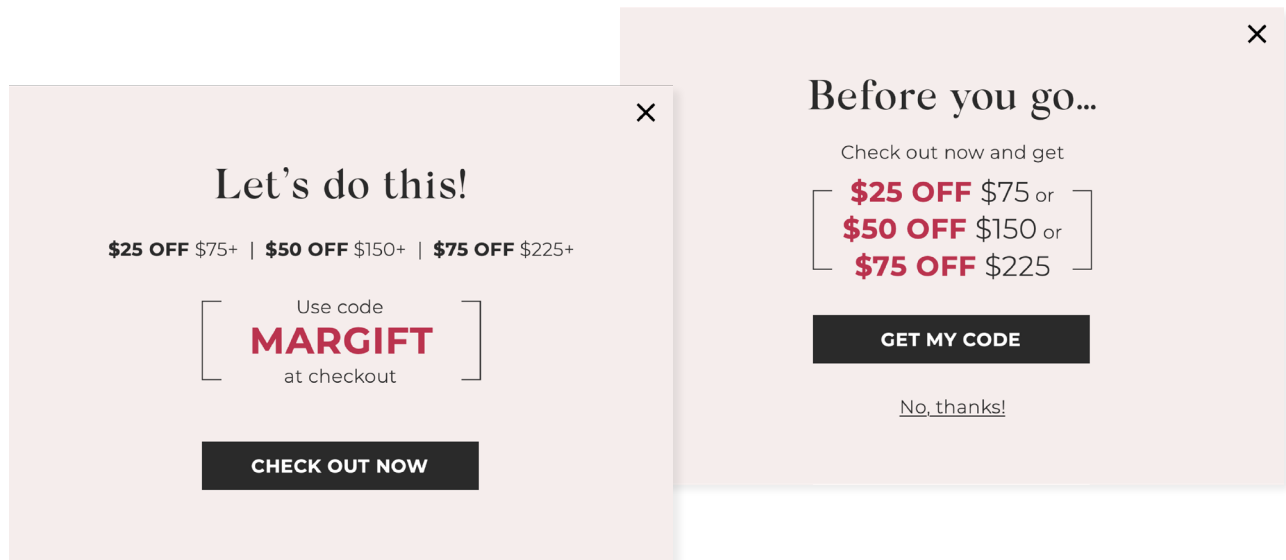
## Increase Onsite Engagement, Identification and Conversion with Personalized Offers

To start, Lane Bryant worked with Bluecore to introduce more relevant experiences by surfacing offers for targeted audiences at unique points in time based on browsing behavior to increase engagement, identification and conversion.

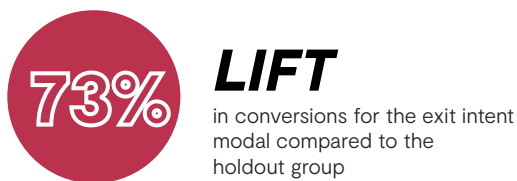
Specifically, the team decided to introduce two modals as part of a Spring sale the brand was running that gave shoppers tiered discount offers based on purchase size. The first modal was an exit



intent pop-up that targeted known one-time buyers or shoppers with a discount affinity (as identified by Bluecore's AI-driven predictive model) who had an item in their cart and displayed an intent to leave on a non-cart page. The modal featured "Before you go" messaging and the sale details. The second modal was a cart abandonment pop-up that targeted unknown site visitors who had an item in their cart and displayed an intent to leave their cart before completing their purchase. This modal featured "Let's do this!" messaging and the sale details.



The Lane Bryant team decided to test the efficacy of these modals by holding out 20% of their audience from qualifying for Bluecore campaigns, and the results spoke for themselves.





## Introduce Advanced, Dynamic Personalization Onsite Based on Unique Customer Journeys

The Bluecore Site™ exit intent and cart abandonment modals with which Lane Bryant started certainly proved valuable, but the team sees those capabilities as only the beginning of what's possible.

**“Exit modals are like abandonment triggered emails -- they're table stakes at this point. The really interesting stuff goes beyond that. For example, we know that not everyone's path onsite will be linear, since every shopper behaves differently,”** shares Eric Gohs, VP Performance Marketing, Credit & Loyalty at Ascena Retail Group. **“With Bluecore, we can establish multiple recipes to account for all kinds of paths to engagement. Ultimately, customers will qualify for multiple recipes at different points in time, and then Bluecore can help us use her behavior, like product or discount affinity, to determine which one we prioritize.”**

For example, a shopper can qualify for exit intent or category affinity messaging. By putting different targeting rules in place, the Lane Bryant team can assign priority to her primary behavior and ensure no overlap with modals occurs to avoid over-messaging.

Etgen agrees that this type of differentiation will make an enormous difference by allowing the Lane Bryant team to create highly personalized experiences that keep shoppers engaged onsite and increase the rate and velocity of conversions.

**“Bluecore Site™ gives us the opportunity to optimize each shopper's onsite experience by selecting from a variety of different modals and serving the one she's most likely to engage with based on her unique profile. Now we can set up journeys that say: If she does this, offer this, but if she does this different thing, let's give this other option to engage. Being able to think through multiple iterations like that to improve engagement has been a big win for us,”** she says.



## Create Highly Coordinated, Customer-First Experiences Across Channels

Finally, using the combination of Bluecore Communicate™ for email and Bluecore Site™ on the eCommerce site allows Lane Bryant to improve the digital customer experience by taking a coordinated, customer-first approach rather than a channel-first approach, which can often lead to disjointed experiences for shoppers and the marketing team alike.

**“If we gather data in a totally different way for the website than we do for email or anywhere else, then we’re likely to create engagement opportunities that are contradictory as customers move across channels,”** Etgen shares. **“Bluecore helps us avoid that contradiction and create a more fluid experience by using the data we already have consistently across channels.”**

Gohs points out that this type of consistency in data collection and modeling becomes especially important when powering such advanced personalization in an AI-driven environment the way Lane Bryant does with Bluecore.

**“All of this work makes us more customer-focused rather than channel-focused. If we think about how shoppers engage with the brand, they do so while moving across multiple channels -- they don’t just engage on email or with display media or on the eCommerce site. It’s all one shopper’s behavior and it feels fluid to her, so it should feel fluid to us too,”** Gohs adds.

**“We need to have a cohesive view so we can surface recommendations and engagement opportunities consistently for each shopper as she moves across those channels. For example, if we’re firing a modal off her propensity to purchase in a specific product category, that should be consistently available wherever she wants to interact with us.”**

And these benefits extend internally too, as Etgen reports that having all of the data and workflows live in a single platform also helps from a technical integration and ease of use perspective.

We view Bluecore as an engine that can power a lot of customer activation channels, including the eCommerce site, to try to create as unified an experience as possible. This type of consolidation makes sense from a cost perspective, but more than anything it makes sense from a customer experience perspective.

**Eric Gohs,**  
VP Performance Marketing,  
Credit & Loyalty at Ascena  
Retail Group



## THE RESULT

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Integrating Bluecore Site™ and continuing to expand their use of it will help Lane Bryant achieve key goals around increasing onsite engagement through personalized offers, improving identification rates, growing their email list and increasing revenue from site visitors. Additionally, the team finds significant value in bridging the gap between the email and onsite experiences for shoppers.

**“A lot of what the email team has learned is helping us think through opportunities that exist onsite. We’re also trying to find options that we think can optimize engagement in both channels. For instance, maybe there is an experience that is more intuitive as a follow-up email based on a specific shopper’s engagement onsite. With our teams working together, we can try to be coordinated and test ideas in both channels to see what drives the most engagement,”** Etgen explains.

Based on the success to date, both Etgen and Gohs agree this is only the beginning of Lane Bryant’s relationship with Bluecore.

Etgen reports that her team is excited to use Bluecore Site™ to build something similar to what Lane Bryant’s triggered email program looks like, with a bank of modals to engage shoppers onsite based on their behaviors and current priorities for the brand, like seasonal and promotional availability. **“It’s about understanding how to best use what we have in our arsenal to improve engagement and grow personalization to get to specific customers at the right time,”** she says.

Meanwhile, Gohs says his team wants to use Bluecore Communicate™ to reduce their reliance on batch and blast emails. He reports: **“We’ve built highly personalized emails with Bluecore based on targeted audiences and categories, and those are the emails our customers respond to most. The Bluecore emails result in 5-10x the revenue per email compared to what we see with batch and blast emails, which is pretty powerful.”**

The Lane Bryant team credits support from Bluecore for this success. Gohs concludes: **“Bluecore has been a key partner for us for several years. We’ve continued to invest in that relationship and Bluecore has continued to invest in us as a partner. Going forward, we see Bluecore as a key partner on our path to improving personalization and increasing the efficiency of every message we deliver. And if we can do that, the revenue gains will naturally follow.”**



**Interested in learning more about how you can bring these types of campaigns to your team?**

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