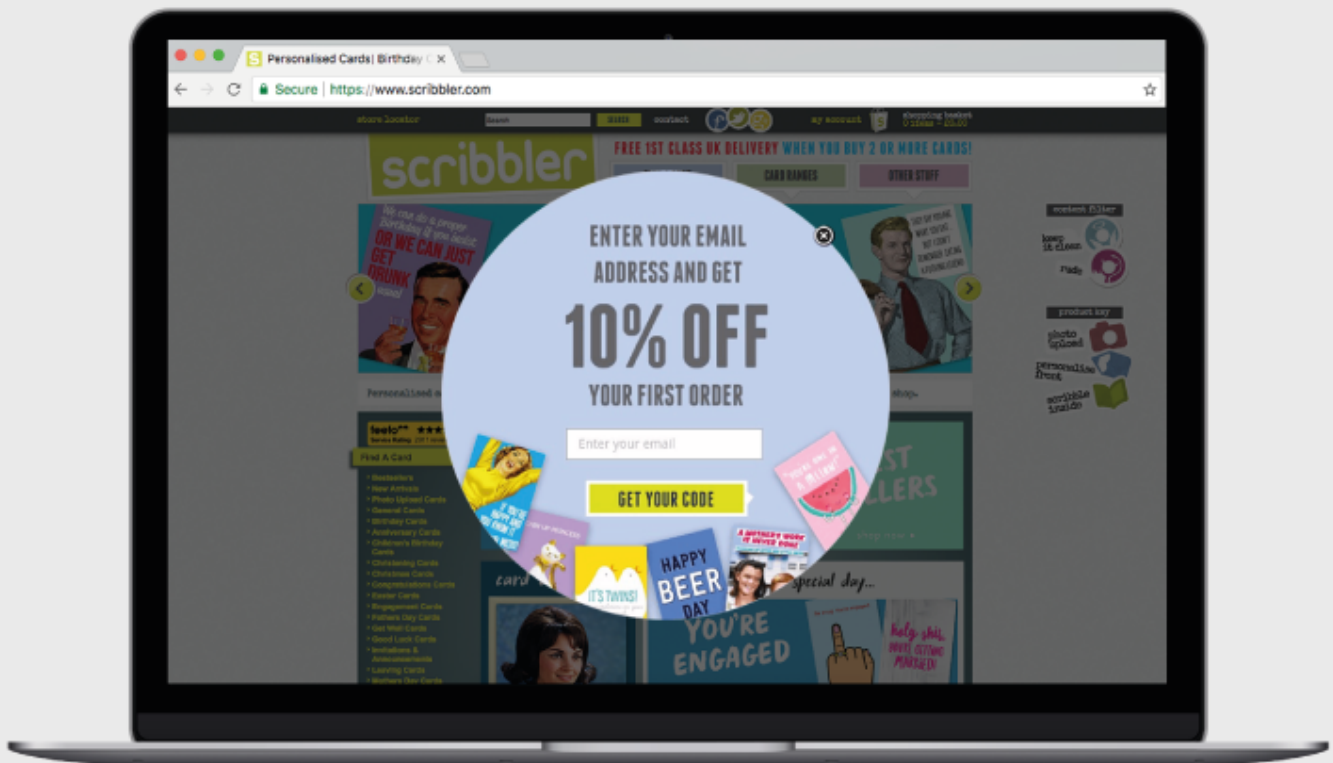


Yieldify

How Scribbler used Yieldify to capture leads and boost conversions

Case study



ABOUT SCRIBBLER

[Scribbler](#) is an established UK greeting card retailer. Known for its tongue-in-cheek designs for all occasions, the company creates the perfect messages for colleagues, friends and family. With over 30 brick-and-mortar stores in the UK, Scribbler launched its e-commerce site in 2011 to make its cards accessible to anyone.

GREETING THE DIGITAL ERA

In the UK, the appetite for greeting cards remains healthy: at [33 cards per person each year](#), UK consumers buy more cards than any other nation. However, modern consumers – particularly millennials – are increasingly likely to [favour texts or social posts](#) over traditional greeting cards. The savvy team at Scribbler understood that to compete with the ease of modern communication, they needed to make purchasing cards online a simple and relevant experience.

AN OPTIMISED CUSTOMER JOURNEY

Scribbler chose Yieldify to respond to modern consumer expectations with onsite customer journeys that convert. Drawing on learnings from over [10 billion interactions](#), Yieldify proposed a strategy to increase sales, email capture, average spend and loyalty through the Scribbler website, delivered via the [Yieldify Conversion Platform](#). In three months Yieldify has already influenced over 19,000 sales.

“We’re delighted with Yieldify. Their strategic advice and powerful technology has helped us build high-converting customer journeys on the Scribbler website. It’s also great to have access to product features like [Dynamic Promotions](#) that use real-time data to encourage purchases, and Notifications that grow trust with our customers by highlighting our [Feefo](#) score.”



Kim Cullum
Head of E-commerce

First order incentive

Conversion campaign

Customers browsing a website for the first time may be window-shopping or researching. But a well-timed incentive can be all it takes to influence a purchase there and then, or encourage them to share their email address, creating new avenues to bring them back to the website to purchase at a later date.

To help Scribbler acquire new customers, when first-time visitors to the website showed intent to exit, Yieldify triggered an overlay offering 10% off their first order. Visitors who submitted their email address unlocked a promo code to redeem the offer at the checkout. The campaign has influenced nearly 3000 sales and captured over 750 email leads.

SUCCESS

nearly 3000

In luenced sales

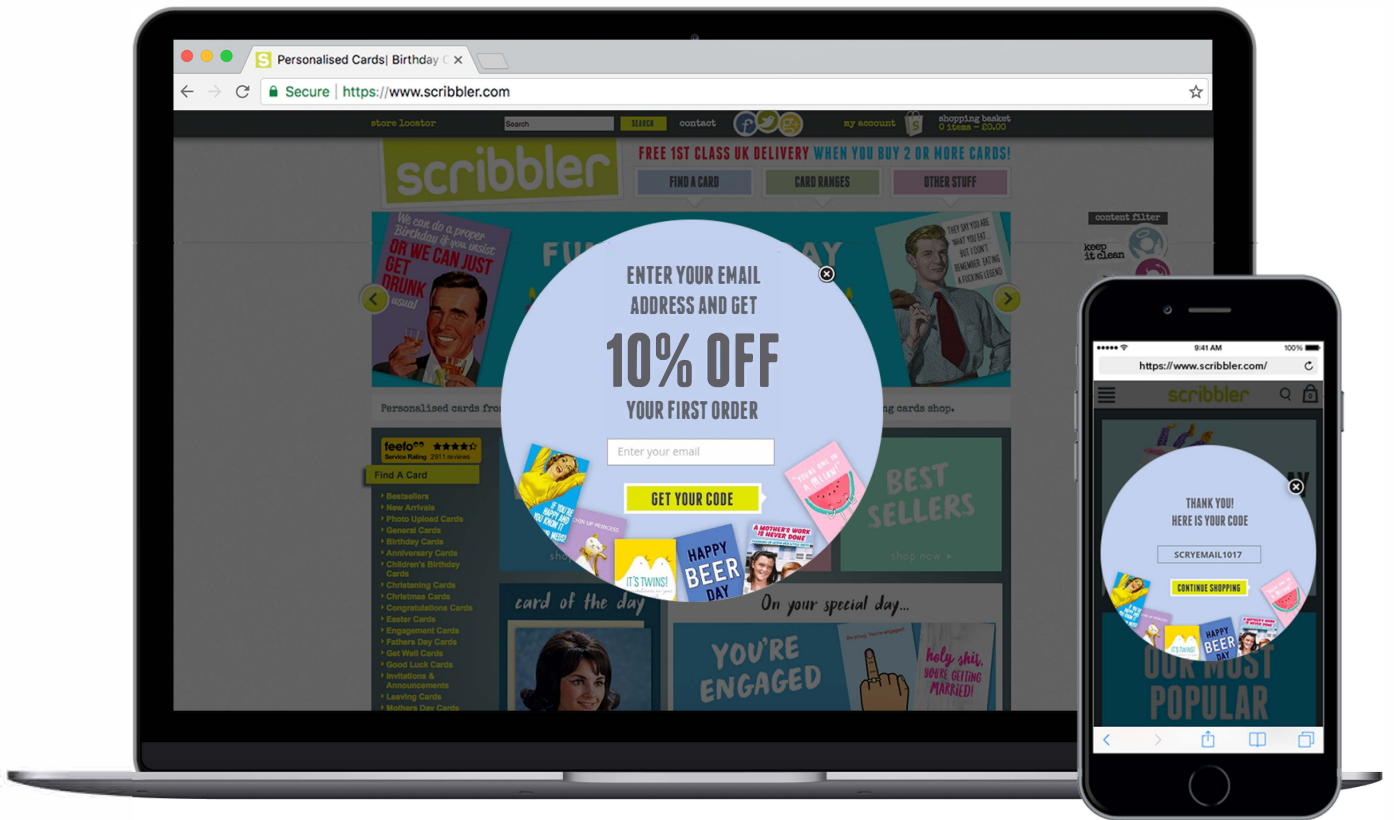
+17.09%

Increase in leads

+750

Leads

captured i n three months



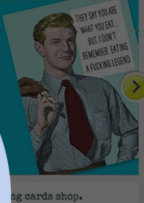
ENTER YOUR EMAIL ADDRESS AND GET
10% OFF
YOUR FIRST ORDER

GET YOUR CODE

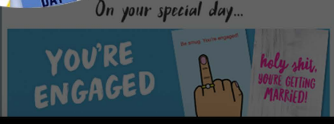
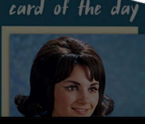
THANK YOU!
HERE IS YOUR CODE

SCRYEMAIL1017

CONTINUE SHOPPING



- Personalised cards from
- feelo® ★★★★★
5000+ ratings (2013 reviews)
- Find A Card
- Birthdays
 - New Arrivals
 - Photo Upload Cards
 - General Cards
 - Birthday Cards
 - Anniversary Cards
 - Children's Birthday Cards
 - Christmas Cards
 - Christmas Cards
 - Congratulations Cards
 - Event Cards
 - Engagement Cards
 - Fathers Day Cards
 - Get Well Cards
 - Good Luck Cards
 - Invitations & Announcements
 - Leaving Cards
 - Mothers Day Cards



Dynamic promotion

Conversion campaign

[Customer journey optimisation](#) isn't just about driving more sales; it's about ensuring you get the best possible value from every customer by giving them a relevant experience.

To increase conversions, Yieldify ran a campaign that encouraged customers to spend a little more. When customers showed intent to exit with less than £5 of items in their basket, Yieldify displayed an overlay offering them free delivery on orders over £5.

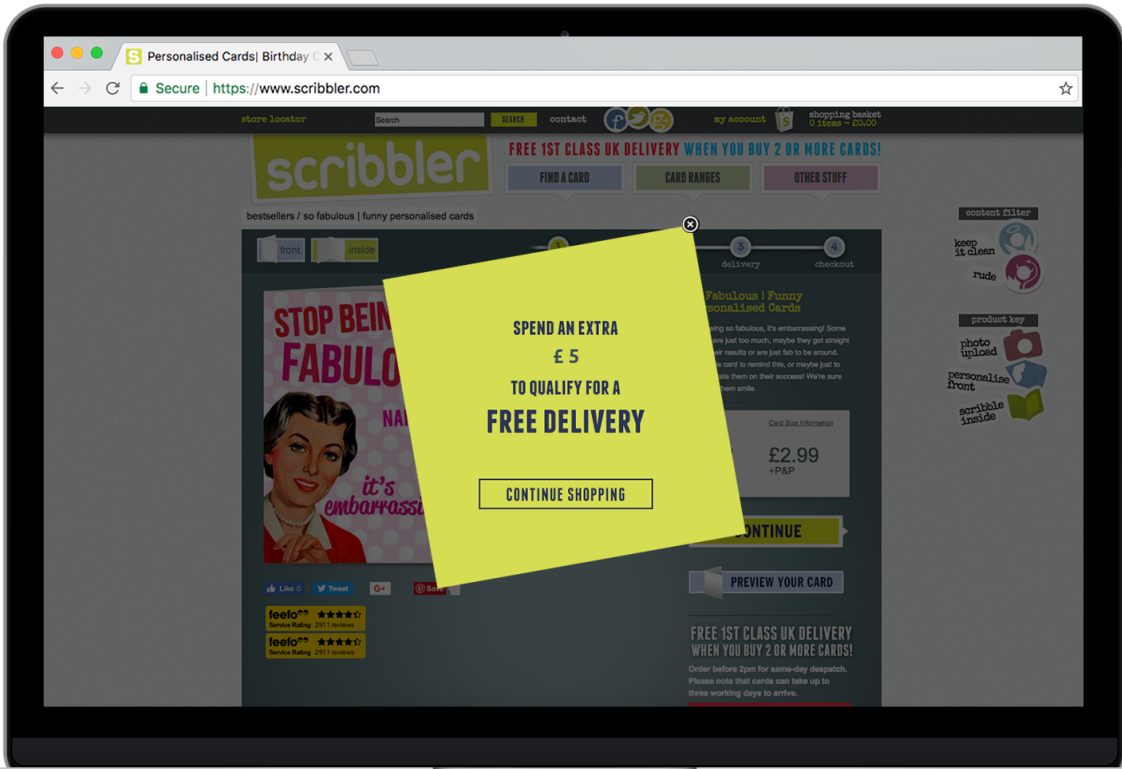
The campaign used Yieldify's [Dynamic Promotion](#) feature – content that changes in real time based on the value of items in a customer's basket. For example, a visitor with £2 worth of items in their basket would be encouraged to 'Spend an extra £3 to get free delivery'. This campaign delivered a message personalised to each customer's onsite journey and has influenced over 1000 sales.

SUCCESS

+1000

Influenced sales

in three months



Discovery

Conversion campaign

Customer loyalty isn't built overnight: each relationship needs to be nurtured. To do that, retailers need to ensure the experience they offer returning visitors stays fresh and relevant.

To help Scribbler [cultivate loyalty](#), when returning visitors showed intent to exit the site, Yieldify showed them an overlay highlighting the 'new arrivals' section. This message effectively re-engaged these visitors with Scribbler's latest cards, influencing over 750 sales.

SUCCESS

over 750

Influenced sales
in three months



FREE 1ST CLASS UK DELIVERY WHEN YOU BUY 2 OR MORE CARDS!
FIND A CARD CARD RANGES OTHER STUFF

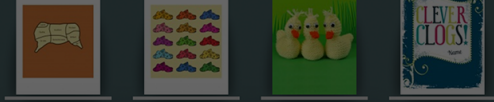
congratulations cards
CARD SIZE INFO
DELIVERY INFO

- Find A Card
- Birthday Cards
 - New Arrivals
 - Photo Upload Cards
 - General Cards
 - Birthday Cards
 - Anniversary Cards
 - Children's Birthday Cards
 - Christening Cards
 - Christmas Cards
 - Congratulations Cards**
 - Punny
 - Bar & Bat Mitzvah
 - Divorce Cards
 - Drinking Jokes
 - Exams & Graduation
 - New Job
 - Pregnancy
 - Photo Upload
 - Personalised
 - Non-Personalised
 - Easter Cards
 - Engagement Cards
 - Father's Day Cards
 - Get Well Cards
 - Good Luck Cards
 - Weddings & Announcements
 - Learning Cards
 - Mother's Day Cards
 - New Baby Cards
 - New Home Cards
 - Sorry Cards
 - Symmetry Cards

CHECK OUT OUR
**NEWEST
ARRIVALS**

VIEW NOW

- content filter
- keep it clean
 - rude
- product key
- photo upload
 - personalise front
 - scribble inside



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](#)

M&S
EST 1884

L'ORÉAL®

MAYBELLINE
NEW YORK

ESTÉE LAUDER

 energy

megabus.com

FEELUNIQUE

ECCO®

AVON


Homair

 Domino's®

 Virgin
trains®


PET INSURANCE

L.K.Bennett
London

MONT
BLANC

skyn
ICELAND®

SPERRY 

 soak.com

 BETHARD

FLIGHT CENTRE®