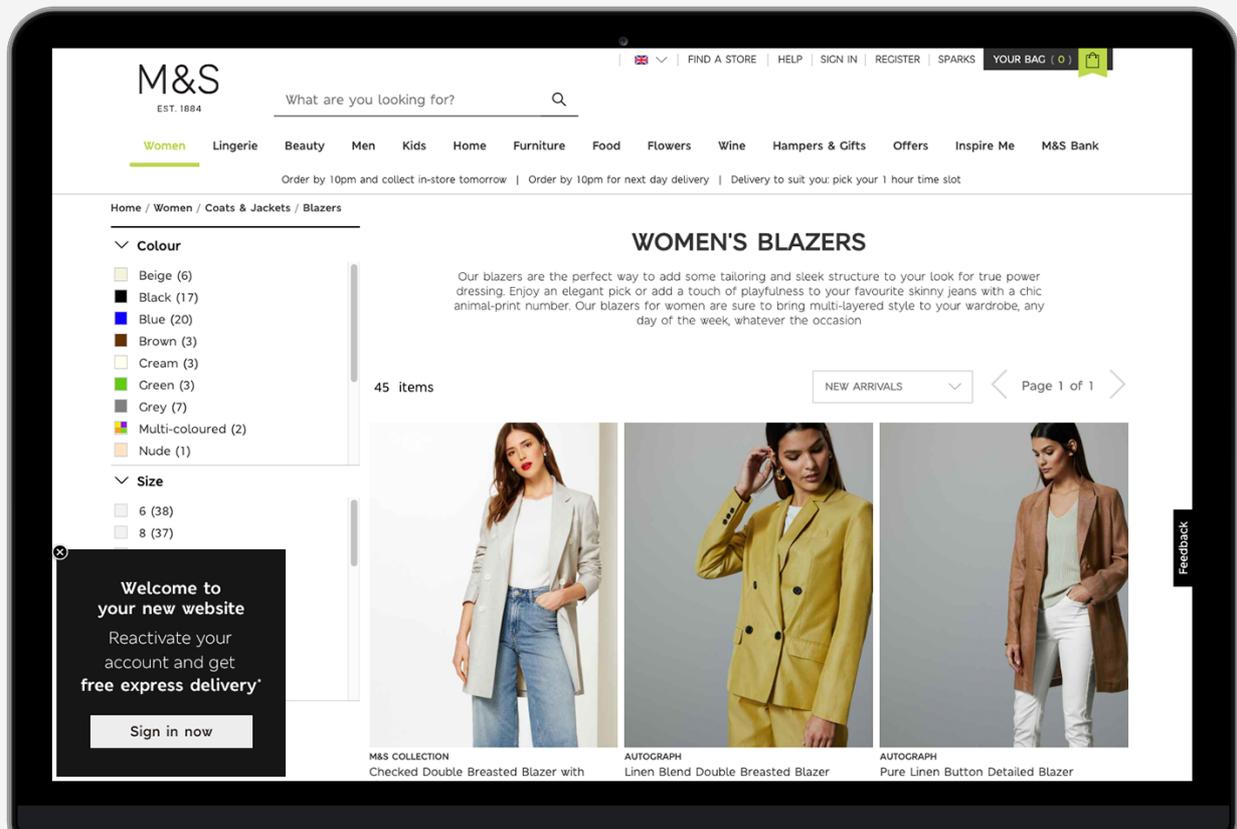


M&S

Supporting Site Migration with Customer Journey Optimization



Supporting Site Migration with Customer Journey Optimization

M&S has been delivering the best of Food and Clothing & Home in the UK and internationally for over 130 years. The retailer now has over 400 stores internationally, and an online presence that spans 25 countries.

As M&S continues to evolve its multichannel offering, its focus is to ensure its .com sites deliver a seamless customer experience. In order to achieve this in Ireland, M&S initiated a migration project to upgrade its website to a more agile and efficient platform.

Having worked with Yieldify since 2015 on optimizing the on-site customer journey, the migration project presented the perfect opportunity for M&S to leverage the insights it had gained in this time to ensure the success of the replatforming.

Driven Success

+5.4%

Conversion rate uplift in new visitor registration

14.5k

competition entries in-store and online in 2 weeks

18-month

replatforming project

Challenge

One of the biggest challenges associated with a migration or replatforming project is time - according to Forrester, the average replatforming project is delayed by 4.2 months. In addition to this, while almost 40% of marketers go through replatforming in order to increase conversion rate on their site, [39% see a drop in conversions after launch](#). M&S wanted to ensure it was tackling both these challenges head-on.

As part of the migration process for the M&S Ireland site, all registered users had to log-in to reactivate their account - a potentially huge hurdle in the user journey. Using customer journey insights provided by Yieldify, M&S focused on decreasing friction in this process in order to achieve its key objectives:

- Communicate changes and drive existing customers to log in
- Drive increased conversion rate and ROI by boosting registrations with new visitors

As a proven partner of nearly five years, Yieldify was the top choice to support on this project due to the agile and flexible nature of its technology and team. With the ability to launch personalized journeys in less than three days, this speed became pivotal in meeting M&S's challenges despite the fast pace and changing demands of the 18-month migration project.

Solution

Yieldify worked with M&S to target visitors at the perfect moment in their journey.

“Knowing that the primary objectives for M&S were to encourage returning users to reactivate, as well as drive new account registrations, we developed a strategy that would target different visitor segments with personalized messaging.”

Including a free delivery promotion to incentivise users, we tested each message against a control group to ensure our strategy was driving an incremental uplift on conversion rate.”



Charlotte Singleton
Head of Retail, Yieldify

The image shows a laptop displaying the M&S website. Two dark, semi-transparent boxes with white text are overlaid on the left side of the screen, representing personalized messages. The top box is for 'New visitors' and the bottom box is for 'Returning visitors'. The website background shows the M&S logo, a search bar, and a 'WOMEN'S BLAZERS' category page with three blazer items displayed.

New visitors

Fancy free delivery?
Sign up today and enjoy free express delivery*
Sign me up

Returning visitors

Welcome to your new website
Reactivate your account and get free express delivery*
Sign in now

M&S

What are you looking for?

Lingerie Beauty Men Kids Home Furniture Food Flowers Wine Hampers & Gifts Offers Inspire Me M&S Bank

Order by 10pm and collect in-store tomorrow | Order by 10pm for next day delivery | Delivery to suit you: pick your 1 hour time slot

Coats & Jackets / Blazers

WOMEN'S BLAZERS

Our blazers are the perfect way to add some tailoring and sleek structure to your look for true power dressing. Enjoy an elegant pick or add a touch of playfulness to your favourite skinny jeans with a chic animal-print number. Our blazers for women are sure to bring multi-layered style to your wardrobe, any day of the week, whatever the occasion

45 items

NEW ARRIVALS

Page 1 of 1

Multi-coloured (2)

M&S COLLECTION
Checked Double Breasted Blazer with

AUTOGRAPH
Linen Blend Double Breasted Blazer

AUTOGRAPH
Pure Linen Button Detailed Blazer

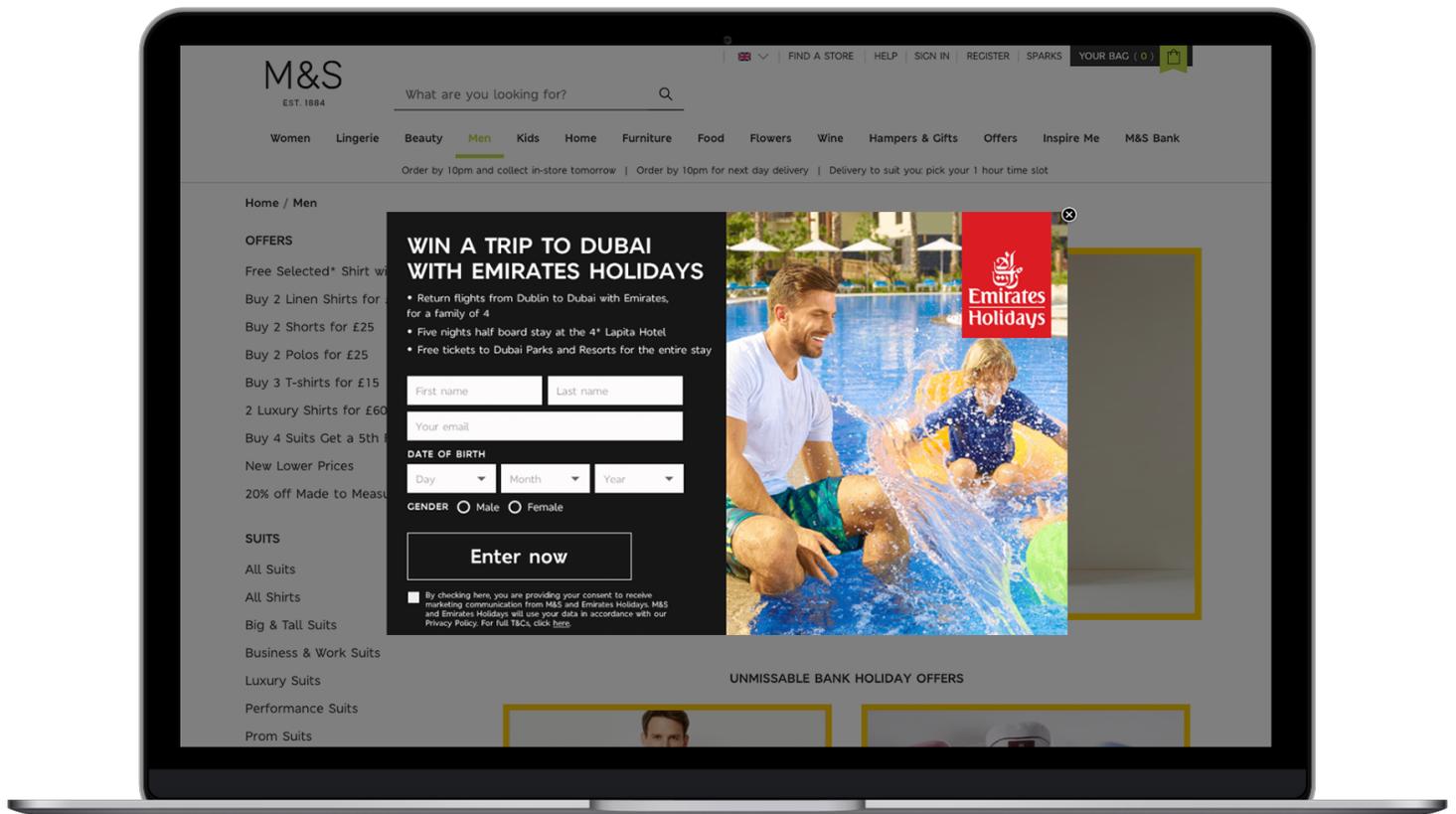
Feedback

Throughout the migration process, the Yieldify team worked closely with M&S on the project timelines. The flexible nature of the Yieldify platform meant it was easy to adjust and optimize campaigns to drive value as soon as possible, as well as amplify the promotional activity planned for the launch of the new site. This even meant that the web team was able to promote the launch of the new website in brick-and-mortar stores:

“To further drive data collection on the new site we took a cross-channel approach that leveraged planned promotional activity (a competition). To achieve this we developed custom content, creating competition entry forms for onsite and in-store use. The in-store forms collected additional data, enabling M&S to track entries at a granular, store level.”



Charlotte Singleton
Head of Retail, Yieldify



Result

Since launch, Yieldify's campaigns have driven 21% of total registrations from new and existing visitors on the relaunched website.

The registration campaigns also had a positive impact on conversions, with the new visitor message, in particular, driving a 5.4% uplift.

The promotional campaign also saw over 14.5k visitors submit an entry either in-store or online in just two weeks.

- **+5.4% incremental uplift in conversion rate with new visitors**
- **21% of total registrations from new and existing visitors driven by Yieldify**
- **14.5k competition entries in-store and online in 2 weeks**

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](#)

PHILIPS

L'ORÉAL®

MAYBELLINE
NEW YORK

ESTÉE LAUDER

 energy

megabus.com

FEELUNIQUE

ECCO®

AVON


Homair

 **Domino's®**

Virgin
trains


PET INSURANCE

 Thomas Cook Airlines

**MONT
BLANC**

skyn
ICELAND.

SPERRY 

 **soak.com**

 **BETHARD**

FLIGHT CENTRE®