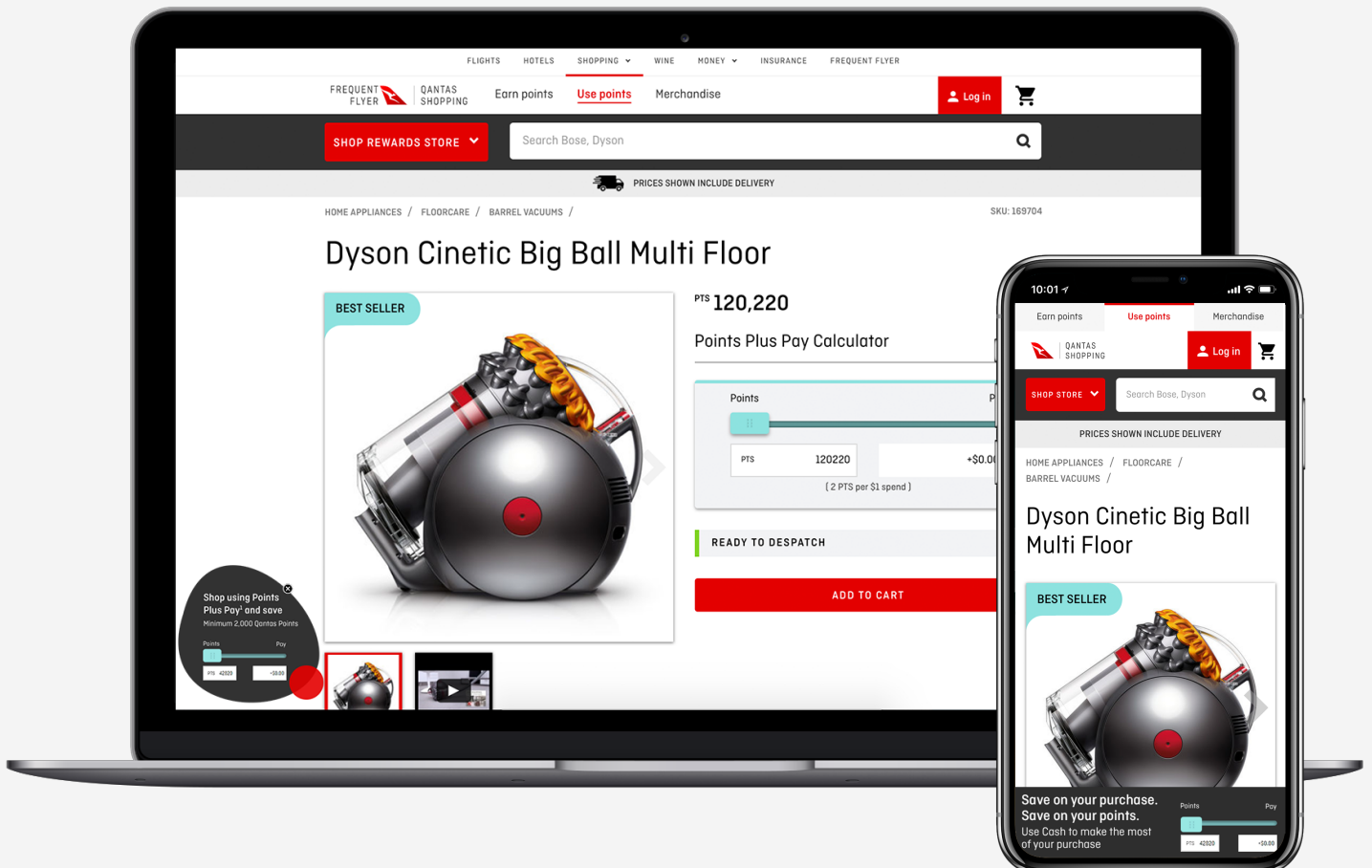




Qantas Shopping Rewards Store

Optimizing the Customer Journey with Website Personalization and Social Proof



Optimizing the Customer Journey with Website Personalization and Social Proof

[Qantas Shopping Rewards Store](#) is the shopping destination for Qantas Frequent Flyers, stocking over 8,000 products from exclusive brands across electronics, homewares, sports and fitness, fashion and more. Qantas Frequent Flyers can shop and earn Qantas Points when they buy online, or combine their points with cash payment to purchase products sooner.

Driven Success

+4.7%

overall conversion
rate uplift

+7000

incremental sales
in one year

+9.1%

conversion rate
uplift with
personalized
product discovery

“Working with Yieldify has enabled us to gain a deeper understanding of our loyalty members, and develop a strategy to optimize every step of the website customer journey. With In-page personalization, we’re able to seamlessly situate messages at the perfect moment to move visitors towards purchase. We’re pleased with the conversion rate uplift that has been achieved and excited to see what the future holds for Yieldify and the Rewards Store”



Gina Connew,
Digital Marketing Manager
Qantas Wine and Qantas Shopping Rewards Store

Challenge

The Qantas Shopping Rewards Store recognised that Yieldify could assist them at different points in the path to purchase and developed a range of campaigns to assist in this journey.

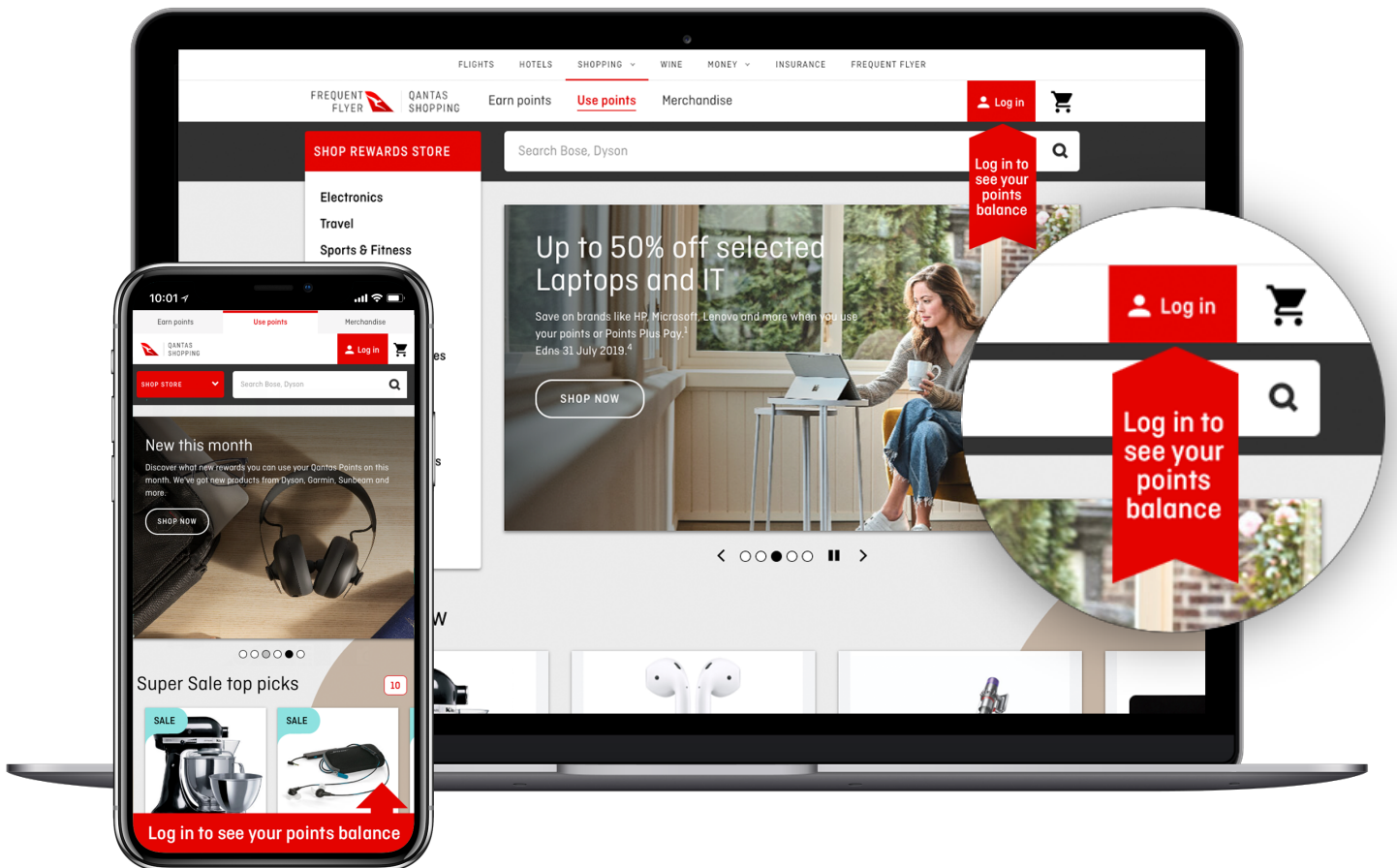
Given the points-based purchasing system on the Rewards Store, the brand hypothesized that consumers would be likely to spend more if their points balance was visible. To view their points balance visitors need to log in, so the Rewards Store sought to encourage this action.

Additionally, the wide range of products available means that the choice can be overwhelming for visitors. The Rewards Store wanted to help visitors explore the types of products they are most interested in based on their on-site behavior.

Further down the funnel, on product pages, the goal was to secure conversions by highlighting the various payment options and driving urgency.

Solution

To test the hypothesis that logged in visitors spend more, the Rewards Store worked with Yieldify to encourage this behavior via [In-Page Personalization](#). Users who had not logged in were prompted to do so using a [sticky campaign](#).



To aid product discovery, Yieldify and the Rewards Store developed a range of personalized recommendations to direct users to the best sellers within 4 different product categories, depending on browsing behaviour.

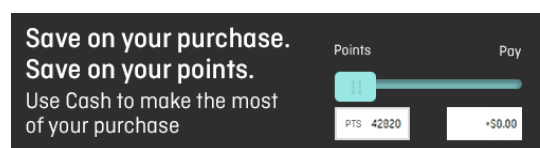
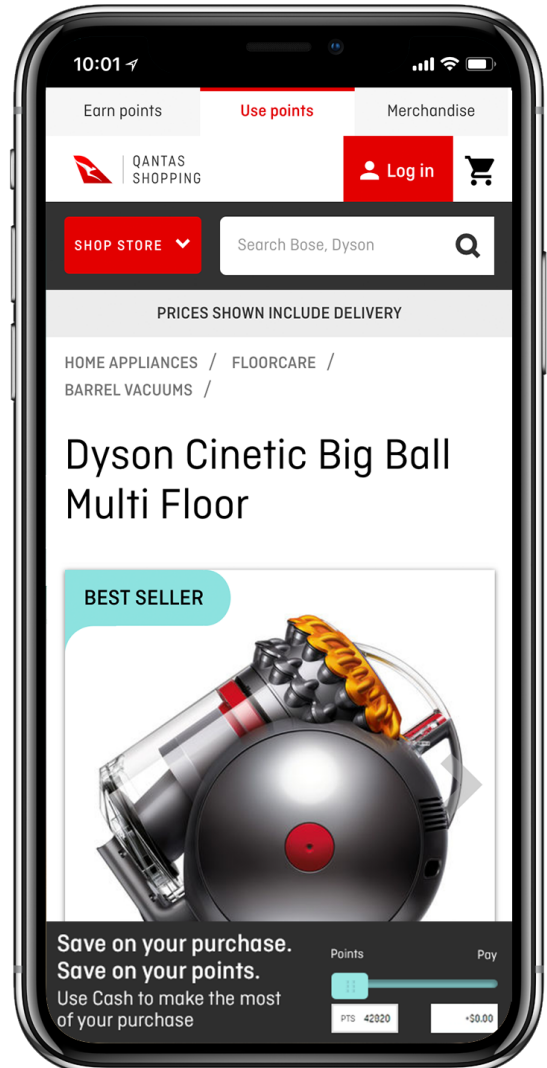
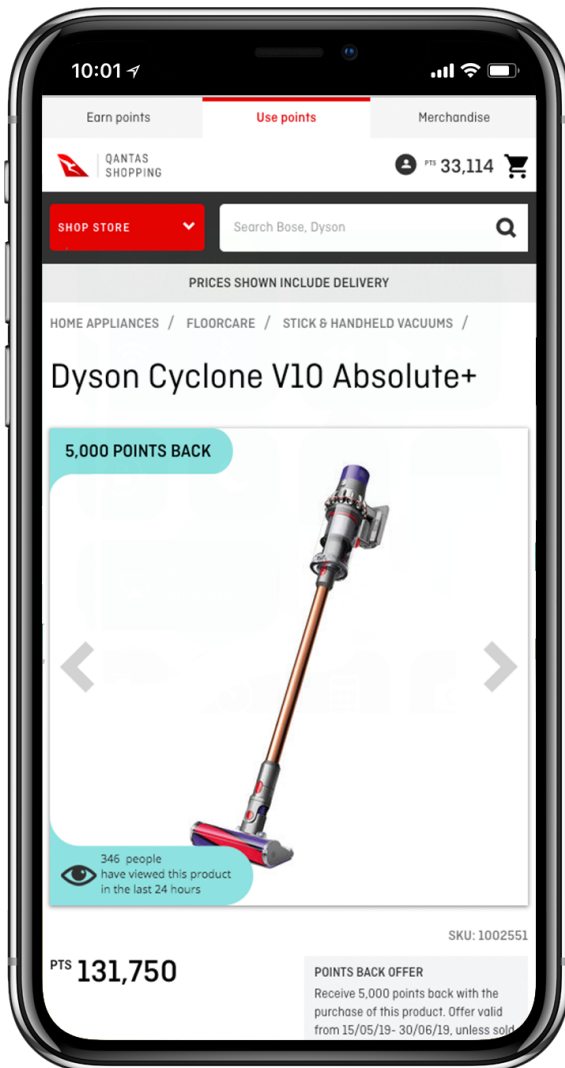
The image illustrates a mobile shopping application interface with four personalized recommendation cards. Each card features a product image, a call-to-action text, and a 'SHOP NOW' button. The central smartphone screen shows the app's main navigation and a featured product banner.

- Travel Vouchers and Accessories:** A black travel bag is shown above the text "Check out our top selling travel vouchers and accessories" and a "SHOP NOW" button.
- Homewares:** A stainless steel frying pan is shown above the text "Check out our top selling homewares" and a "SHOP NOW" button.
- Home Appliances:** A silver DeLonghi kettle is shown above the text "Check out our top selling home appliances" and a "SHOP NOW" button.
- Top Sellers:** A black TV set-top box and its remote control are shown above the text "Something catch your eye?" and a "SHOP TOP SELLERS" button.

The smartphone screen displays the following elements:

- Time: 10:01
- Navigation: Earn points, Use points, Merchandise
- Brand: QANTAS SHOPPING
- User: Log in
- Search: Search Bose, Dyson
- Featured Product: DeLonghi kettle with text "Up to 30% off 29,000 Kettle" and "Check out our top selling home appliances" and a "SHOP NOW" button.
- Bottom Section: Trending now (11 items), SALE banner.

On product pages, the Rewards Store dynamically displayed the 'points plus pay' option to users to ensure those without enough points were aware of this payment option. To further support conversion, social proof was also added to product pages, aimed at driving urgency and scarcity, by using Yieldify's [sticky campaign functionality](#).



Result

By optimizing the different stages of the customer journey the Rewards Store gained important insights about its visitors. Firstly, the message encouraging log-in resulted in a 5.9% uplift in conversion rate, correctly proving the hypothesis that logged in users would be more likely to convert.

Next, the Rewards Store found that personalizing the discovery phase of the journey was key to ensuring it continued. Pointing users towards bestsellers drove a 9.1% uplift.

Finally, the lower funnel strategies of promoting 'points plus pay' and social proof had a positive impact with the latter driving a 2.7% conversion rate uplift

+5.9%

overall conversion
rate uplift

+9.1%

conversion rate
uplift with
personalized
product discovery

+2.7%

conversion
rate uplift with
lower funnel
strategies

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

 Menergy

megabus.com

FEELUNIQUE

ECCO®

AVON


Homair

 Domino's

Virgin
trains


PET INSURANCE

ZER€

MONT
BLANC

skyn
ICELAND®

SPERRY 

 soak.com

 BETHARD

FLIGHT CENTRE®

M.J. BALE





Lane Crawford

General Pants Co.

VINOMOFO