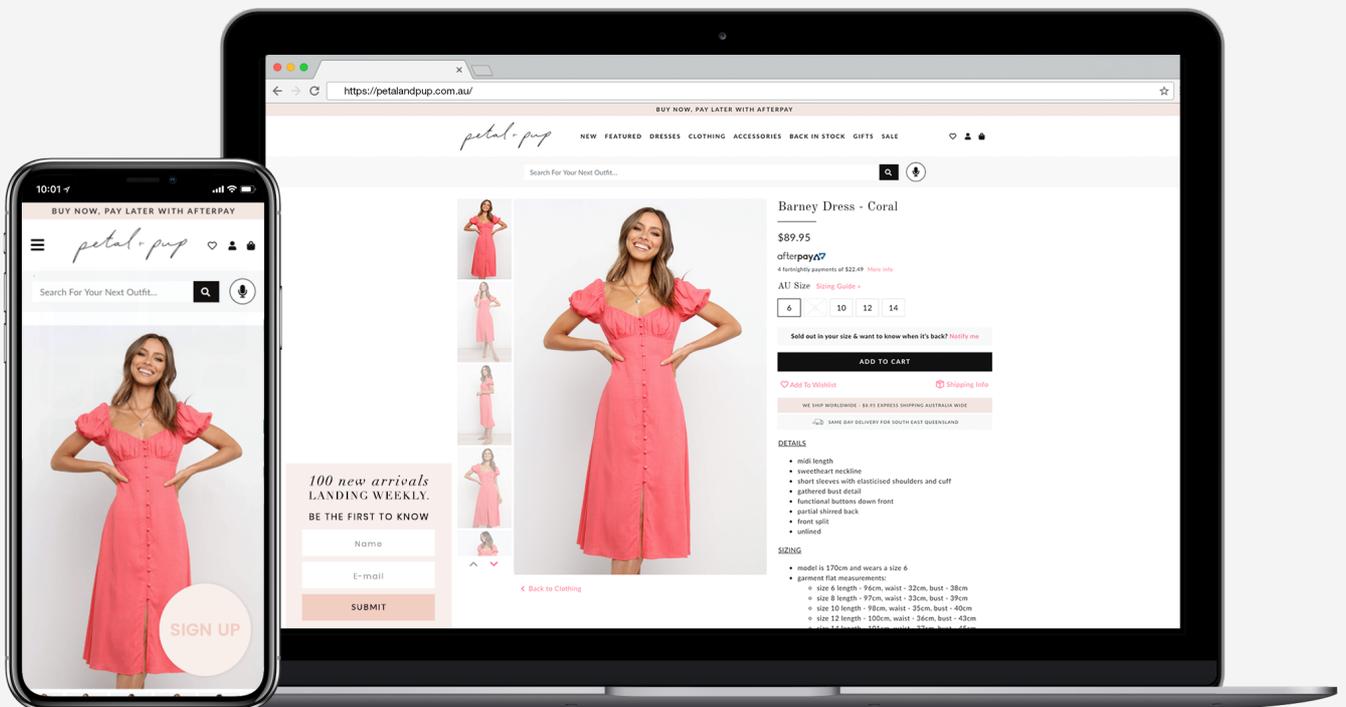




Petal + Pup

Achieving agile personalization as a small team



Achieving agile personalization as a small team

Founded in 2014, Petal + Pup is a pureplay eCommerce fashion retailer specializing in affordable, on-trend, young women's clothing.

With offices in Brisbane and Los Angeles, it ships to over 80 countries worldwide and is dedicated to ensuring its customers receive the very best shopping experience every step of the way.

Driven Success

39:1

return on investment

+17%

conversion rate uplift from returning visitors to the website

+116%

increase in leads captured from new visitors each week

+3%

increase in average order value using dynamic messaging to cross-sell

“Yieldify’s data-led consultative approach and effective technology has driven fantastic results for us. Being a small team, we need to be agile when it comes to reacting to demand and ensuring fantastic customer experiences - Yieldify has been integral to achieving this goal.”



Chantel Brayley,
Head of Marketing, Petal + Pup

Challenges

Fashion eCommerce is competitive and fast-paced: while traffic volumes are strong, abandonment rates are high, and driving customer loyalty remains a challenge. This creates a real need for companies like Petal + Pup to implement website personalization that delivers on measurable commercial metrics.

However, the team at Petal + Pup were too low on time and resource for traditional personalization platforms, which demand long lead times, extensive IT resource, and plenty of day-to-day effort. With just 2 members of the team and outsourced development resource making implementation difficult, they needed an agile solution that could achieve the business results they needed 'hands-free'.

Enter Yieldify.

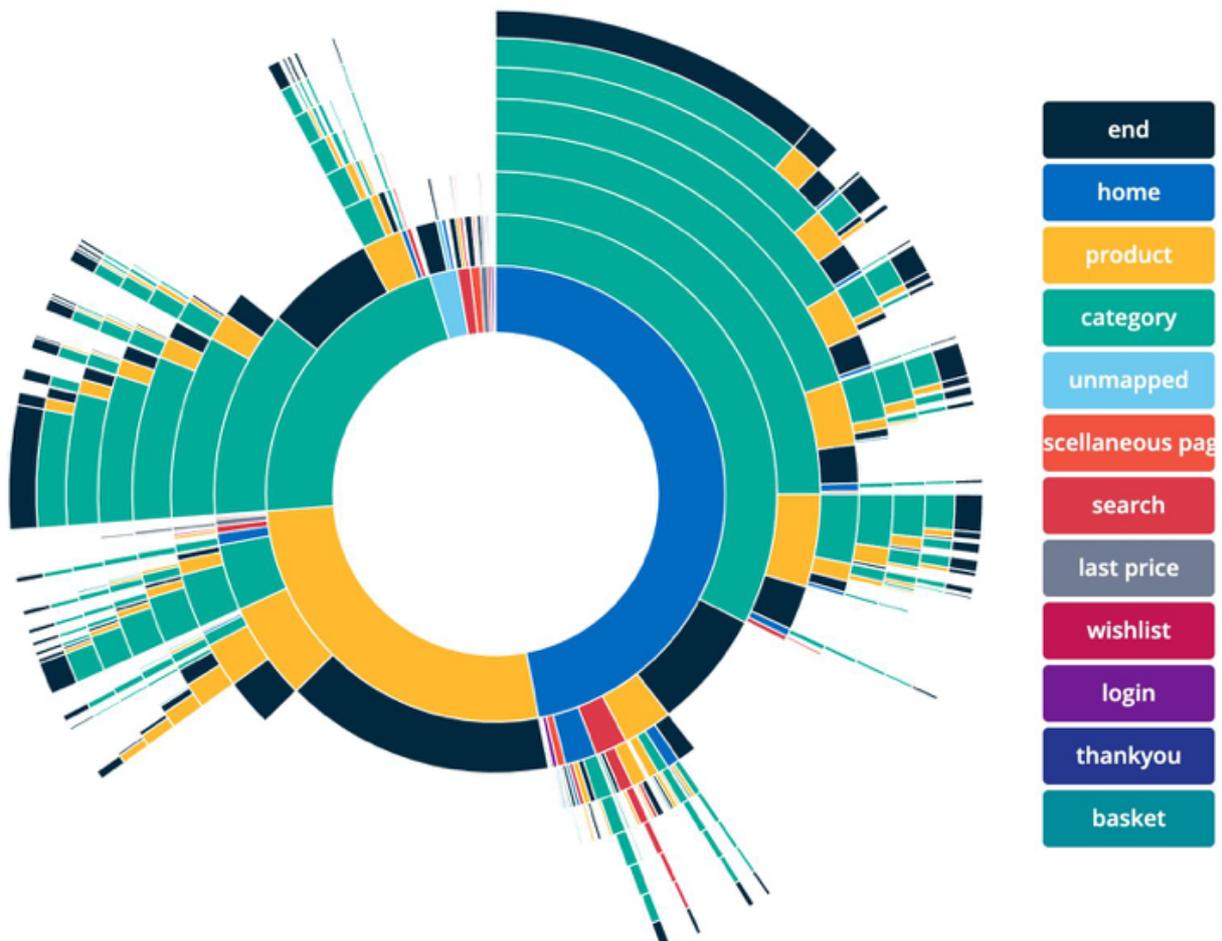
Exploration Phase

The Petal + Pup team engaged Yieldify's expert team to implement a code-free, fully-managed personalization solution. This enabled the team to deliver on their personalization goals in just a few hours per month in sign-off time, while the Yieldify team of strategists, designers, and technologists executed the campaigns end-to-end.

The program needed to have a measurable impact on new customer acquisition, conversion rates, and customer lifetime value - achieved by implementing two highly effective strategies:

- Capturing and converting high-funnel shoppers
- Promoting loyalty and increasing AOV

The partnership began with an Exploration Phase, where the Yieldify team conducted a full audit of the Petal + Pup user experience. They also performed a website analysis which identified that visitors landing on category pages were more likely to abandon the website than navigate to a product page:



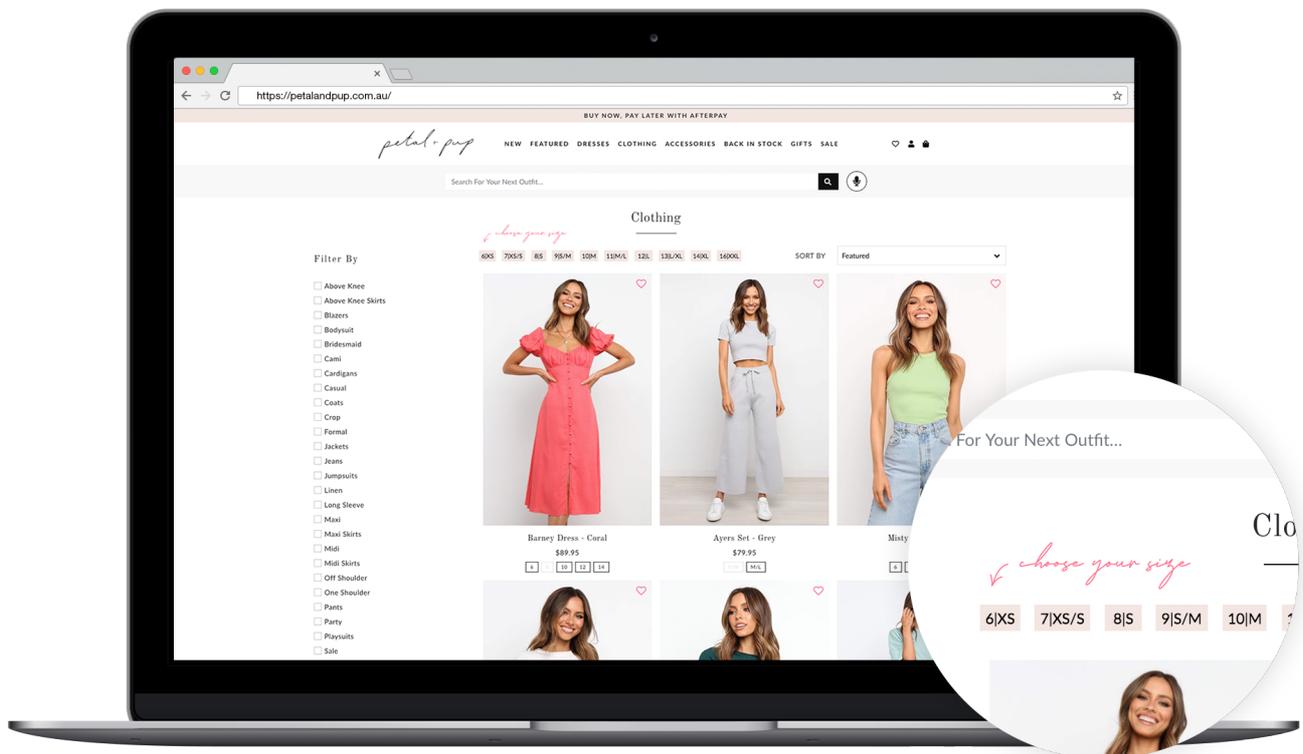
Foundational strategies

Yieldify implemented long-term personalization campaigns designed to drive measurable impact on Petal + Pup's revenue, and to do so as quickly as possible. They were put in place within 2 weeks, were based on benchmarks from running over 200,000 campaigns, and required minimal input from Petal + Pup's tech team.

Solutions

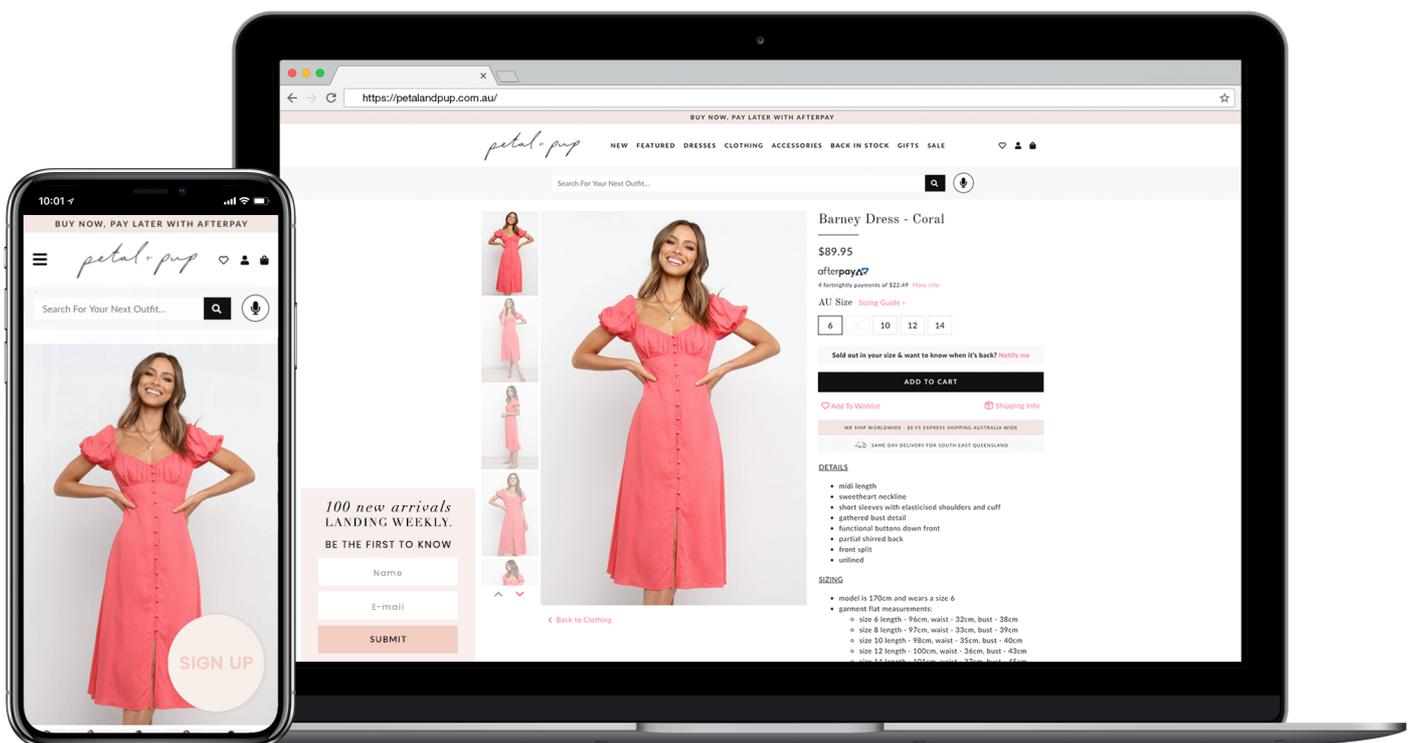
Strategy 1: Counteracting abandonment

To counteract abandonment as identified in the analysis, a 'filter-by-size' selector was implemented across category pages. This made it easier for visitors to see the most relevant selection of products in view, reducing the chance of abandoning the page. Visitors who interacted with the 'filter by size' campaign had a conversion rate 4 times higher than the site average.



Strategy 2: Capturing and converting high-funnel shoppers

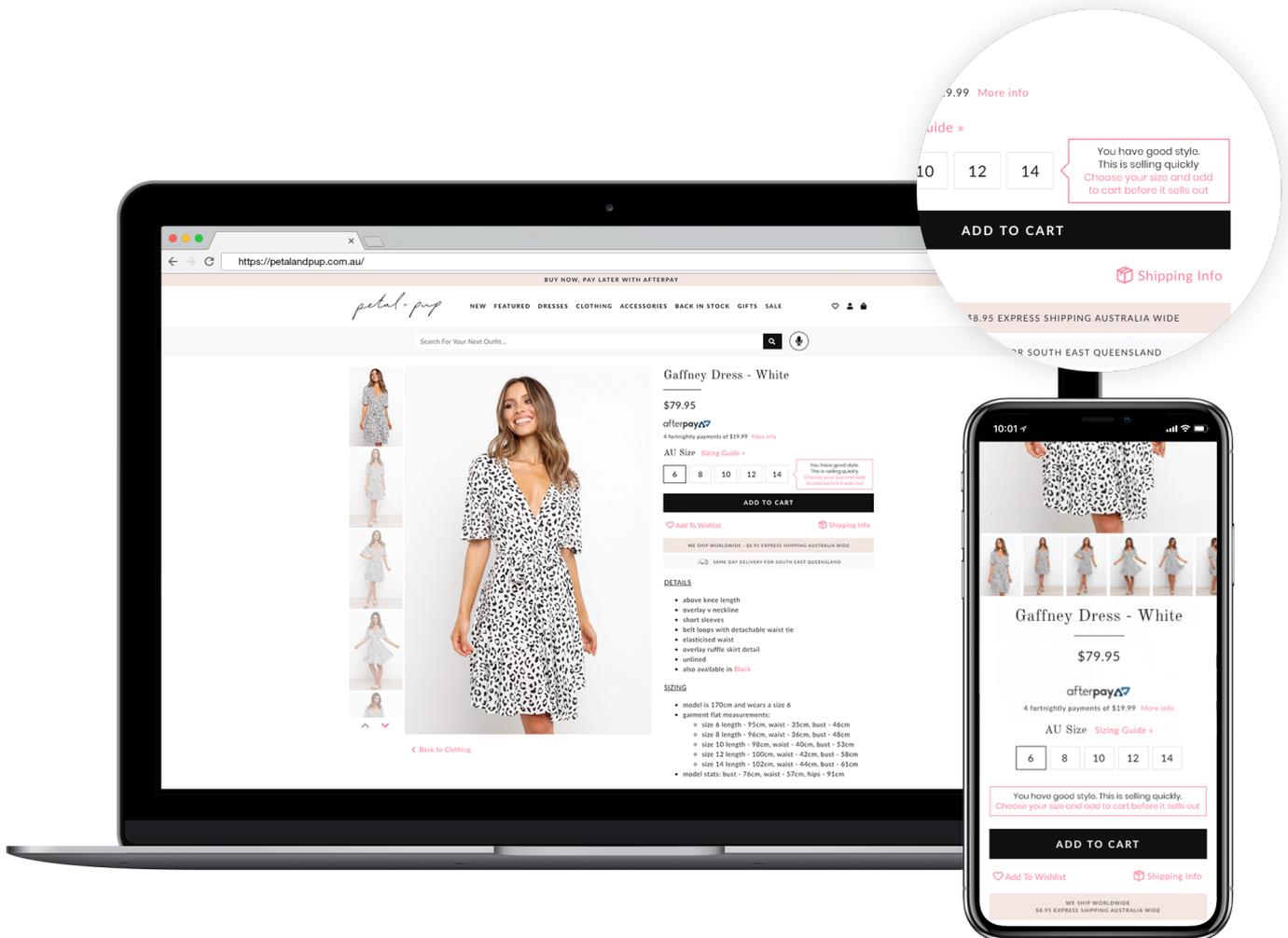
To support Petal + Pup's CRM growth goals and expansion into the US market, acquiring new leads was crucial. This led Yieldify to implement a lead generation campaign targeting new website visitors to sign up to the newsletter by highlighting the '100 new arrivals landing weekly'.



Strategy 3: Driving in-session conversions

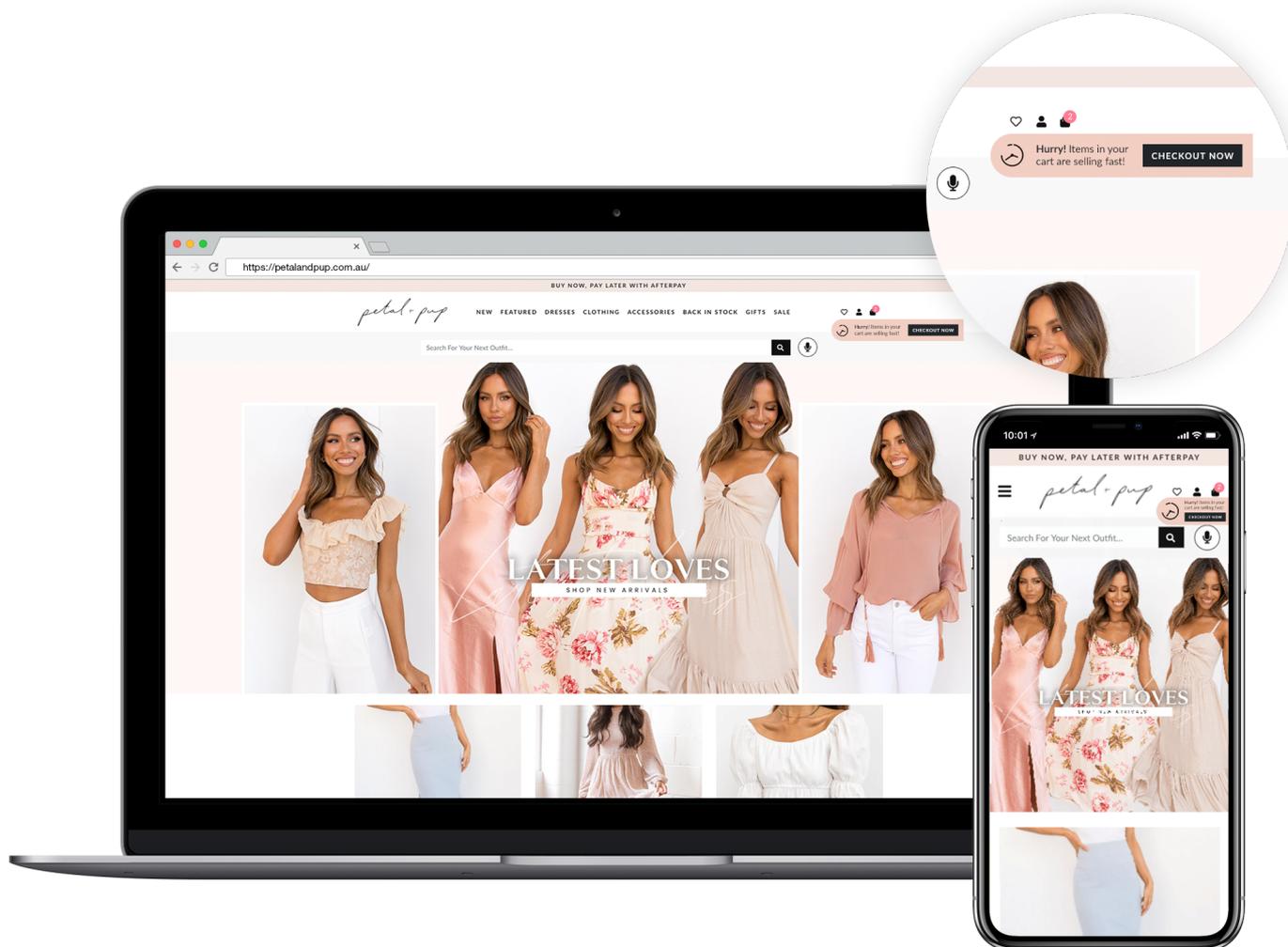
The next foundational strategy deployed to encourage in-session conversions was social proof: driving urgency to purchase through scarcity messaging based on real-time stock level data.

When visitors landed on product pages displaying products low in stock, Yieldify triggered a message to inspire FOMO ('fear of missing out'), highlighting its popularity to encourage visitors to add to cart.



This campaign had the added advantage of highlighting demand and providing reassurance to customers of the brand's popularity to support expansion into the US market.

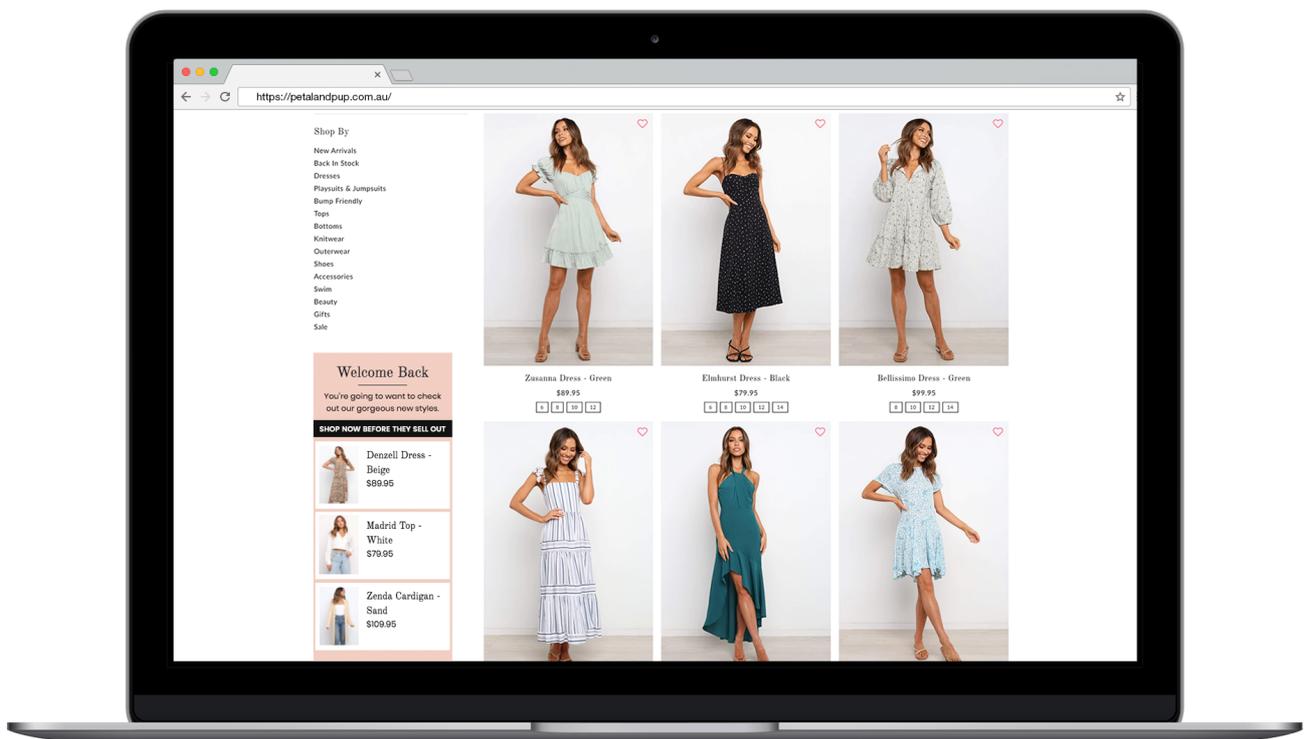
Additionally, once visitors fell inactive for thirty seconds during the checkout process, Yieldify triggered a 'sticky' campaign (a creative that appears embedded within the webpage) to generate doubt over the availability of the items in their cart to re-engage them and keep them on track to purchase.



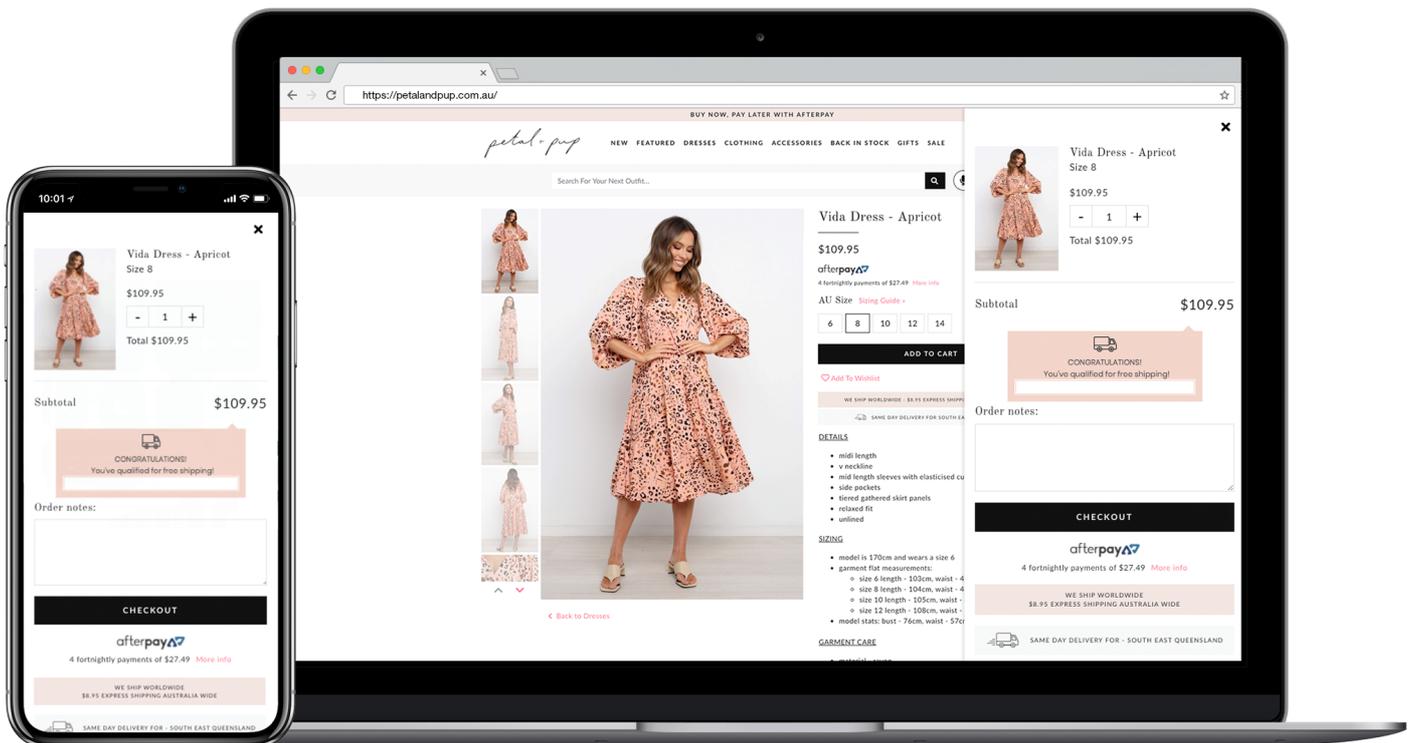
Strategy 4: Promoting loyalty and increasing order value

Encouraging customer loyalty and increasing cart value are essential for the long-term growth of every fashion retailer and engagement is key to this.

To support this, Yieldify set up targeting on category pages to distinguish between new and returning users. Once identified, returning visitors were welcomed back and served with a campaign highlighting the latest style drops, redirecting them to the high-performing new arrivals pages.



After an item was added to the cart, the focus then switched to cross-selling. Once customers hit checkout, they are offered 'Free Shipping on orders over \$100' as standard. However, Yieldify amplified this by triggering a dynamic message to customers below the spend threshold, highlighting exactly how much more they would need to spend to unlock free shipping.



Results

The 'filter-by-size' campaign drove an 8% click-to-conversion rate on the Australian store and a 5% click-to-conversion rate on the US store.

In just three months, Petal + Pup achieved a 116% increase in leads captured per week, supercharging new customer acquisition to fuel future email engagement.

The social proof campaign achieved a 14% conversion rate uplift from visitors that saw the scarcity message and a 8% conversion rate uplift from the checkout prompt.

Through the campaigns implemented by Yieldify, Petal + Pup was able to boost return visitor conversions by 17% and increased average order value by 3%.

"The fully managed element of Yieldify's solution was crucial to us being able to quickly and effectively scale our personalization efforts in no time at all. We currently outsource our IT development, meaning changes to our website can be expensive and complicated. The fact Yieldify sits on top of our current website set-up and doesn't need coding made it both cost and time-efficient when it came to launching new campaigns, allowing us to do more for less."



Chantel Brayley,
Head of Marketing, Petal + Pup

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

 adidas

ecco®

AVON


Homair

 Domino's®

 Virgin
trains


PET INSURANCE

Arlo

 MONT
BLANC

CAUDALIÉ

PHILIPS

LINENHOUSE

 BETHARD

FLIGHT CENTRE®