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GRAHAM & BROWN
EST. 1946

Graham & Brown Goes Mobile-First with Monetate

+4% AOV in U.K.	**+42%** AOV in U.S.	**+36%** conversion on mobile

Graham & Brown, a seven-time CoolBrands winner that stocks wallpaper designs by British designers Kelly Hoppen and Julien MacDonald, is leading the interior design trend that has seen a substantial revival in wallpaper as a fashionable design element in homes. Since its inception in 1946, Graham & Brown has gone on to become the world's leading wallpaper brand, available in over 50 countries.

The Challenge

Graham & Brown had seen a significant shift since 2012 in how consumers purchase, firstly from brick-and-mortar stores to online shopping, and most recently from desktop to mobile devices. With these changes in consumer shopping habits, and mobile increasingly taking the lead, Graham & Brown recognized the potential of online to enable them to get the latest products in front of customers quicker than ever before--but also realized that they needed to ensure that their digital channels were meeting the needs of their customers. In particular, Graham & Brown identified the importance of investing in technology that would help them truly understand their customers in this space. Incorporating a personalization technology solution would help them pinpoint areas where the site experience could be streamlined to be more relevant and engaging, in order to better meet the needs of both U.K. and overseas customers.

> If you're investing in personalization and testing, you need a powerful platform to help you get the most out of what you are doing. Monetate does that and helps us lead the market.
>
> **STEPHANIE NASH**
> *Customer Journey Executive, Graham & Brown*

The Solution

Graham & Brown decided to partner with the personalization expert Monetate to implement several simple yet effective changes to its mobile experience Going back to basics, Graham & Brown tested changing the colour of the mobile 'add-to-basket' button.

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For U.K. shoppers, this simple change increased average order values (AOV) by 4% and conversion rate by 2%. In the United States, Graham and Brown saw even greater results, boosting AOV by 42% and conversion rate by 11%. Another change that brought significant benefit was reducing the vertical length of the product pages on mobile by altering how the the recommended alternative products displayed. Instead of the the products displaying in a vertical list, Monetate reconfigured the products into a horizontal carousel that was scrollable with a touch of a finger. This single change increased conversion by 36% and AOV by 5%.

Graham & Brown also conducted a trial on the U.S. site to increase data capture. Pop-ups were placed on the site for new visitors, with the incentive of a discount for visitors who signed up for the email list. This proved to be extremely effective at both gaining visitor data, as well as incentivizing purchase, increasing conversion rates by 36% at checkout on desktop and tablet. Stephanie Nash, Customer Journey Executive at Graham & Brown commented, "Working with Monetate has allowed us to engage with our customers a lot better and also track an individual's shopping behavior. It is this analysis that has allowed us to understand that many sessions on connected devices – mobile and tablets – are dominated by younger, tech-savvy shoppers. This data has resulted in fundamental changes to both sites. If you're investing in personalization and testing, you need a powerful platform to help you get the most out of what you are doing. Monetate does that and helps us lead the market, not just follow it." With a greater understanding of their customer, Graham & Brown are seeing the benefits of serving personalized journeys by device and channel based upon onsite behaviors.

The Results

- AOV increased 5% and conversion increased 36% on mobile devices
- 4% increase in AOV and 2% conversion increase through optimizing add-to-basket button color