

Wolseley Sees 100% RPS Lift After Serving Unique Homepage Experiences to B2B Buyers

With Monetate, leading plumbing and heating distributor, Wolseley moves beyond generic homepage with real-time, persona-driven experiences



100% increase in RPS

163% increase in Conversion Rate

75% lift over Random Assignment

Overview

Armed with a rich heritage that dates back to the 19th century, Wolseley has long served as the partner of choice for trade professionals. As a market-leading heating, cooling, and plumbing supplier in the UK, over 100,000 trade professionals count on Wolseley for key plumbing and heating projects every year.

Having recently combined specialized websites into a single branded online presence, Wolseley selected Monetate to help implement personalized experiences that pulled from visitor data for a more **relevant experience for every trade professional**.

Offering more than 400,000 products on its site, Monetate has helped Wolseley deliver on its stated promise to “get the right products to customers at the right price, in the right place, and at the right time.”

THE CHALLENGE Create relevant homepage experiences for every B2B customer across categories

THE APPROACH Implement AI-driven Automated Personalization Experiences (APEs) from Monetate, using data and insights to deliver personalized homepage content in real time

THE RESULTS 100% lift in revenue per session

“As we go through our digital transformation, it’s important that we drive improved sales and lifetime value with unforgettable customer experiences. Monetate gives us the scalable personalization we need to achieve that goal, and has helped our performance improve considerably,” said Mark Parrish, Ecommerce Trading Manager at Wolseley.

Background

Wolseley is a leading supplier of heating, cooling, and plumbing products with a focus on professional plumbers and builders. Their complex business includes more than 400 stores and a deep product catalogue of more than 400,000 items for sale across 800 categories.

The Challenge: One Generic Homepage for a Variety of B2B Buyers

The company had recently transformed their online presence, uniting several legacy websites for different product categories in a single Wolseley-branded online presence. While the new site simplified eCommerce operations and allowed customers to search across categories more easily, the company was hindered by a generic homepage that didn't speak to their diverse buyer personas.

Plus, having merged multiple brands that served dedicated segments across three eCommerce sites, Wolseley now needed a solution that would **dynamically cater to personas on one dedicated domain.**

The Approach: AI-Personalized Homepage Experiences of B2B Buyers

With a goal to create individualized homepage experiences for every customer across categories, Wolseley's eCommerce team turned to Monetate for help. Wolseley wanted to move away from the limitations of their previous vendor, which limited the company to AB testing and rigid segments, placing individuals in buckets based on rules, rather than real-time, purchase-driven intent. For example, if someone was categorized as a "plumbing customer," they used to only see plumbing content even if their purchase behavior also included heating products.

"Customers often have a more varied personality than a segmented approach can address. Rather than taking a business view of what category a customer fits into, we want to switch it over to what the customer wants. We saw that Monetate's AI-driven personalization could help us do that," said Mark Parrish.

To deliver a more nuanced and relevant experience, Wolseley implemented Automated Personalization Experiences from Monetate, which use data-driven AI to serve unique homepage content to every visitor.

Top 3 B2B Automated Personalization Use Cases

Beyond using it to deliver personalized homepages, Monetate Automated Personalization can deliver improved results across a range of instances.

1

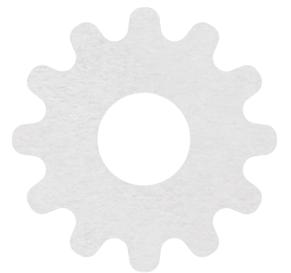
Push ML-powered product recommendations tailored to each client to your CRM or customer service portal for sales reps to reference for upsell opportunities when speaking to clients.



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MARK PARRISH

Ecommerce Trading Manager, Wolseley



2

Use an Automated Personalization Experience to display relevant content within your customer service portal homepage. Service portals are important interaction areas. Use Automated Personalization to surface the most relevant content to visitors, helping your clients to find what they're looking for faster.

3

Not sure which recommendation strategy will resonate best with your different client segments? Use an Automated Personalization Experience on your product / service detail pages to deliver the most optimal recommendations strategy based on everything known about each buyer.

The team worked with Monetate to create a category block on the homepage with different variations for different categories of product. They then let Monetate's AI decide which variation to serve each visitor.

The Results: Major Increase in Revenue Per Session

With more flexibility to deliver content that married business goals with visitor behavior, the Wolseley team was able to improve site performance and appeal to a variety of different B2B buyers on the new homepage.



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MARK PARRISH

Ecommerce Trading Manager, Wolseley

The image shows a screenshot of the Wolseley website homepage. Overlaid on the screenshot are three category blocks with purple headers and red buttons for product categories:

- COMMERCIAL** Popular categories: Pipe Systems, Commercial Boilers, Commercial Water Heaters, Commercial Boiler Parts, Commercial Pumps, Drainage, Water Treatment, Pipe Support.
- DOMESTIC** Popular categories: Boiler Packs, Domestic Boiler Parts, Radiators, Water Heating, Bathroom & Kitchen, Showering, Central Heating controls, Copper Pipe.
- REFRIGERATION** Popular categories: Air Conditioning, Refrigeration, AC Parts, Service Equipment, Refrigeration Pipe, Insulation, Refrigerant Gases, Pipe Support Systems.



Other Wolseley use cases:

Homepage Product Category Personalization

HYPOTHESIS

Personalize 'popular categories' section by using Automated Personalization

GOAL METRIC

Revenue per session

VARIANTS

Air conditioning, Refrigeration, AC parts

RESULTS

- 75% lift over random assignment
- £10 RPS vs £5 RPS for random assignment – 100% lift in RPS

INSIGHTS

- New visitors likely to see A (domestic radiators and boilers)
- Low temperature in 48hours forecast see B (Commercial Boilers)
- People with above median income likely to see C (Refrigeration and Aircon)



Weather-Related Product Triggers

The eCommerce team saw that demand for certain products increased based on the weather. For example, boilers were in high demand during the winter. Therefore, Wolseley used Monetate to trigger special boiler offers based on certain cold temperature thresholds—or, conversely, air conditioner offers based on hot temperatures logged during the summer. At these times, buyers were less price-sensitive, and more sensitive to availability, creating even more opportunity to improve sales with the right offer.

HYPOTHESIS

Advertise relevant major products based on weather-related cues (examples, boilers in cold weather and HVAC units in hot weather)

GOAL METRIC

Conversion rate

VARIANTS

Boiler breakdown banner appears on homepage when the two-day forecast has a minimum temperature of 5 degrees or below.

RESULTS

- Revenue per session increased from £5.25 to £13.13
- Conversion Rate increased from 2.4% to 6.3% (163% increase!)

With a unified website and agile personalization, Wolseley was able to create tailored experiences for customers when needed most. Many customers turned to the website during the pandemic and were well-served with customized product recommendations, offers, and content. The same automated personalization capabilities will also ensure that Wolseley can deliver relevant experiences into the future as buying habits continue to evolve.

