

# Clarks Leverages Monetate Social Proof to Increase Conversion on PLPs and PDPs

Leading footwear retailer leverages tailored social proof experiences across its UK eCommerce site to get more buy-in from customers earlier in the sales funnel and across all product detail pages and product listing pages.



**40%**

increase in Average Page Views

**4.5%**

increase in New Visitor Conversion

**12%**

lift in Conversion Rate

**12%**

lift in Revenue per Customer

## Overview

Founded in 1825 by brothers Cyrus and James Clark, Clarks is a British footwear company known for its high-quality, comfortable shoes for men, women, and children. Shoppers can buy Clarks shoes online and through a network of independent retailers in-store in over 35 countries.

While Clarks had achieved good results on its eCommerce site with product badging, the manual process required to update its weekly bestsellers with badges proved too time-consuming and inefficient for Clarks' Product Information Management (PIM) Team.

Clarks also observed that it was difficult to get site visitors engaged with product listing pages (PLPs). Clarks selected Monetate Social Proof to replace manual product badging for bestsellers with social proof experiences based on existing customer behavior to encourage site visitors' buy-in when visiting PLPs.

## Background

Clarks' PIM Team could no longer sustain product badging bestselling items long-term. Each week team members were required to check which 100 pairs of shoes or other accessories were Clarks' best sellers and then manually add "Best Selling" badges to each product.

From its experience with badging, Clarks knew that social proof worked well on PDPs (product detail pages). But they were curious to see the impact on visitor behavior at the top of the sales funnel and the impact on click-through rates if social proof experiences were also featured on the PLPs.

"Our team was aware that social proof is powerful and that it works when done well," stated Jessica Mills, E-Commerce Lead at Clarks. "Based on my previous experience

working with Monetate, I knew we would be well equipped to not only test social proof experiences but be able to quickly launch these personalized experiences to get instant results.”

Clarks decided to put social proof to the test by initially testing the impact of adding dynamic social proof banners to top-selling products on PDPs. Eventually, based on the performance and positive results of social proof, Clarks expanded social proof to PLPs.

## The Approach

When deciding to implement social proof experiences with Monetate Personalization, Clarks began by testing social proof messaging on PDPs.

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JESSICA MILLS  
E-Commerce Lead,  
Clarks

### 1 EXPERIENCE 1: Proving the Value of Social Proof on PDPs

Clarks began their social proof journey by testing scarcity-based social proof messaging displaying how many times a product had been purchased in the previous 24 hours on both the image and price panel on PDPs.

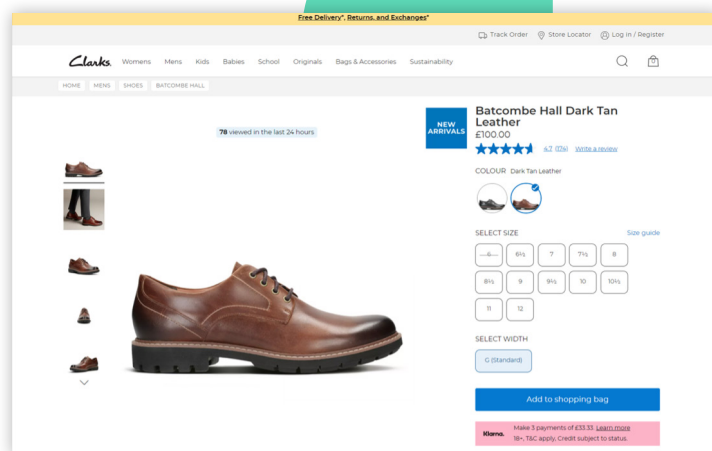
Both placements outperformed the control and resulted in:

- **+1.3%** Lift to Add-to-Cart
- **+3%** Lift in Conversion
- **+3%** Lift in Revenue Per Session

Based on these initial results, social proof was deployed to all PDPs for all traffic.

Clarks also ran a Monetate Dynamic Test between displaying social proof messaging above the product image vs. above the product's star ratings. With dynamic testing, Monetate Personalization optimizes toward a given goal automatically, eliminating manual monitoring. Dynamic testing also removed the need to wait for statistical significance like with A/B testing.

Monetate Personalization was leveraged by Clarks to optimize toward the team's given goal automatically. Based on the results of dynamic testing, 99% of Clarks' traffic was pushed toward PDPs displaying the social proof messaging above the image.



**RESULTS:**

- **+2% Lift to Add-to-Cart**
- **6.4% Lift in Conversion**
- **5% Lift in Revenue Per Session**

Dynamic Testing enabled Clarks to eliminate resource-intensive monitoring from its team by letting Monetate Personalization do the work. This freed up Clarks' team to work on further optimizations and improvements to drive results.

"The Monetate platform is easy for our team to use, and we find the real-time information and analytics provided to be useful, especially since we are a smaller team that needs to be flexible," explained Jessica Mills.

Based on this initial round of testing, Clarks was able to prove the value of personalization and testing to get more buy-in from the organization and more internal resources on its team.



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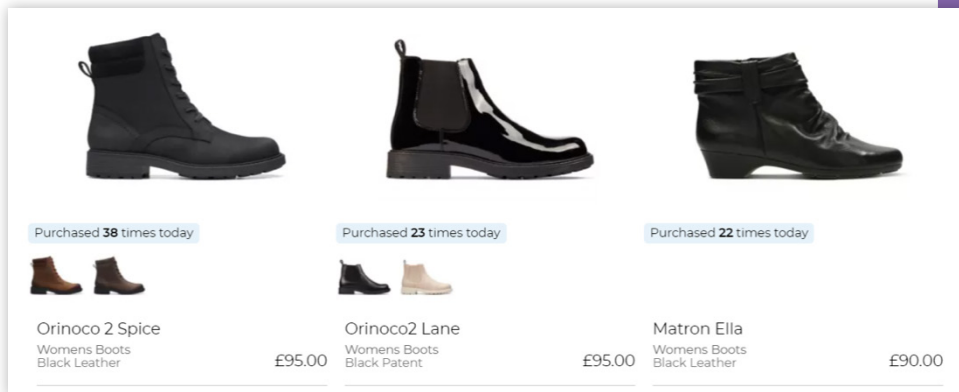
*E-Commerce Lead,  
Clarks*

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**EXPERIENCE 2:  
Expanding Social Proof to PLPs**

Based on this early success with social proof on PDPs, Clarks saw an opportunity to address another challenge the team was facing.

"We wanted to get site visitors more engaged earlier in the sales funnel and we suspected that displaying social proof messaging on PLPs would have a positive impact on engagement metrics," explained Jessica Mills.



Therefore, Clarks decided to run an A/B test to determine whether top-selling social proof messaging on PLPs would yield better results than product badging.

**RESULTS FROM 560,000 SESSIONS:**

- **+40% increase in Average Page Views**
- **-18% decrease in Bounce Rate**
- **+2.4% increase to Add-to-Cart**
- **+4.5% lift in New Visitor Conversion**
- **+3.5% increase in Average Time on Site**



In terms of revenue, this A/B test resulted in £30K in one week.

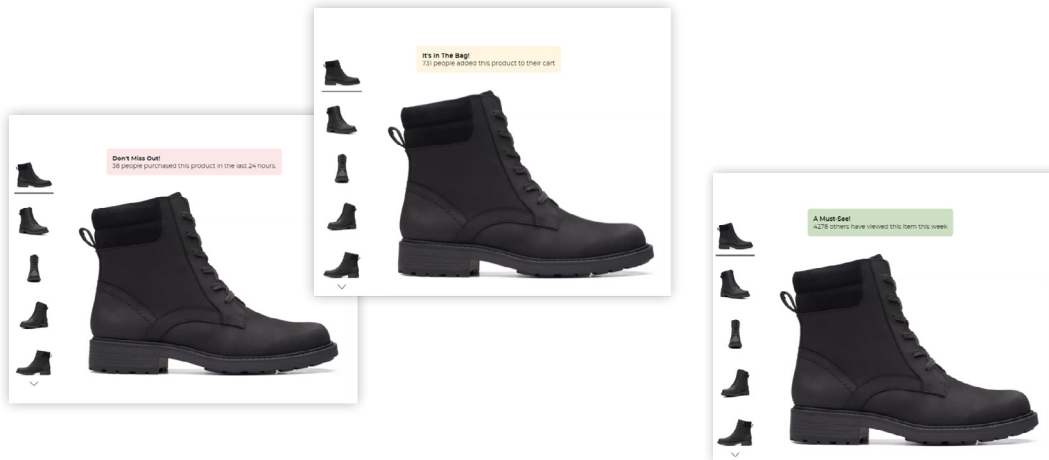


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## EXPERIENCE 3: Multi-Message Social Proof on PDPs

As a next step, Clarks decided to test multi-message social proof messages on its PDPs.

With this particular social proof experience, visitors get multiple messages that cycle through, instead of just seeing one message. Site visitors to PDPs are greeted with a more tactile social proof experience, where three images are shown with social proof messaging that cycle every few seconds.



### RESULTS:

- +12% lift in Conversion
- -11% decrease in Bounce Rate
- +12% increase in Add to Cart
- +12% lift in Revenue Per Customer

“Multi-message social proof has been a game changer for Clarks,” shared Jessica Mills. “The great thing about the way we have set this up is that we can easily swap out thresholds and minimum amount of messaging so we can constantly tweak, test, and learn to continually optimize this experience throughout the year.”

Clarks also predicts that implementing multi-message social proof on PDPs would translate to £9M per year in additional revenue.



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## Looking to the Future

Based on this early success with Monetate Social Proof, Clarks has a bright future ahead.

“Working with the Monetate Professional Services team has been a great experience. It’s been valuable to have their support as our team continues to improve on our social proof experiences,” stated Jessica Mills. “In fact, our success has been noticed by our colleagues in the United States who are wanting to replicate our social proof experiences on the Clarks US eCommerce site.”

As a next step, Clarks is looking to explore various product recommendation strategies as part of its eCommerce personalization experiences. Paired with social proof, this could be quite the powerful duo as Clarks continues to build out its customer journey.

