Dynamic Testing drives 10% CTR for Frontgate

Faster time to ROI

+10% click-through rate

Less time managing tests

The very first Frontgate catalog was delivered in 1991 to 300,000 households. Today they're the leading home luxury multichannel retailer with catalog, ecommerce, and brick-and-mortar operations. They rely on Monetate to deliver an engaging and personal customer experience to their ecommerce customers.
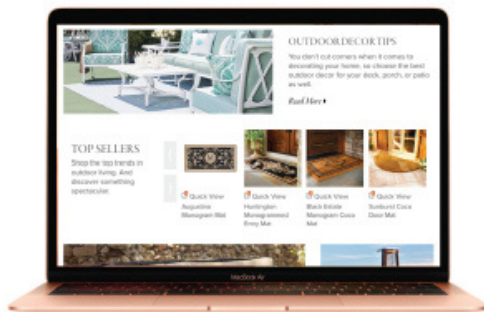
The Goal

Maximize click-through rate to individual product detail pages via personalized recommendations to drive customers further down the sales funnel and increase conversions.

The Solution

The Frontgate marketing team recently utilized a Dynamic Testing to determine the optimal placement of product recommendations on category pages (such as furniture, bedding, and décor). The experience quickly determined the optimal location (at the top of the page) and automatically allocated the traffic to that split. As a result, Frontgate was able to realize a near-instant 10% click-through rate improvement.

If Frontgate had relied on traditional A/B testing, they would have ended the campaign then and declared the winner: product recommendations belong at the top of the category pages. Instead, the team used the Majority Fit Algorithm to continually explore other options and adjust content in real-time. What they discovered was truly surprising.

As the test progressed, the behavior of their customers changed. They learned that as the season progressed, the split showing product recommendations at the bottom of the page became the best split. Since Dynamic Tests are always re-assessing the landscape and driving results, it detected the shift and adjusted accordingly. This delivered conversions throughout the duration of the test, without any intervention from the Frontgate marketing team.

The Frontgate marketing team recently utilized Dynamic Testing with Monetate to determine the optimal placement of product recommendations on category pages.

The Results

- 10% improvement to click-through rate
- More nimble approach to changing consumer behaviors. The Dynamic Testing algorithm continually explores other splits to ensure the winning split is still the top performer. This enabled Frontgate to realize a big ROI in a short amount of time—all while minimizing risk of a potential poor- performing split.
- Less time managing tests and analyzing results. The Dynamic Testing algorithm automatically allocates traffic to the best-performing split.
- Faster time to ROI. Frontgate was able to determine the best split for the time of season, even when that split changed based on shifting consumer behavior.

"Marketers are constantly faced with tough decisions, forcing them to run tests and make choices based on single tests or even gut instinct. Developing campaigns based on hope is not an effective strategy. Fortunately, with Dynamic Test, we can build and establish tests along the way, and make constant incremental adjustments based on how each test is running. This has been critical to the evolution of our testing program and we've seen extensive benefits as a result."

ADAM GODFREY

Sr. Digital Marketing & Analytics Specialist, Frontgate

Proven Value:

- 10% improvement to click-through rate
- Faster time to ROI