

With Social Proof, a Monetate Feature, Toolstation Sees 30x ROI



Travis Perkins Group-Owned Hardware Brand Uses Monetate to Improve Customer Experiences Across Channels, and Increase Engagement During Busy Sales Season

30X

ROI from implementation

2.2%

increase in conversions

2%

uplift in RPS (revenue per session)

5%

uplift in email-driven sales

Summary

Toolstation, one of Europe's largest trade & DIY hardware brands, implemented an impressive array of new experiences across their digital channels in 2020. This strategy ultimately led to a surge in online search and conversion. Looking to build off this momentum in the new year, the Toolstation team, led by Conversion Manager Matt Bloska, tested social proof messaging to see if they could further increase conversion during a busy January sales season.

To do so, they turned to Social Proof, a Monetate feature that enhances the unified customer journey through the power of popularity messaging.

"Straight away, performance went through the roof."

MATT BLOSKA

Conversion Manager,
Toolstation

Toolstation was able to implement the technology into their digital channels in less than five minutes. That quick and easy turnaround led to:

 **30x ROI**
from implementation

 **2% uplift**
in RPS (revenue per session)

 **2.2% increase**
in conversions

 **5% uplift**
in email-driven sales

Ultimately, their Social Proof test alone yielded a **30x return on investment**.

“Straight away, performance went through the roof,” said Matt Bloska, Conversion Manager at Toolstation.

These impressive results have Toolstation working to leverage other elements of Monetate, including recommendations, segmentation and 1-to-1 personalization.



The Challenge

Toolstation wanted to see if they could add social proof messaging among a variety of other initiatives including segmentation and personalization. This new Social Proof test would be one of a variety of customer experience improvements that Toolstation had been implementing with Monetate. Matt’s team was hard at work connecting CRM data with their digital commerce business in order to start segmenting and personalizing more deeply, for instance. They also had re-evaluated search and checkout opportunities to see how they could not only move people more effectively through the purchase process, but also increase conversions.

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MATT BLOSKA

*Conversion Manager,
Toolstation*



When Matt Bloska heard that Monetate was offering an early adopter program for Social Proof, he concluded that it could be of great use for Toolstation as they had been wanting to nudge more of their site visitors into a buyer mentality.

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Matt’s team decided to test Social Proof in a real-world situation, readying an implementation suited for the Boxing Day sales season in January.

The Approach

Sensing the unique opportunity at hand, the Toolstation team wanted to push the Social Proof test live ASAP, but there was one catch: everyone who needed to sign off on its implementation happened to be on their end-of-year holiday.

Given its outsized potential, the team decided to test it live anyway as they wanted to achieve significance as quickly as possible to know if social proofing would work in pivotal situations.

To stand up Social Proof on their product detail pages (PDPs), Toolstation conceptualized a few design options showing how social proof messaging would show up onsite. There were several elements that they knew they wanted to include in the messaging—the word “today,” for instance, performed well in other user group testing, and is a real attention-grabber for Toolstation customers.

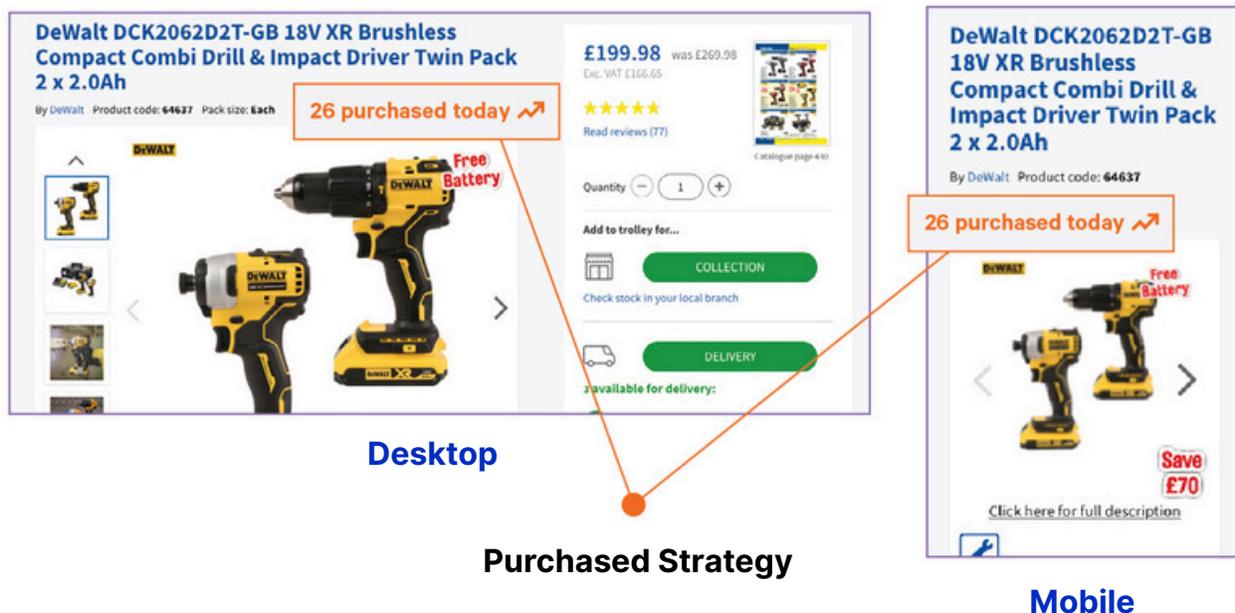
Toolstation soon noticed that adding Social Proof to their PDP design did not materially change their UX, and they were still able to show all the most important content on PDPs as it did not take up a lot of room on-page.

“Social Proof was a small site element that we knew could really help the customer journey,” said Matt Boska.

The final agreed-upon design showed a red text message right next to their existing product reviews module that explained to shoppers how many products had sold that day, creating the right sense of “FOMO” needed to increase engagement.



Purchased Strategy on PDP for All Visitors



In all, Matt's team spent a mere five minutes executing the test on the Monetate platform.

"The initial A/B test of Social Proof might have been one of the quickest tests we've ever built. It took a matter of minutes," said Matt Boska.

The initial test was shown to every onsite visitor, but Toolstation plans to further test designs and copy across a variety of customer segments. For example, they'll be testing "today" messaging compared to "in the last 24 hours" messaging to make sure their intuition in the first implementation was sound.

Toolstation has started testing Social Proof across a number of channels. They noted that it worked not only on their mobile experience, but also across web and email, and the team plans to segment and test different customer journeys to maximize its impact.

Social proofing, recommendations and personalization in general will play a big role as Toolstation brings in CRM data. One big opportunity is to segment across "trades people" and "non-trades people" cohorts. Tradespeople tend to stick to their tried-and-true brands and are less attracted to promotions and deals while non-trades people are much more interested in promotions and are less brand loyal.

Future tests could take advantage of these differences. For example, Toolstation plans to test a personalized social proof experience for trades professionals that will say "10 electricians bought this," which should drive higher engagement than a generic version.

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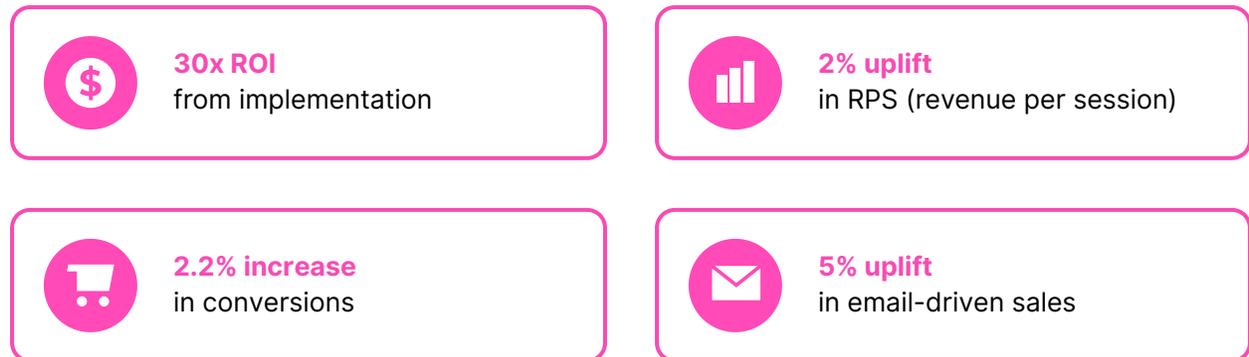
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Benefits and Results

Overall, Social Proof was an immediate success for Toolstation across all channels, resulting in:

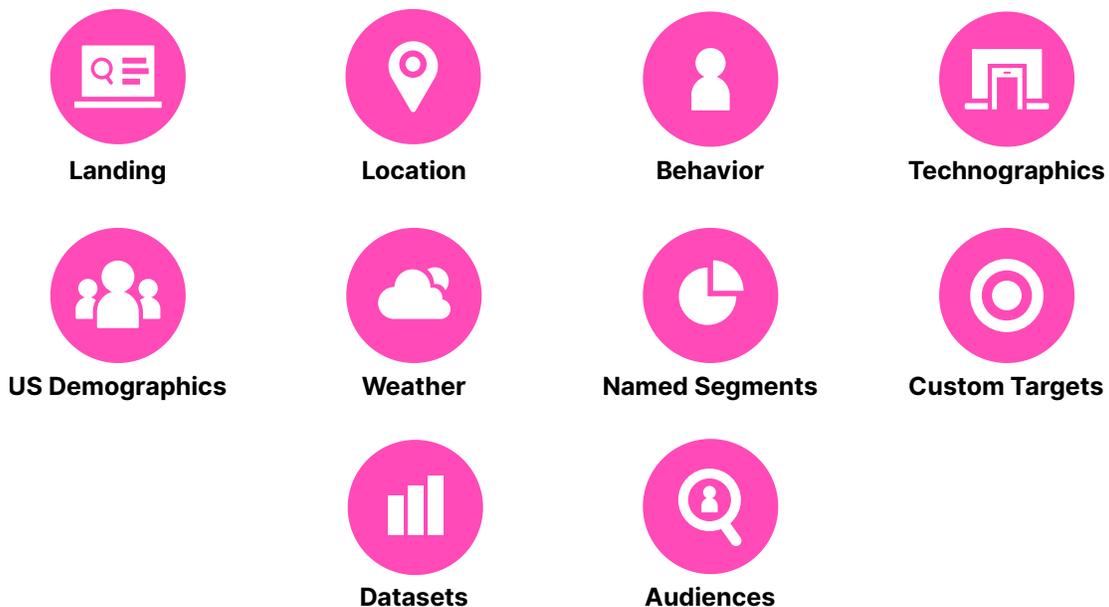


“Social Proof performed so far above and beyond what we thought would happen, it was immediately apparent that we should apply it in other parts of our site to help increase sales even more,” said Matt Boska.

With such an easy initial implementation of Social Proof, Toolstation can now focus further on its wider execution and strategy, and what messaging and placement to create to optimize across the full customer journey. Because Toolstation can quickly and easily test messages, placement and strategies within their existing UI, the team can optimize their user experience on a continual basis.

New Social Proof Experience

Target Types



Easily choose which visitors to target



Toolstation sees ease of use as the main benefit of using Monetate.

“We can go from concept to execution very quickly. It’s easy to understand how it all works and fits together. Monetate’s platform does that a lot better than other platforms,” said Matt Boska.

Toolstation also likes the “right-sized” nature of the Monetate platform. Toolstation can expand on their use of Monetate as much as they want to and at their own speed. In fact, Toolstation is working with Monetate to implement an array of other tests including adding product recommendations on their “add to trolley” page and designing a segmented carousel with top-selling items for DIY shoppers. With so many different tests and improvements happening across the customer experience, Toolstation is making the most of Monetate’s extensive capabilities.

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MARK PARRISH

*Ecommerce Trading
Manager, Wolseley*

