

bunting

A CASE STUDY OF

At Home In The Country

www.athomeinthecountry.co.uk

HIGHLIGHT

+13%

Increase in
revenue

AT HOME IN THE COUNTRY

Internationally recognised British gift and home furnishings retailer



“ We’ve always thought Bunting was a brilliant tool. It has helped raise our sales and opened up lots of opportunities for engaging our visitors ”

Guy Robinson, Director

THE CHALLENGE

At Home in The Country wanted to further connect with their online visitors and raise sales by making the store - as their name suggests - feel more like home.

Their plan was to segment their customers, and to optimise the shopping experience for their different buyer personas. A solution was required that was affordable, easy to use and without pressing technical demands.

Bunting’s accessible and user-friendly solution was a perfect fit, allowing them to easily implement personalised shopping experiences without hassle.

**Further connect with
visitors**

**Optimise the
shopping experience**

**Affordable and easy
to use**

**Accessible and user
friendly**

SOLUTION 1

Product Recommendations

- Recommendations appear directly below the main product image (the ideal position to increase engagement)
- The recommendations are alternatives to the product being viewed. This helps shoppers find alternative options to satisfy their needs.
- Accolades included with some products (Most Popular, Best Seller, etc) to attract additional interest.
- Delivered by Bunting when page loads without any code needed on the site.

+13%

Increase in revenue

+3%

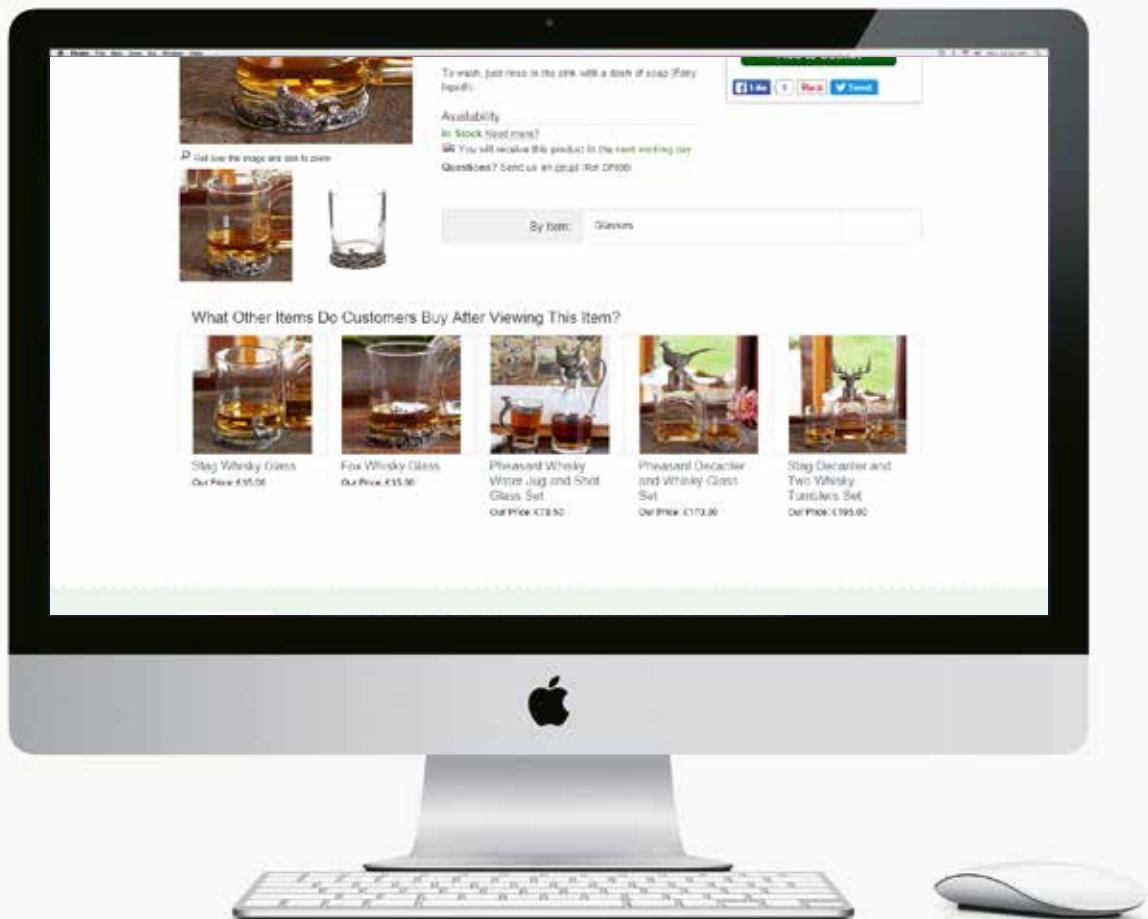
Increase in average visit duration

+12.5%

Increase in conversions

+4.5%

Increase in product views



SOLUTION 2

Visitor Exit Prevention

- A lightbox appears containing a time sensitive Free Delivery offer

This offer is only presented to new visitors who live in the UK
- The lightbox is only triggered when a visitor shows intent to exit the website.
- To avoid causing annoyance, it only appears once per visitor, but a small reminder allows the visitor to re-open it if they want to.
- Lightbox powered by Bunting with no additional software needed

+12.5%

Increase in conversions

+5.3%

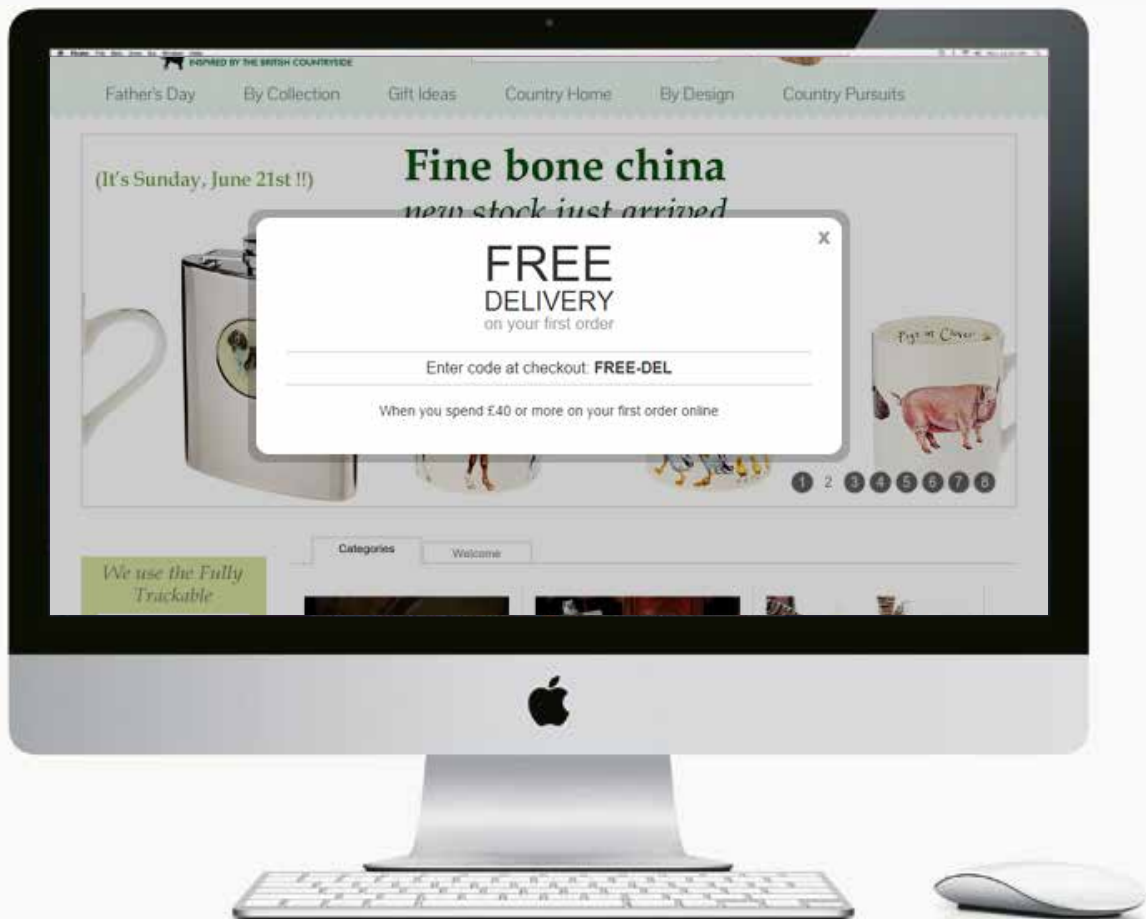
Increase in revenue

+5.7%

Increase in visit duration

+3.9%

Improvement in bounce rate



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and see your sales
grow today

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Tel
0161 818 7848

Skype
buntingpro

Email
hello@bunti.ng

Bunting Software Ltd
1 Hardman Boulevard
Manchester
M3 3AQ
England

www.getbunting.com