hhgregg and Rosetta reach the outer limits.

Home store relaunches its digital identity using Adobe Marketing Cloud, leveraging data-driven insights to impact online and offline business.

hhgregg appliances & electronics

ROSETTA

"Data collected with Adobe Marketing Cloud fuels decision making within several areas of our business, helping us become more strategic with our investments."

Kevin Lyons, Senior Vice President of eCommerce, hhgregg

SOLUTION

Adobe Analytics and Adobe Target solutions and the dynamic tag management core service within Adobe Marketing Cloud

RESULTS

INCREASED REVENUE
Increased impact of digital channel on bottom line, with a 1,100% revenue lift

NEW EXPERIENCES
Established new, optimized digital presence across screens and devices

PRODUCT RELEVANCE
Boosted product recommendation relevancy and revenues from recommendations by 60%

DATA-DRIVEN
Enhanced strategies across digital and offline channels, and increased customer data use across enterprise teams

hhgregg

Established in 1955

Stores: 220+

Indianapolis, Indiana

www.hhgregg.com

Rosetta

Headquarters: New York, New York

Offices in Chicago, Cleveland, Los Angeles, Princeton, San Francisco, San Luis Obispo, and London

www.rosetta.com

CHALLENGES

- Generate clearer insights into customer behaviors and preferences
- Enhance shopping experiences online and offline
- Leverage data to drive digital strategies

Racing to become a star

Astronauts have described being shot into space as riding a massive wave, getting fired out of a cannon, and being shaken harder than a secret agent's martini. Being launched from a dead stop to traveling at a rate of nearly five miles per second provides a rush of adrenaline no other experience offers.

The digital channel at hhgregg—a major appliance and home store, now operating in 20 states across the United States—found itself on the launch pad, ready to go, but didn't have the fuel, or ship for that matter, to get where it wanted to go. Looking at other big box retail stars motivated hhgregg to take its place among the top online retailers.

To help deploy a solution to elevate its online business and relaunch its digital presence, hhgregg engaged its trusted partner, Rosetta. "The retailer had a good idea as to what types of experiences it wanted to deliver digitally, the data needed to get there, and what tools it could use to achieve it," says Matt Robinett, Account Director for Rosetta. "However, it needed an end-to-end digital marketing solution—not just a few tools strung together—and the right people to help get it off the ground."

Stage one: boosters

hhgregg needed a new platform to achieve its digital marketing goals. The hhgregg team worked with Rosetta to select Adobe Marketing Cloud, including Adobe Analytics and Adobe Target. Together with the agency, hhgregg developed a staged launch plan to support its digital marketing strategies.

"Adobe Analytics helps us go much deeper into audience segments, while the report builder capability helps to organize and communicate findings in meaningful ways."

Todd Brink, Senior Manager of Product and Digital Experience, hhgregg

The company's first step was to implement Adobe Analytics to fuel excitement for analytics and digital strategies through enhanced data streams. This enabled hhgregg to begin looking more granularly at customer behaviors and preferences, as well as encourage stakeholders across the enterprise to use data more frequently in their decisions.

"With the previous platform, we might have only looked at customer data every few weeks or even months because it didn't offer much insight and didn't translate clearly for non-analysts," says Todd Brink, Senior Manager of Product and Digital Experience at hhgregg. "Adobe Analytics helps us go much deeper into audience segments, while the report builder capability helps to organize and communicate findings in meaningful ways."

The impact has been a broad integration of analytics data into the daily operations of multiple departments. Real-time reporting has also helped hhgregg proactively identify issues and opportunities within online and offline operations.

For example, as customers searched for products online, Adobe Analytics helped to uncover significant drop-off for the website as customers were offered products that were not available or out of stock. Data showed that customers encountered these experiences converted 52% less frequently, driving a 46% loss in revenue per product page view.

Stage two: optimization

Using data collected with Adobe Analytics, hhgregg optimized the fulfillment rules and user experience by putting items that were actually in stock online and in stores in front of customers. The strategy reduced the frequency of the above-mentioned zero-stock-available experience by nearly 40% in the short term. The data also provided a foundation for a plan to meet the company's goal to drive down sub-optimal experiences to less than 5% by an upcoming holiday season.

Additionally, the new customer experience helped to boost revenue per product recommendation click by 60%. Long term, data and analysis is driving change in how inventory is bought and managed, how product fulfillment is processed, and how marketing and product recommendations are optimized.

The dynamic tag management capability within Adobe Marketing Cloud also provided hhgregg flexibility, consistency, and control across the enterprise in managing third-party solutions. In total, hhgregg has added 15 of its third-party integrations into the solution. Leveraging the solution has also increased the retailer's speed to market by getting out of traditional development cycles.

"Dynamic tag management has allowed us to reduce the time it takes to leverage third-party solutions and update analytics tagging from months to days, while reducing cost by more than 30%–that's agility," says Brink.

"By using Adobe Marketing Cloud and partnering with Rosetta, we are exceeding our customers' already high expectations for retail experiences. We can deliver something unique in the marketplace, differentiate ourselves, and set a new standard—both online and offline."

Kevin Lyons, Senior Vice President of eCommerce, hhgregg

The other big benefit of dynamic tag management has been its pivotal role in easily deploying and expanding the testing program with Adobe Target. Layered into the hhgregg optimization program are AB testing, multivariate testing, and targeting capabilities within Adobe Target. Using AB testing, the retailer eliminated redundancies—including a duplicate store location selector—on product landing pages, creating a more streamlined experience and achieving a 15.8% increase in revenue per visitor (RPV).

Similarly, multivariate testing was used to optimize search bar placement to drive additional use and a 4.6% lift in RPV. The company then targeted new visitors with email sign-up messages, boosting data capture rates and achieving an increase in RPV by 25%. Additional optimizations for targeted promotions have further increased revenue per visitor by 15.6%.

"Marketing agility is the biggest advantage offered by the integration between Adobe Marketing Cloud solutions," says Brink. "We can move quickly from project to project, test new ideas using data, and communicate those results to people across groups." In the years since deploying Adobe Marketing Cloud solutions, the company has seen its online revenues rise more than 1,100%.

Beyond the stars

Digital is a significant and rapidly growing portion of the hhgregg business and the company understands its impact on the bottom line and in stores. With customer journeys becoming more fluid between offline and online channels, the company is creating new sales experiences, as well as reevaluating key business processes beyond web optimization, including fulfillment, inventory management, and SEO marketing.

"Data collected with Adobe Marketing Cloud fuels decision making within several areas of our business, helping us become more strategic with our investments," says Kevin Lyons, Senior Vice President of eCommerce at hhgregg. "Because the data is so accessible, the impacts are far reaching and we're discovering new ways to use it all the time."

For example, Adobe Analytics helped to inform mobile strategies, as the company saw a growing population of visitors arriving on the site from mobile devices to research, compare, and purchase products. With 35% of its traffic arriving from mobile devices—and with up to 70% of traffic coming from mobile during peak times, such as Black Friday—the company chose to launch a mobile-optimized site.

Additionally, hhgregg is aggressively exploring new ways to make customer journeys from mobile and online to stores more seamless. For example, the company recently invested in the data workbench capability within Adobe Analytics, enabling the company to organize all its customer data and then market to customers in a more personalized way.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics and Adobe Target solutions. Capabilities used include:
  - Marketing reports and analytics
  - Data workbench
  - Data connectors
  - Report builder
  - AB testing
  - Multivariate testing
  - Rules based targeting
- Core services used include:
  - Dynamic tag management

Publicis Groupe always on with Adobe Marketing Cloud

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About Rosetta

Rosetta, part of the Razorfish Global network and Publicis.Sapient platform, is an agency focused on Customer Engagement. The firm focuses on connecting rich data, engaging experiences, and robust technologies to create meaningful customer relationships that drive business impact. As part of the Publicis Groupe, Rosetta has access to a global network of 62,000 professionals across 108 countries. Today, Rosetta leads the charge on the behalf of Publicis Groupe in creating customer engagement for the world's most prominent brands.

About Publicis Groupe Always On

Rosetta's analytics solutions builds on the Publicis Groupe Always On digital marketing platform that automates and connects all components of marketing to deliver on the dynamic needs of the always-on, hyper-connected consumer. Delivered by Adobe and Publicis Groupe, and available to all agencies in the Publicis Groupe network.

For more information

www.adobe.com/solutions/digital-marketing.html

www.adobe.com/marketing-cloud/web-analytics.html

www.adobe.com/marketing-cloud/testing-targeting.html

www.rosetta.com

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