Find out how Wonderbox optimised its customer journey with AB Tasty

Key results	Conversion rate	Average basket
	+9%	**+2%**

"AB Tasty quickly grasped the challenges of our market and our specificities, and provided us with adapted features that are simple to integrate and that boost website revenue."

Emile Doumenc
Digital & E-commerce Director, Wonderbox

CHALLENGE

When the digital teams at Wonderbox got in touch with AB Tasty, they were facing two main challenges:

- Optimize the targeting of online promotions to improve their profitability
- Simplify the buying process to increase conversions

SOLUTIONS

1. Targeted pop-ups

To improve the effectiveness of its couponing campaigns, the site implemented AB Tasty's Recommendations targeted pop-ups.

Rather than displaying a discount to 100% of the audience, they targeted with AB Tasty only undecided visitors. Each euro invested is therefore intended to convert a visitor who would not have bought without a discount.

The algorithm analyses in real time the behaviour of visitors browsing the Wonderbox website. Based on their actions (number of pages viewed, time spent on the site, mouse movements), visitors who seem to be about to leave the site without having converted are detected.

In order to turn these undecided visitors into customers, a pop-up offers a 10% discount on all the boxes on the site. The discount is automatically integrated into the shopping cart.

Like all AB Tasty solutions, the pop-up has the advantage of being installed in just a few clicks.

The Wonderbox website was able to set the exact terms and conditions of the promo code: its value, its validity period, the pop-up format and its design.
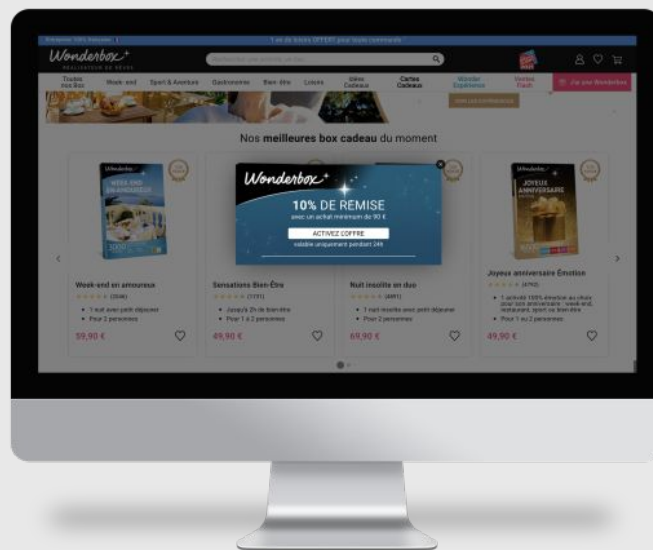
2. Shopping session recovery and abandoned baskets

To simplify the purchase path and increase conversions, Wonderbox implemented the last session recovery solution.

The website has a wide range of gift boxes with different attributes that need to be carefully considered. Browsing the website can take a long time and require several sessions of research before making a choice.

Wonderbox decided to implement a solution for returning visitors to facilitate their navigation on the site. Each visitor who has started a search for a box during a previous visit is offered to resume their search where they left off the last time.

Regardless of where they were on the site (category page, product page, checkout page), the call-to-action brings the visitor as close as possible to conversion.
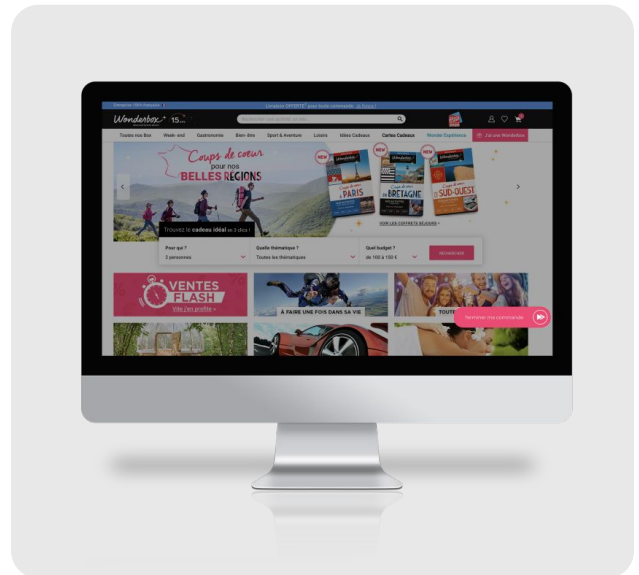
RESULTS

Conversion rate growth

Conversions increased by **+9%**.

Increase of the average basket

The average basket increased by **+2%**.

About Wonderbox

Wonderbox is the European leader in gift boxes and the online retail specialist in leisure activities.

With nearly 450 employees and a turnover of 250 million euros, Wonderbox gift boxes are sold in France, Spain, Italy, Belgium, Switzerland, the Netherlands, Portugal, Denmark, Sweden, Norway and the USA.