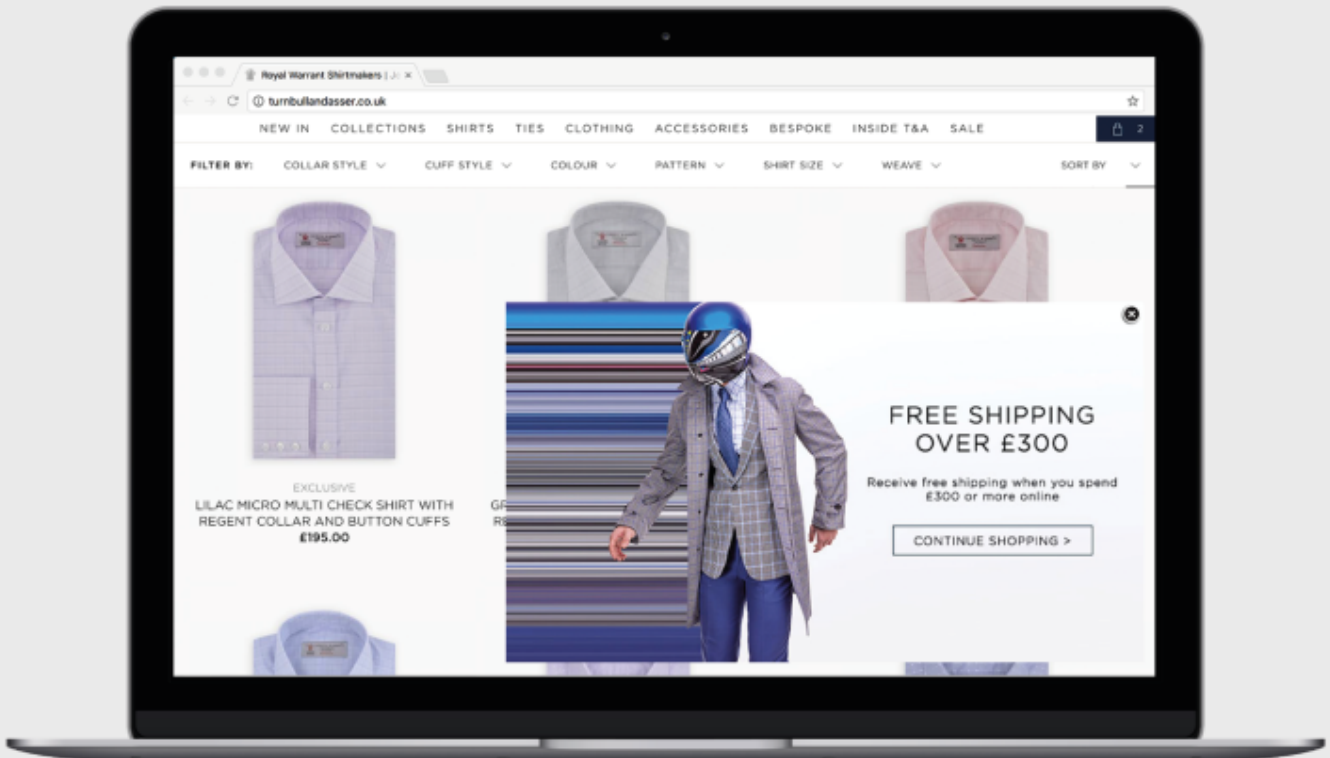




How Turnbull & Asser used Yieldify to boost conversions

Case study



ABOUT TURNBULL & ASSER

Turnbull and Asser is a gentleman's bespoke shirtmaker, clothier and tie maker established in 1885. The first brand to receive the Prince of Wales' Royal Warrant, it maintains a commitment to product excellence and impeccable service, whether from its flagship store on London's Jermyn Street, online or with its partners around the world.

EXCELLENCE ONLINE

The Turnbull and Asser e-commerce team faced the challenge of delivering the quality onsite shopping experience that the brand's customers expect. This meant a balance between serving the brand's objectives of conversions and acquisition and delivering a smooth shopping journey that made shopping with the brand a pleasure.

MAKING EVERY INTERACTION COUNT

Turnbull and Asser began using the Yieldify Conversion Platform in February 2017 across its three websites for the UK, Europe and the USA. In the space of one month, its e-commerce team had launched several campaigns delivering on multiple commercial objectives.

“Yieldify has enabled the Turnbull & Asser e-commerce team to be reactive without the need for traditional costly and often time-prohibitive coding for simple enhancements.

This has helped us to drive trade without discounting, and acquire new customers much more effectively than we previously could. Importantly, it also enables us to keep testing and learning –something we couldn’t do easily prior to deploying Yieldify.”



Lewis Hamilton

Head of Ecommerce

Tiered free shipping messaging

Conversion campaign

Offering free shipping is a compelling incentive to encourage a visitor to make a purchase, but it comes at a cost to the brand. It's therefore important to be able to ensure that only the right shoppers are being offered the extra incentive.

Turnbull and Asser created a set of campaigns that targeted free delivery messages to selected visitors based on the value of the items in their carts, protecting the brand's margins while ensuring that more customers would make their way to purchase.

SUCCESS
OVER £22,000
in revenue

51 SALES
from targeted visitors

BUILD YOUR OWN VERSION IN THE YIELDIFY CONVERSION PLATFORM:

Method

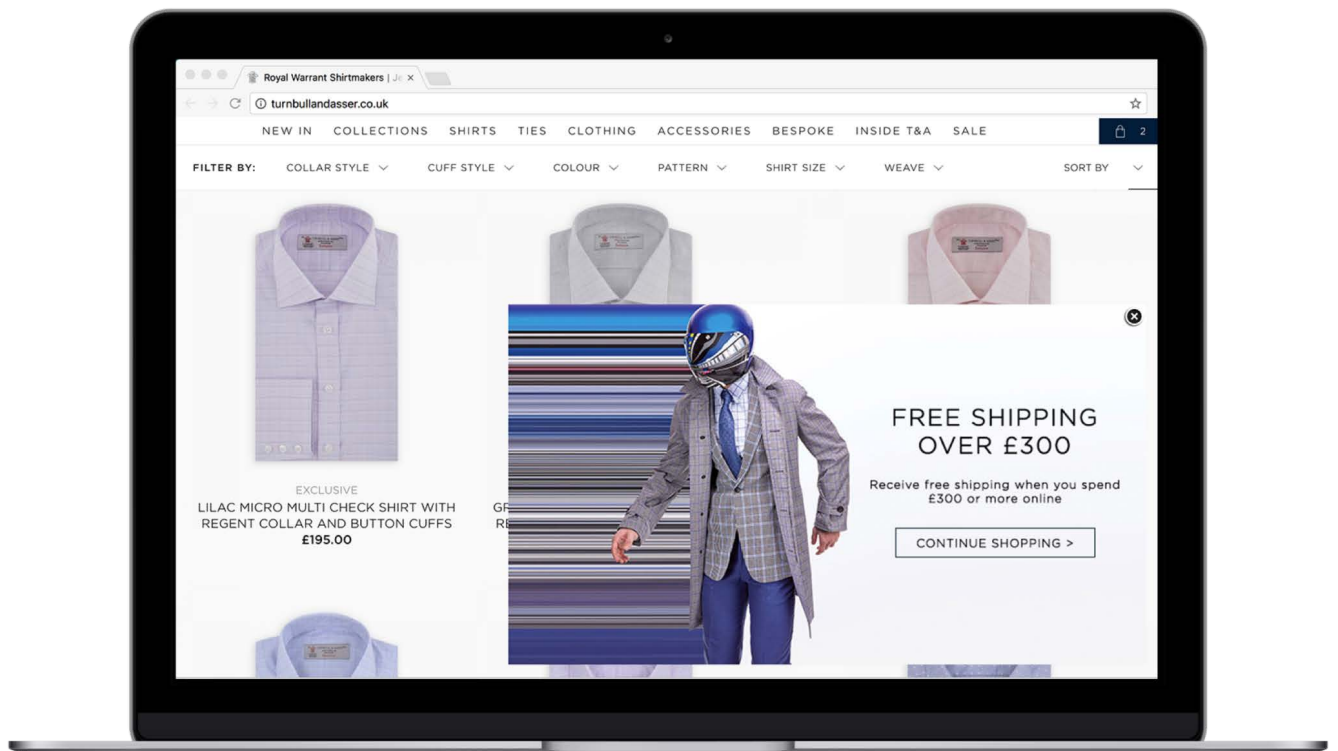
Format: single overlay

Target user: all visitors

Target URL: all pages

Target basket: £100-£224 or £225-£299

Trigger: immediate



New visitor incentive

Lead generation campaign

Turnbull and Asser's rich heritage and product quality means that once acquired, customers are loyal. But how to get that customer in the door in the first place? A big part of the answer lies in capturing more leads for email marketing.

In order to acquire more subscribers, Turnbull and Asser launched a double overlay campaign to target new users with an incentive to sign up to its newsletter, offering a free shipping code that was unveiled only once the user submitted their email address.

SUCCESS:

OVER 100 NEW LEADS

in one month

**BUILD YOUR OWN VERSION IN THE YIELDIFY CONVERSION
PLATFORM:**

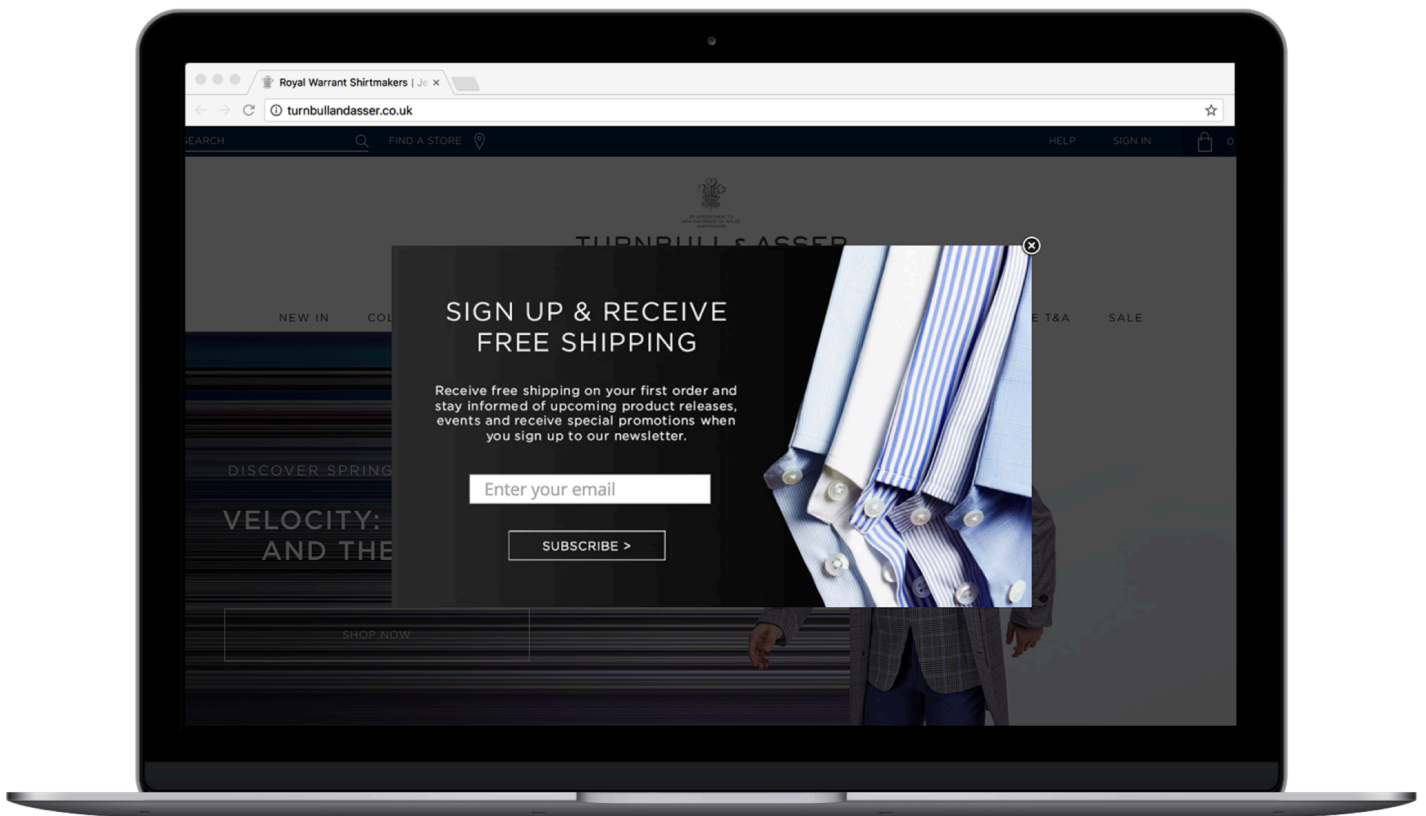
Method

Format: double overlay

Target user: new visitors

Target URL: all pages

Trigger: timer (1 second)



How it works

Click the image to view one of Turnbull and Asser's campaigns

The screenshot displays the Turnbull & Asser website interface. At the top, a dark blue navigation bar contains a search icon, 'FIND A STORE' with a location pin icon, 'HELP', 'SIGN IN', and a shopping cart icon with a '0' count. Below this is the brand logo, a crest with the text 'ESTABLISHED 1875' and 'TURNBULL & ASSER', and the brand name 'TURNBULL & ASSER' with 'MADE IN ENGLAND' underneath. A horizontal menu lists categories: NEW IN, COLLECTIONS, SHIRTS, TIES, CLOTHING, ACCESSORIES, BESPOKE, INSIDE T&A, and SALE. The breadcrumb trail reads: HOME > NEW IN > NEW SEASON SHIRTS > BLUE AND PINK WINDOW CHECK SHIRT WITH T&A COLLAR AND DOUBLE CUFFS. The main content area features a large image of a blue and pink window check shirt with a T&A collar and double cuffs. A large yellow play button is overlaid on the image. To the right of the image, the product title 'BLUE AND PINK WINDOW CHECK SHIRT WITH T&A COLLAR AND DOUBLE CUFFS' is displayed, followed by the price '£195.00'. Below the price is a size selection dropdown set to '15.5' with a 'SIZE GUIDE' link. A 'QUANTITY' selector is set to '1' with '+' and '-' buttons. A prominent blue 'ADD TO BAG' button is visible, with a mouse cursor hovering over it. Below the button is a 'DELIVERY & RETURNS' link. The page includes a magnifying glass icon in the top left of the product image area, a play button in the bottom left, and a zoom icon in the bottom right.

Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

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