CASE STUDY

LUXURY FASHION RETAILER

Founded in 1831, Harvey Nichols is the world's leading luxury retailer a luxury British department store chain with aflagship store in Knightsbridge, London, with stores in other major UK cities such asLeeds, Edinburgh, Birmingham, Manchester, Bristol and Liverpool, as well as stores presence inIreland, Hong Kong, Dubai, Riyadh, Kuwait, Istanbul and Ankara. Turkey and various Asian locations.
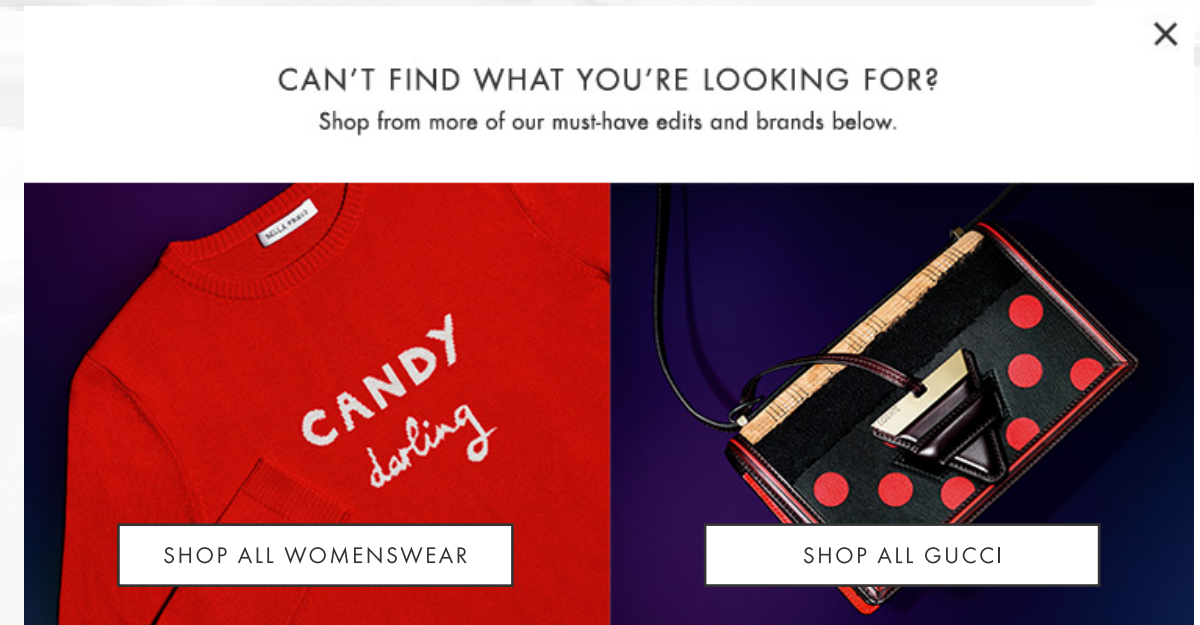
Since Harvey Nichols first opened their doors, they have led the way in sourcing the most desirable and cutting-edge designer brands. Recognised as the UK's premier luxury fashion retailer, Harvey Nichols is internationally renowned for its expertly edited fashion and beauty ranges merchandise, premium food and wine offer and award-winning restaurants.

Client Testimonial

R3Engage has helped us communicate with customers in a totally different way. It has assisted us in optimising our digital marketing in a way that we didn't think was possible, reducing bounce rates and generating a fantastic ROI. With the ability to add in dynamic content and set rules for when and how that content appears it has added functionality to our website quickly and easily without the need for development.

Paul Gunn *- Digital Marketing Manager, Harvey Nichols*

CAN'T FIND WHAT YOU'RE LOOKING FOR?
Shop from more of our must-have edits and brands below.

CANDY darling

SHOP ALL WOMENSWEAR

SHOP ALL GUCCI

The Strategy

High bounce rates within the ecommerce sector are a problem shared by most, if not all. It's easier than ever for consumers to compare the prices and availability of products across various retailers so ensuring users are staying engaged with your site, not just the product they are specifically searching for, can be deemed quite difficult at times.

However, R3engage's ability to segment certain traffic sources and in turn display bespoke creatives proved very effective for Paul and the team at Harvey Nichols.

By identifying the exact brand and product type the abandoning user had viewed before exiting the site, we were able to engage this particular subset of traffic in the one of the 2 areas they were previously interested in, the brand or the product type.

By utilising R3engage's ability to split test creatives, it was surprisingly evident that the users were more likely to carry on shopping the brand as opposed to the product. We then tested CTA's, creative designs and the triggers which fired the creative in order to grow impression and click through rates, resulting in an even greater ROI for Harvey Nichols.

The Results

✔ Decrease in bounce rate

✔ Improved ROI from Google Shopping Ads

✔ Increase in user session length