



SPECIALIZED BIKES

USING BEHAVIORAL TARGETING TO SELL MORE TIRES

CHALLENGE

Specialized Bikes, a major innovative U.S. brand of bicycles and cycling-related products, engaged roboboogie to help promote an on-site buy-one-get-one campaign for road tires called "Let's Go Dutch". In addition to A/B testing promotional messaging, roboboogie identified an opportunity to target customers who previously shopped road tires.

Facing internal resource and timeline challenges for this promotion, roboboogie stepped in to make strategic changes to Specialized's website, supporting the campaign by serving targeted messaging and hosting site changes through Optimizely.

SOLUTION:

STEP 1: Capture the audience segment

To create a target audience segment using Optimizely, roboboogie ran a 'ghost' experiment for a month prior to the buy-one-get-one campaign launch. The experiment was served to 100% of site visitors, and without making any interface changes, captured the I.P. address for all customers visiting the tires landing page. Those addresses were then compiled to create the campaign target list.

STEP 2: Target the audience segment

Roboboogie then used Optimizely to serve a unique customer experience to the target list of shoppers who were likely to be interested in purchasing tires. A simple but visible red header bar was designed to serve the campaign messaging, and displayed for 100% of the target audience. Additionally, specific messaging was A/B tested and optimized during the campaign by testing several messaging and call-to-action variations.



Desktop



Mobile



Google Analytics

 Optimizely

CAMPAIGN RESULTS

▲ 12%

Tire Page Views

▲ 30%

Tire Add to Carts

▲ 10%

Checkouts

▲ 18%

Campaign Revenue

GET IN TOUCH



Care to see exactly how our Optimization Task Force achieved these numbers?
Contact us: hello@teamroboboogie.com | 503.544.6934