

ALGONOMY

CASE STUDY

Riachuelo Sees Nearly **4X** Increase in CTRs and **5%** Surge in Sales with a Nifty Countdown Widget

RCHLO

SEGMENT

Department Store

OBJECTIVE

Enhance Riachuelo's customer engagement, ensuring efficiency and flexibility

PRODUCT

- Engage
- Recommend



OUTCOMES

 **4.9%**
Surge in sales

 **3.7%**
Steady average view conversion

 **4.7%**
Increase in overall click-through rates

 **4X**
Rise compared to regular CTRs in other recommendation locations



About Riachuelo

Riachuelo, a subsidiary of the Guararapes Confecções S.A. group, stands as one of Brazil's largest and most distinguished fashion retailers. Established in 1947, the brand currently operates more than 300 stores and boasts a growing team of over 44,000 employees. With a history spanning over seven decades, Riachuelo has become a household name, offering a diverse range of apparel, accessories, and home products. Riachuelo's commitment to delivering the latest fashion trends, top-notch products, and exceptional customer service has solidified its position as the preferred destination for millions of shoppers nationwide.

The 7-Year Partnership

Algomomy and Riachuelo have shared a prosperous and collaborative partnership for seven years. Over this time, Algomomy has played a pivotal role in helping Riachuelo enhance its digital presence, optimize customer journeys, and drive revenue growth through data-driven insights and solutions driven by Algomomy's Product and Content Personalization and Personalized Search offerings.



The Countdown Widget – A Closer Look

Developed in collaboration with Algonomy, the Countdown Widget is a dynamic and personalized feature that displays targeted product recommendations and a real-time countdown timer. It was strategically placed on Riachuelo's homepage to grab visitors' attention and encourage them to explore the current marketing campaign, which runs on a specific weekday and lasts only one day.

The screenshot shows the Riachuelo website homepage. At the top, there is a search bar with the text "O que você está procurando?". To the right, there are links for "Ofertas para São Paulo - 01525-001" and "Bem-vindo! Entre ou cadastre-se". Below the search bar, there is a navigation menu with categories: NOVIDADES, FEMININO, MASCULINO, INFANTIL, MODA ÍNTIMA, CALÇADOS, ACESSÓRIOS E RELÓGIOS, BELEZA E PERFUME, CASA, ELETRÔNICOS, PERSONAGENS, and OUTLET.

The main feature is a "OFERTA RELÂMPAGO" (Flash Offer) section. It includes a lightning bolt icon and a countdown timer showing "ofertas acabam em 04:22:40:13" (offers end in 4 days, 22 hours, 40 minutes, and 13 seconds). Below the timer, there are four product cards:

| Product Name | Original Price | Discounted Price |
|--|-----------------|------------------|
| Cafeteira Oster Com Copo Térmico OCAF200 Preto 400ml | R\$ 259,90 | R\$ 259,90 |
| Ferro De Passar A Vapor Turbo Steam Oster - Azul | De R\$ 399,90 | Por R\$ 259,90 |
| Torradeira Red Chrome Oster - Vermelho | De R\$ 369,90 | Por R\$ 219,90 |
| Batedeira Kitchenaid SMB 4.8L V KEA33CVANA | De R\$ 2.499,00 | Por R\$ 2.099,00 |

At the bottom of the offer section, there is a button labeled "VEJA MAIS" (See More).



Motivation

Implementing Algonomy's Countdown Widget at Riachuelo stems from various motivations, aligning with Riachuelo's commitment to agility, efficiency, and customer-centricity:



Effortless Deployment: Riachuelo sought a quick and impactful solution to boost customer engagement and sales without the complexity of a full-scale development project.



Streamlined Experience Management: Algonomy's intuitive interface empowered Riachuelo's marketing and merchandising teams, effortlessly providing control over customer experiences. The widget's activation or deactivation, with configurable dates or a simple button push, offered flexibility aligned with promotional strategies and campaign timelines.



Efficiency through Reusable Templates: Utilizing reusable templates from Algonomy's Dynamic Experiences™ allowed Riachuelo's teams to focus on crafting compelling content and optimizing widget performance, saving time and ensuring consistency in design and messaging across various promotions.



Dynamic Injection for Flexibility in Page Placement: The Countdown Widget's dynamic injection capability allowed Riachuelo to effortlessly change its location on the page, ensuring optimal visibility in strategic and attention-grabbing positions.



The Result

Over the period of two months, Riachuelo successfully leveraged the Countdown Widget for over 10 targeted campaigns spanning diverse categories such as Beauty, Electronics, Fashion, and more.

The implementation yielded substantial results, underscoring the widget's value:

4.9%

Significant Revenue Increase: The Countdown Widget contributed to a 4.9% surge in sales for Riachuelo during the two months.

4X

Improved Engagement: The widget led to a 4.7% increase in overall click-through rates (CTR), marking a remarkable 384.7% rise compared to regular CTRs in other recommendation locations on the page. Visitors demonstrated higher engagement rates, drawn by the urgency created for ongoing campaigns.

3.7%

Consistent Conversion Rates: Despite the substantial increase in click-throughs and sales, the average view conversion remained steady at approximately 3.7%. This suggests that the Countdown Widget attracted more visitors and maintained a consistent conversion rate, emphasizing its effectiveness in driving conversions.

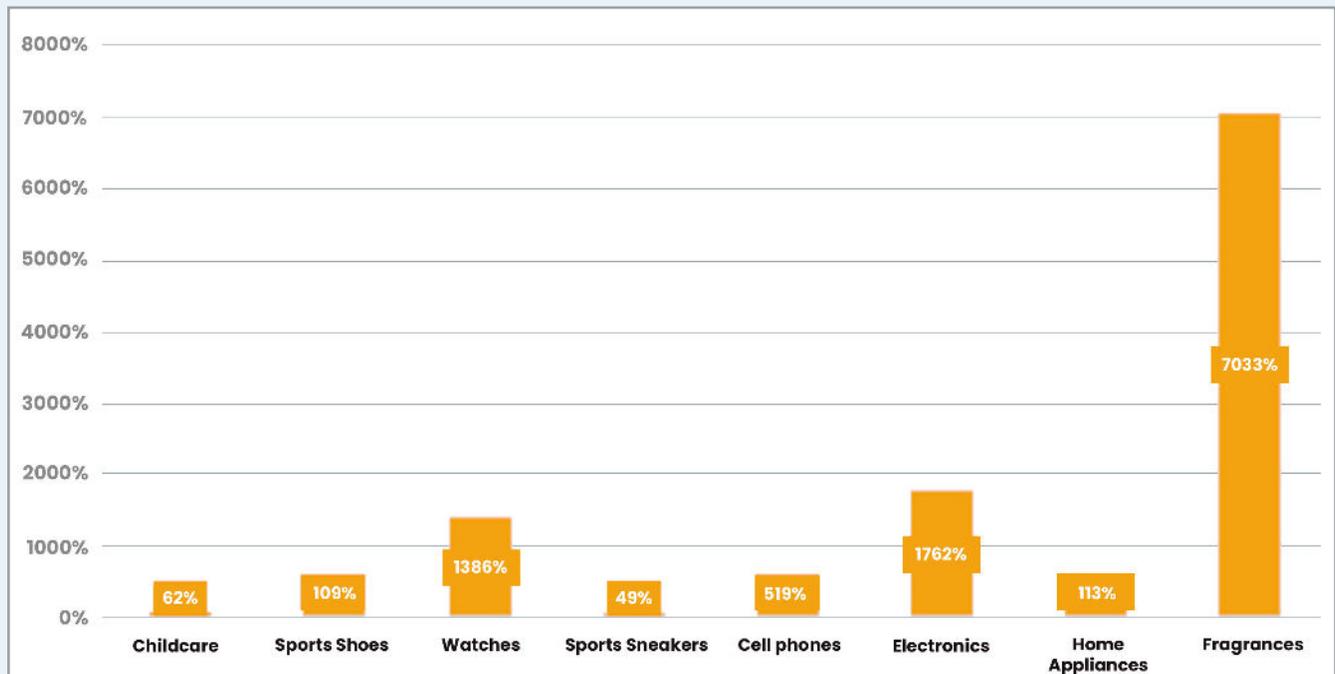
"The Algonomy platform analyzes and acts based on behavioral data collected on the website, providing personalized experiences to consumers, which enhances our understanding of customers and drives business results."



Ana Paula Santos Silva
Business Analyst | Riachuelo

The Black Friday Impact

In preparation for Black Friday, Riachuelo implemented a strategy featuring two weekly offers during the warm-up period, each lasting 24 hours. As Black Friday week unfolded, daily 24-hour offers heightened anticipation. The Flash Sale placement throughout November showcased products with an astounding 11,034% growth compared to the previous period. Particularly noteworthy was the fragrance category, which stole the spotlight with a remarkable growth of 7,033%. The impact on sales during this period was nothing short of phenomenal for the retailer.





Conclusion

The introduction of the Countdown Widget on Riachuelo's homepage exemplifies the partnership's dedication to innovation and customer engagement. The remarkable results achieved emphasize the value and impact of this feature. Its convenience and flexibility have empowered Riachuelo to enhance efficiency and control, enabling merchandising teams to focus on optimizations and designing compelling campaigns. By leveraging Algonomy's data-driven solutions and expertise, Riachuelo is poised to continually enhance the shopping experience for its customers, ensuring sustained revenue growth in the fiercely competitive world of retail. It showcases how Dynamic Experiences powered by personalization can positively impact business growth.



Looking to drive revenue growth with personalized product bundles?

Request a personalized demo:

hello@algonomy.com