Canopy Labs | CHATTERS
HAIR | BEAUTY | SALON

Merging In-Store and Online Journeys to Drive a 120% Increase in Purchase Conversions

Chatters is a leading provider of salon services and professional beauty products in Canada. With a fast-growing online presence and more than 100 locations nationwide, Chatters knew that delivering a unified, omnichannel marketing experience to their customers would be a key part of their future growth.

Objective:

Drive in-store and online revenue through a streamlined omnichannel customer experience.

The 360° Overview:

Canopy Labs worked with Chatters to build towards this 360° omnichannel customer view, with key databases integrated within the first three months. This 360° view now helps to power behavioral marketing campaigns, where a customer's interactions with Chatters – whether in-store or online – influences their digital experience. Since launching this omnichannel strategy, Chatters has seen a 120% increase in in-store and online sales conversions, and personalized emails jumping 115% in revenue per email, driven by these more relevant offers.

Why Chatters Chose Canopy:

Prior to Canopy, Chatters eCommerce website and bricks & mortar databases did not sync or share data. When it came to selecting an omnichannel personalization vendor, Dave Darbel, Chatters' Director of IT & Business Technology, says "We chose Canopy Labs because they were the only solution that could integrate with our point-of-sale software and eCommerce site."
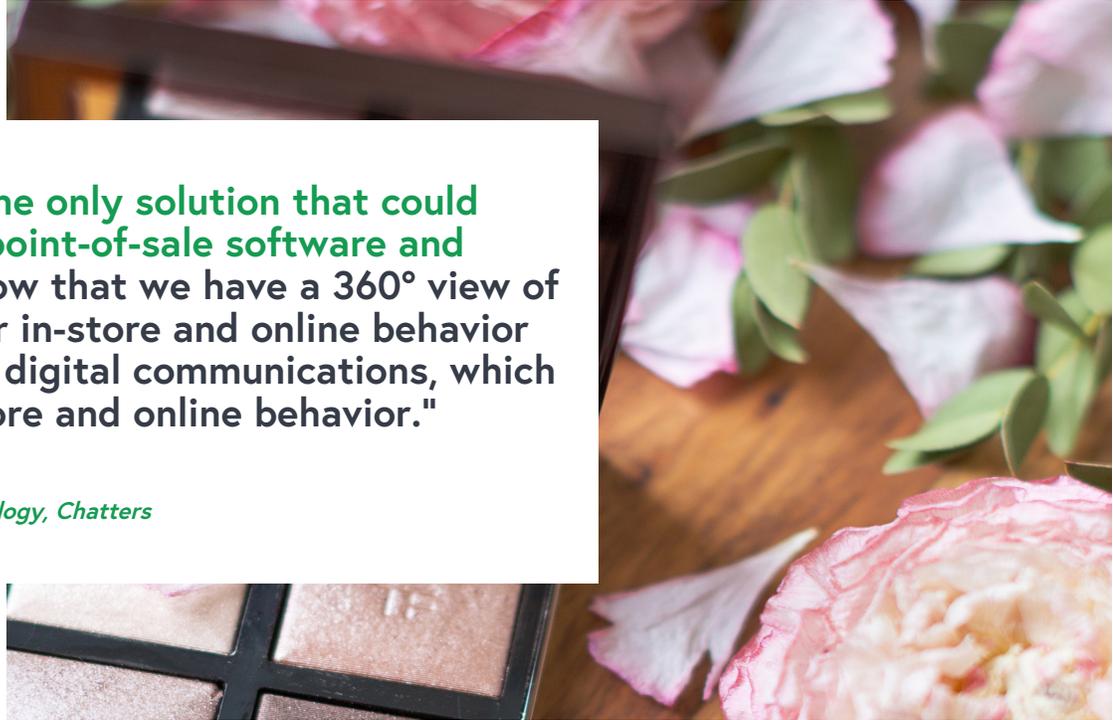
120%
Sales Conversion Increase

115%
Revenue Per Email Growth

2.2x
Increase in Conversions

"Canopy has been a game changer for Chatters. By merging the in-store and online experience, we're able to connect with customers in a more meaningful way - driving a 2.2x increase in conversions."

-Corine Sim, Vice President of Marketing Chatters

"Canopy Labs was **the only solution that could integrate with our point-of-sale software and eCommerce site.** Now that we have a 360° view of our customers, their in-store and online behavior drives personalized digital communications, which attracts more in-store and online behavior."

-Dave Darbel
Director of IT & Business Technology, Chatters

Approach:

Canopy began by integrating six disparate data sources into 360° customer journey profiles:

1) In-store purchases
2) Online purchases
3) In-salon payments

4) Salon bookings
5) Email activity
6) Individual web data

Solution:

By integrating with Canopy, Chatters has been able to transition from a siloed marketing strategy to one that speaks to customer behavior across all channels. This has enabled Chatters to deliver personalized experiences based on each customer's unique actions and interests. For example, take a customer who purchases shampoo and conditioner at one of Chatters' 100+ locations in April. In June, they will automatically receive a top-up reminder via email – timed to their predicted re-purchase cycle of 60 days. If that same customer purchases shampoo and conditioner early in May, either online or from any Chatters location, Canopy Labs automatically recalculates for a July top-up reminder instead.

Result:

Through Canopy's multi-touch and omnichannel marketing attribution capabilities, Chatters can finally attribute the revenue impact of emails to instore purchases – showing that more than 72% of revenue from behavioral emails come through as in-store purchases.

Canopy enables these kinds of individualized marketing campaigns to be tested quickly, with successful tests converted into automated initiatives going forward. Not only are these campaigns more engaging to the customer - they deliver on revenue, driving a 120% increase in conversions against conventional email campaigns.

Every customer reaches their buying decision in a unique way. The Canopy Labs platform helps you track and optimize each customer's unique journey. Get in touch with us to learn more!

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