

Unifying Visitor Experiences Across Sites & Reducing Cart Abandonment

THE COMPANY

PCH.com is the web destination for Publishers Clearing House, a multi-channel direct marketer of value-based merchandise, magazines and promotional offers, and a leading provider of digital “play and win” entertainment. The company calls attention to its products by providing site visitors with a chance to win valuable sweepstakes prizes. With nearly 20 digital destinations and a cross-platform audience of more than 5 million unique users per month, the company’s highly engaged players visit daily for chances to win cash and other prizes.

PCH & EVERGAGE

PCH is one of Evergage’s most tenured customers. The high-traffic, multi-site company constantly pushes the limits in terms of tweaking, testing, modifying, segmenting and analyzing its digital properties. On any given day, the company may have up to 100 personalization campaigns and over 700 segments running.

PCH has been able to leverage Evergage to drive customer acquisition, increase site stickiness, and quickly validate ideas by testing and iterating. For instance, it frequently uses Evergage to A/B test adjustments to the design of the site to demonstrate effectiveness before investing in development resources to hard-code them.



\$1M+

IN INCREMENTAL REVENUE
IN 90 DAYS



\$36K

OF INCREMENTAL REVENUE ON
DAY ONE OF CAMPAIGN



BLENDED EXPERIENCES

ACROSS MULTIPLE WEBSITES

THE CHALLENGE

PCH's two main digital marketing goals are to convert more site visitors into players and to increase engagement across its many websites. When visitors play more games across sites, PCH can promote more products and display more ads. Visitors, meanwhile, accrue more tokens, earning more opportunities to win prizes.

With no connection between its sites across desktop and mobile, however, visitors had completely different experiences from one to the next. Once visitors completed a game on one site, they

were encouraged to visit other PCH sites. But the company could not restrict recommendations to only those sites that had not yet been visited that day, so visitors were offered games that they had already played.

Additionally, PCH could only remind a visitor of abandoned cart items while he or she was on an e-commerce page. The company wanted to decrease its cart abandonment rate by reminding its visitors about items left in their carts no matter where they were in the PCH universe.

THE SOLUTION

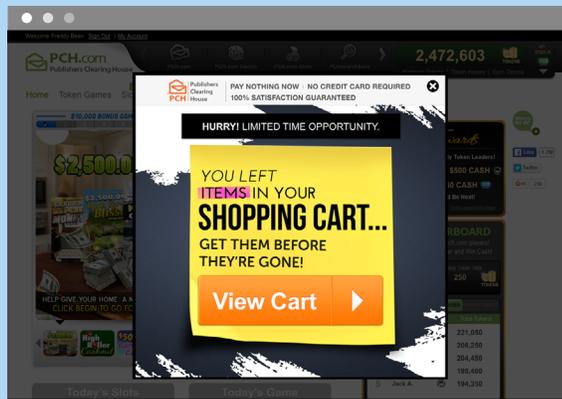
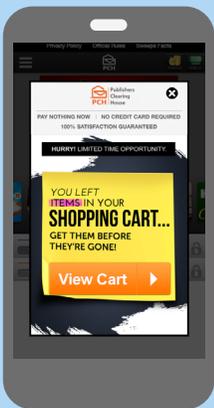
PCH turned to Evergage to solve its challenges around cross-site visitor engagement and shopping cart abandonment. Leveraging the Evergage platform, PCH was able to access all visitors' behavioral data – from any of its digital properties – within a single data store. This allowed the company to provide a

real-time personalized experience for each visitor regardless of the site being visited. With this approach, PCH was able to deliver “abandoned cart” messages, encourage incremental product views, provide unpaid bill reminders, and more.

THE RESULTS

By unifying the experience for each visitor across multiple sites and providing individualized reminder messages, PCH saw a \$36,000 increase in revenue the day after implementation and incremental revenue of more than \$1 million over a 90-day period. With Evergage, the company

acquired the ability to analyze the behavior of millions of visitors across sites and use that information in real time to create more inviting, cohesive, personalized experiences that measurably impacted the business.



With Evergage, PCH can remind visitors of abandoned cart items across its multiple sites and across devices.

“Our customers come back to see us on a very regular basis and they’re very active with our sites. We like to offer them relevant content that’s always

updated, and Evergage offered us a solution to do that without dedicating a lot of tech infrastructure.”

- Sal Tripi

AVP Digital Operations and Compliance, PCH.com