



1-to-1 Personalization Across E-Commerce Site and Emails Drives Conversion Lift

THE COMPANY

In 1889, Hamilton Carhartt began producing overalls with two sewing machines and a half-horsepower electric motor in a small Detroit loft. Early failures led Hamilton to focus heavily on market research, and after talking directly with railroad workers, he designed a product that truly fit their needs — the Carhartt bib overall.

Today, Carhartt remains a family-owned company, owned by Hamilton Carhartt’s descendants. Known for its work clothes such as jackets, coats, overalls, coveralls, vests, shirts, jeans, dungarees and fire-resistant clothing, it sells through its brick-and-mortar locations, other retailers and mom-and-pop stores, and its e-commerce site.

“Consumers today expect a personalized experience, and Carhartt shoppers are no exception. Evergage allows us to test our hypotheses about what our shoppers want and tailor our shopping experience to each individual to meet their unique needs.”



Aaron Nilsson
Manager of Digital Experience
Carhartt



7X INCREASE

IN CONVERSION RATE FROM TRIGGERED EMAIL CAMPAIGN



24% LIFT

IN CONVERSION RATE FROM WEATHER-RELATED HOMEPAGE EXPERIENCES



13% LIFT

IN CONVERSION RATE FROM “YOU MAY ALSO LIKE” PRODUCT RECOMMENDATIONS

THE CHALLENGE

Carhartt's customers are predominantly creatures of habit. These shoppers have been buying the same boots, overalls, jacket or hats for much of their lives — and they often learned about Carhartt from their parents or grandparents who bought the same few items throughout their lives as well.

Yet each Carhartt shopper is unique. Some are farmers, hunters or fishermen. Some work in factories. Some maintain gardens or greenhouses as a hobby. Each such individual identifies with the Carhartt brand and what it stands for but has specific needs and preferences.

And though many Carhartt shoppers are based in small-town America, they still use Amazon on a regular basis and have high expectations for the experiences they receive. They don't want to be treated like everyone else. So Carhartt was tasked with enhancing its e-commerce operations to meet the needs of each individual.

THE SOLUTION

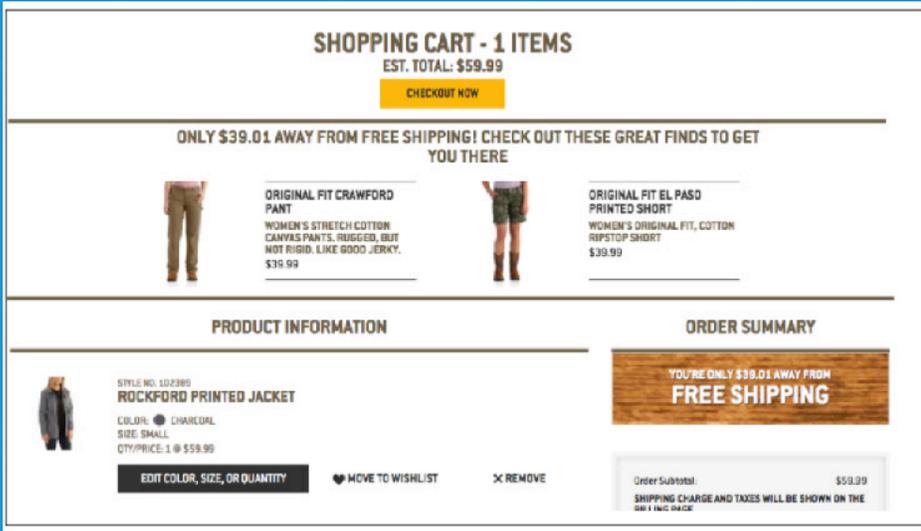
Carhartt turned to Evergage to execute on its 1-to-1 cross-channel personalization vision. Carhartt leveraged Evergage to test out various ideas for improving and personalizing the shopping experience, using Evergage's in-depth behavioral tracking, algorithmic product recommendations, A/B testing capabilities, and more. Key campaigns have included:

- **Weather-based personalization:** Tapping into its customers' propensity to buy for the problem they are facing at the moment, Carhartt personalizes its homepage to reflect weather conditions for individual visitors. (E.g., if it's raining, at the right time of year, the site recommends rain jackets.)
- **Complementary product recommendations:** While many of Carhartt's customers are creatures of habit, they will buy new and different items that pair well with their usual purchases. Personalization helps the company educate buyers and recommend complementary items that "complete the look" and align with their individual affinities.
- **Options when visitors reach a dead end:** If a shopper lands on an out-of-stock or 404 page, Carhartt recommends similar or relevant products based on what the shopper was looking for. Rather than running into a dead end, shoppers now have relevant or trending options presented immediately to them.
- **Cart abandonment emails with personalized content:** Shoppers who have left items in their carts have demonstrated their interests clearly. When a cart is abandoned, Carhartt sends a triggered email to the shopper promoting the item left behind, as well as recommendations for other relevant products the shopper may like.

The screenshot shows the Carhartt website interface. At the top, there is a navigation bar with categories: MEN, WOMEN, KIDS, ACCESSORIES, FLAME-RESISTANT, FALL GEAR, NEW, CLEARANCE, and DISCOVER. A search bar is located on the right. The main content area displays a message: "WE'RE SORRY FOR THE INCONVENIENCE, BUT THIS PAGE IS PRESENTLY UNAVAILABLE". Below this message are two buttons: "< GO BACK" and "RETURN TO THE HOMEPAGE >". A small text link says "If you continue to see this page, please Contact Us". Below the message, there is a section titled "Sorry you didn't find what you were looking for, maybe these will be of interest". This section features five product recommendations, each with an image, style number, product name, and price range:

- STYLE #1807: WORKWEAR POCKET T-SHIRT, \$16.99 - \$19.99
- STYLE #3334: WASHED TWILL, RELAXED FIT WORK PANT, \$39.99
- STYLE #1543: QUICK DRIED FLANNEL-LINED ACTIVE JAC, \$99.99
- STYLE #12221: RIDGED FLEX™ RIGBY BUNGAREE, \$44.99 - \$49.99
- STYLE #102: SANDSTONE TRADITIONAL COAT / ARCTIC QUILT LINED, \$129.99 - \$139.99

Personalized Product Recommendations on Out-of-Stock Pages



Complementary Product Recommendations in the Shopping Cart



Triggered Email Campaigns

THE RESULTS

Each of these campaigns has received impressive results. When personalizing its homepage to the weather in each visitor's local area, Carhartt achieved a 24% lift in conversion rate and a 15.5% lift in average order value.

By displaying complementary product recommendations, Carhartt experienced a 5% lift in clickthroughs to PDPs, while its "You May Also Like" out-of-stock campaign drove a 13% lift in conversion rate.

Finally, Carhartt's triggered cart abandonment emails drove a 7x increase in conversion rate compared to the company's previous solution provider.