

LuckyVitamin sees 200% increase in ancillary revenue with Rokt Commerce

While e-commerce retailers have a diverse set of business strategies, they all share a common need for ancillary revenue to support growth and innovation along the way. Rokt Commerce enables partners such as LuckyVitamin to access untapped value and maximize bottom-line profit.



THE CHALLENGE

LuckyVitamin, a major online retailer of natural wellness products, had been using their Order Confirmation page to promote a partnership campaign with a third-party Customer Loyalty provider. The campaign was displayed in a static banner on the Confirmation page that was shown to all customers and required manual updates to creative elements such as copy and imagery.

While the partnership campaign drove some ancillary revenue to LuckyVitamin, they recognized an opportunity to improve the customer experience by diversifying the offers shown to their customers. They needed a solution that would:

- ✓ 1. Offer the ability to rapidly test different offer combinations (including the existing partnership campaign)
- ✓ 2. Improve the customer experience with personalization of relevant offers
- ✓ 3. Increase the amount of ancillary revenue being driven on the Confirmation page

The solution

[See demo](#)

LuckyVitamin partnered with Rokt in order to expand the range of offers shown on the Confirmation page and improve the customer experience. Through one simple integration with Rokt, the LuckyVitamin Confirmation page was optimized with a dynamic, native Overlay that displays offers to customers on a personalized, 1:1 basis. Within the Overlay, customers are shown relevant third-party offers from premium brands via the Rokt Marketplace, LuckyVitamin's partnership campaign, or some combination of the two. Importantly, the partnership campaign is only displayed to customers who have not yet opted in, adding important suppression functionality that provides an overall better customer experience.

Because the Overlay is backed by Rokt's Machine Learning technology, personalized and highly relevant offers are targeted to customers most likely to engage. As a result, they enjoy a better experience in the transaction and LuckyVitamin is able to maximize the value of the Confirmation page.

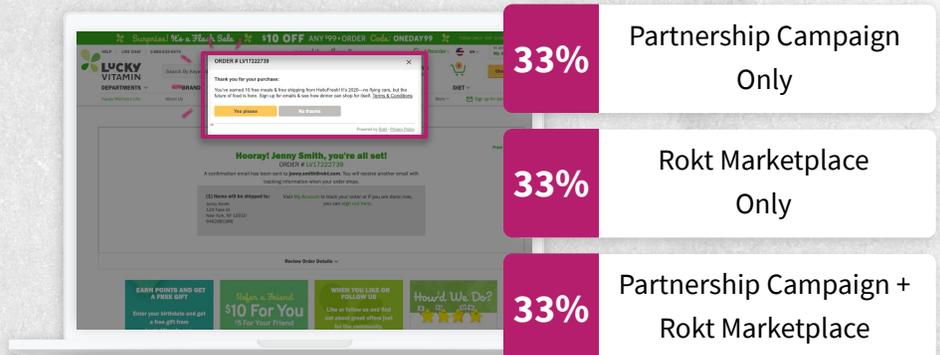


THE PLAN

In order to ensure optimal performance, Rokt and LuckyVitamin ran a test of three different page variants of the Overlay, comparing the outcomes of each to the original static banner. Each variant was run on 1/3 of the website's traffic (across both desktop and mobile devices) and Rokt closely monitored performance over a period of five weeks.

LuckyVitamin Overlay

Percentage of Traffic





KEY RESULTS

Rokt drove a **200% increase** in ancillary revenue

Over the course of five weeks, Rokt’s integration with LuckyVitamin resulted in a 200% increase in ancillary revenue generated on the confirmation page. Each page variant performed significantly better than the original static banner -- for instance, customers were overall 70% more likely to engage with the partnership campaign when it was presented in the Overlay. Additionally, because of the high-quality customer engagement driven by Rokt’s dynamic personalization, there was a 300% increase in the partnership campaign conversion rate and a 55% CPA reduction for the partner.

Ultimately, the best engagement and revenue outcomes were associated with Rokt Marketplace offers presented in combination with the partnership campaign. This is because of Rokt’s unique ability to optimize for customer engagement through personalization and relevance.

Page Variant Test Results*

	Partnership Campaign Only	Rokt Marketplace Only	Partnership Campaign and Rokt Marketplace
Revenue	+10%	+200%	+350%
Engagement Rate	+90%	+60%	+60%

*Compared to static banner performance.

Results**

+200%

Increase in **Ancillary Revenue**

+300%

Higher **Partnership Campaign Conversion Rate**

-55% CPA

Reduction for the **Partnership Campaign**

**From five-week page variant test, compared to static banner performance



NEXT STEPS

Based on the strong results, the winning page variant of Marketplace offers in combination with the partnership campaign was chosen to display across 100% of Confirmation page traffic. In the short-term, the next steps are to outfit the Confirmation page with additional placements and to begin testing an internal campaign for the ‘LV+’ membership program, which is focused on driving customer loyalty and lifetime value.

Looking ahead, LuckyVitamin is interested in expanding the integration with Rokt to other areas of their website, including the Shipment Tracking and Customer Account pages. With Rokt Commerce, they’ll be able to easily implement powerful, customizable solutions that enable rapid testing and iteration. In the meantime, the additional revenue being driven by the Rokt-optimized Confirmation page is helping to fuel LuckyVitamin’s continued growth.

GET STARTED TODAY

Rokt makes e-commerce smarter, faster, and better. Want to learn how Rokt can unlock a new source of ancillary revenue? Reach out to solutions@rokt.com.