



**Beautiful
Because**

CASE STUDY

BEAUTIFUL BECAUSE

2300 leads and \$100,000 in orders



Gather for Shopify



**WHY BEAUTIFUL
BECAUSE USES
GATHER**

Published by Gather
www.gathercustomers.com

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ABOUT

Building with purpose

Gather is a customer acquisition app for Shopify; specifically designed to boost revenue.

We don't build features for the sake of features. Instead we have worked closely with our early customers to design the app to be simple and effective. You set it, forget it, and it works for you.



**THEY AREN'T
READY TO BUY.. YET**

IN THIS CASE STUDY

You'll learn

Why relying on advertising alone limits your profits.

Why lead capturing is incredibly important for your ecommerce business to thrive.

What Exit Intent is, and how it makes a difference.

Why ecommerce has special requirements when it comes to email lead capturing.

How customer acquisition, through lead email capturing, yields great results.





NINA'S NEWSLETTER BOOSTS SALES

BEAUTIFUL BECAUSE - 1

Meet Nina

Nina has been busy growing BeautifulBecause.com.au since 2014. Today the shop is a thriving operation with a dedicated fulfilment house and staff.

Beautiful Because sells natural organic beauty products. It serves a growing market of health and environmentally conscious consumers.

When she started, her number one **traffic source was only advertising**. With the right optimisation, the shop was able to survive on this simple formula: revenue less advertising and shipping.

Today, Nina receives a lot of traffic from organic search, social media, and one very very effective medium....

.... **Her Newsletter**. Before we talk about the Newsletter, let's talk a little more about advertising.

MEANS TO AN END

BEAUTIFUL BECAUSE - 2

Advertising is a tactic

Whilst Advertising was pivotal for Beautiful Because to have the ability to trade from day one, advertising had to be a stepping stone to a more sustainable traffic source.. Here's why:

Profitable keywords on Adwords are a great find, but they don't often last long as so.

That's because others also find those keywords, competition starts and the bidding increases. The bidding then tails off when the potential profit on the keyword becomes too slim (or even a loss) (1).

In the end, advertising becomes a big expense.

NINA NEEDED TO MAXIMIZE HER AD SPEND

BEAUTIFUL BECAUSE - 3

Technology increases efficiency

Like any advertising campaign, Beautiful Because would only convert a small percentage of clicks to customers.

The rest goes to waste.

That's until Gather came in.

With Gather, Nina was able to retain, otherwise lost, customers through two key technologies:

Email capture

Exit Intent

Effective Coupon Distribution

“BEFORE
YOU GO!”

BEAUTIFUL BECAUSE - 4

Exit Intent Technology

Exit Intent means when a customer decides to exit / abandon their shopping experience on your site. They go to another website, or close a tab, or hit the back button.

Gather detects when this behaviour is about to happen. Just before it does, it displays a widget popup that incentivises the customer to submit their email or make the purchase then and there.

How? do you ask? We can talk about all the technology smarts we have to achieve this, but it all fundamentally boils down to one principle from **behaviour science**....

**“I SCRATCH YOUR
BACK, IF YOU
SCRATCH MINE”**

BEAUTIFUL BECAUSE - 5

A Behaviour Science Principle

Reciprocity is a fundamental behavioural principle. It means, people will be obliged to return a favour if you give first (2).

This is what things like coupons, free samples, special offers are all based on.

Using coupon codes, Nina is typically able to convert approximately 2% of her total visitors to the newsletter. Over time, this equates to a huge number of subscribers! Beautiful Because now has approximately 10,000 subscribers on the list.

Without a discount code, there is nothing in it for the customer to signup.

There is also one more benefit to giving away a discount code... **It drives customers to buy.**

“I SAVED
10% 😊”

BEAUTIFUL BECAUSE - 6

A discount code is a gesture

We all do it, we love it when we save money. It's why people barter at the local markets. Most of us just don't want to pay full price. After all, life is full of expenses.

Here's the thing, the idea of saving matters more than how much you save...Here's an experiment we did with Nina's shop to make a point of it.

“I SAVED
\$5 =)”

BEAUTIFUL BECAUSE - 7

A discount code is a gesture

Nina started giving a 10% discount to each customer who signed up.

Customers loved it, Nina was gathering typically 15-25 emails a day (that is 450 to 750 emails a month). For the size of her small operation, this was fantastic.

With a 10% discount, some customers were saving up to \$20 on an order.

We then decided to work with Nina on reducing the discounts given out, so we changed it to a flat \$5 discount. This doesn't seem like much money; for a lot of customers, 10% would save them more in cash.

Granted, there was a slight drop in the email signup rate, but she was still receiving typically 10 to 20 signups a day. For Beautiful Because, this was a more attractive proposition, since they were spending less on discounts, and still growing their email list.

For most people, it seemed like the idea of getting a discount code is all that mattered, rather than the amount itself.

But why are email signups so important to Nina's business in the first place?

THURSDAY IS A BUSY DAY AT THE SHOP!

BEAUTIFUL BECAUSE - 8

Email is king

Nina sends her store's newsletter on Wednesday evenings.

On a Wednesday night and Thursday, she receives a spike in sales.

Sales increase with the increase of subscribers.

That is why Nina sees growing her subscriber list as a pivotal strategy to Beautiful Because's growth.

But Nina had a few concerns about email capturing apps...

**“WAIT, WHERE
DID YOU GET
THAT COUPON?!”**

BEAUTIFUL BECAUSE - 9

Every discount code should have a cost benefit

Over the past years, Nina has offered many discount codes for a number of promotions she ran.

Those discount codes would end up on generic discount code websites. These are websites where anyone can go grab a discount code before they shop at Nina’s store. This devalued her campaigns.

That is why she wanted every signup to receive a **one-time-only unique discount code**, to prevent discount code abuse.

**“WHICH EMAIL
SHALL I SIGN UP
WITH THIS TIME?!”**

BEAUTIFUL BECAUSE - 10

Your traffic source says a lot

Nina also wanted to prevent multiple signing ups, or signing up with more multiple emails.

Gather takes care of that. Gather prevents duplicate signups by returning a friendly message to say that an email already exists.

Nina also uses the “*Traffic only from Google*” filter to restrict the appearance of the email capturing popup **unless a prospect lands on a page from a Google search**. This increases the chances of a signup coming from a fresh customer who has stumbled upon Beautiful Because either through a Google ad or organic search.

ONLY AN ECOMMERCE SPECIFIC APP

BEAUTIFUL BECAUSE - 11

Know your business model and carefully select tools to suit it

Nina was one of our early customers.

We worked with her to design an ecommerce specific customer acquisition app that:

- Shows the email capturing form when it looks like a customer is about to leave, or after a set amount of time.
- Delivers unique discount codes.
- Prevents discount code abuse.
- Targets customers from specific sources, such as Google
- Allows Nina to customize the look and feel of the email capturing widget.
- Tracks the order value of the customers who signed up. Nina wanted to know if those signups were converting!

And the results speak for them selves....

**\$100,000 IN 7 MONTHS,
ONLY FROM CUSTOMERS
WHO SIGNED UP THROUGH
GATHER.**



**\$100,000 IN THE
LAST 7 MONTHS &
ADDITIONAL 2300
LEADS**

BEAUTIFUL BECAUSE - 12

The first sale is only the beginning

We built Gather for Shopify, with these two purposes in mind:

Features should help ecommerce stores grow.

It should be as close to “set-and-forget” as possible.

Nina’s store is now a seven figure business. Over the last 6 months, Nina’s store has generated **\$100,000 in orders** only from customers who signed up via Gather.

Beautiful Because also benefits from repeat sales. Each email gathered, can translate to not only one, but many sales in the future. Nina added 2300 email leads to her list using Gather.

IN SUMMARY

LEARNINGS

You've learned about Nina's ecommerce story:

- How advertising alone is not enough.
- Nina's specific needs could only be met by an ecommerce specific lead capturing app.
- How Gather helped Nina's store growth and the results so far.



**START
HERE**

HOW TO PUT THIS REPORT INTO ACTION

- 1** Decide what your store's sales funnel should look like. How much do you usually spend on acquiring a customer? How much is a customer worth to you over the life time of the business? On average do they make one purchase or many? In the early stages, the answers to these questions do not need to be accurate or scientific, but simply form as a guide for you to decide how much of a discount would be a good investment.
- 2** If you haven't done so, go to your Gather account, and explore some of the simple customization features available that may suit you funnel.
- 3** If you can't find what you're looking for, talk to me, I'm here to help on how to get the best out of Gather to meet your goals. You can reach me on iz@gathercustomers.com.



NEXT

DIGGING DEEPER

Like how we worked with Nina and many more customers, **we want to work with you.**

I will be running a series of webinars soon to answer questions you may have about Nina's case study, and share additional tips with you in greater detail.

Keep an eye out for an email update coming soon.

Here's to your stores's success!

RELATED RESOURCES AND REFERENCES

LEARN MORE

(1) Meatball Mondae: Millions of channels on AdWords - Seth Godin

(2) Watch this video on Reciprocity and other persuasion principles.

The numbers used in this guide are estimations



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