

SPELL & THE GYPSY

COLLECTIVE

+24% BeSci Win

Spell
On-line Retail Sales

SONIA FRIEDRICH
CONSULTING



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Category: Women's Fashion On-line Retail

Project: Pilot B.E. pricing nudges yourself + measure impact

Client: Spell & The Gypsy Collective. Australia. USA.

Irrational Pricing Wins! 1-Day Intensive with Sonia:

Two employees from Spell attended a live 1-Day Intensive 'Irrational Pricing Wins!' with Sonia Friedrich at an investment of AUD 799 per person. The content upskills participants on behavioural science including:

- Introduction to behavioural science
- Irrational pricing nudges – theory, example + how to apply in the real world
- How to run your own randomised control trials live in market.

Aims:

The aim is to have participants start to try a nudge within 24 – 48 hours and measure the direct impact to their business bottom line. The start can include, measuring a baseline, planning the nudge, or actually running a nudge within this time frame. Key is to have people armed and confident enough that they can run a pilot. This includes being prepared for unintended consequences.

'Nudge it Yourself' – Preparing for the Pricing Pilot

Sami was the Digital Strategy Manager of Spell at the time. She devoured and understood the content. Armed with multiple pricing nudges she set up a nudge to try one. The programming design for the nudge took considerable internal time and effort.

To pilot the nudge the business would run 2 'website skins' live in market for 6 weeks through Visual Website Optimizer. The experiment planning and design was all through Spell, with no further involvement required from Sonia Friedrich.

The Results

*"One of the most **engaging** seminars I've had the pleasure of attending, I came away not only **inspired** but with clear action items that I could put into place immediately. One of **our first nudges** was as **simple** as (xxxxx) which saw an*

- 18% increase in transactions
- 24% increase in revenue and
- 19% increase in conversion rate

Our learnings from Sonia are now the driving force behind our entire conversion rate optimisation strategy and has permeated throughout our day to day decision making.

Sami Gilroy. Digital Strategy Manager.

These results prove that when behavioural science is presented in an easy to follow manner, with the intention for participants to pilot something as a direct result, it is possible to impact the business bottom line with measured outcomes.

Note: Subsequently Sonia was paid to run 3 events for the Govt Entrepreneurs Programme. Spell sent people to each one of these events.

Consistent feedback from Sonia's live event are that they are "Amazing" "Enlightening" "Inspiring". Have Sonia speak to your team or send your smart people along to her events to empower them further in what they already deliver for you. The ROI is significant!

Measured Results Matter

+24%

Increase in on-line revenue

+19%

Increase in on-line conversion rate

+18%

Increase in on-line transactions

+4%

Increase in on-line basket size

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