

A Leading North American Golf Retailer Leverages Technology to Win Customer's Heart

Introduction

Staying competitive in retail is a grind for any business, doubly so when you deal in sporting equipment, an industry where customers are all about 'want' rather than 'need'.

Twenty years into its existence, this North American retailer has grown into Canada's superstore, with 47 big-box physical locations across the country and everything from clubs, balls, and shoes to clothes, bags, carts, and accessories available from its online store.

A retailer like this not only has to cater to its long-time golfers who are seeking advanced-level advice on clubs and other equipment, but also to newcomers to the sport, who flock to it in droves when something captures their imagination, such as Tiger Woods' shocking return to championship form at the 2019 Masters Tournament.

Solution

In search of a solution for improving e-commerce sales and connecting with customers online, this retailer has realized the importance of well-written, enticing product descriptions. Industry research has shown many stats that support their hypothesis:

- 90% of consumers do at least some of their shopping online.
- 87% of consumers rate product content as 'very important' or 'extremely important' when they are deciding on what to buy.
- Consumers rank 'detailed product descriptions' as the second most-important factor influencing them to buy clothing.
- 76% of shoppers want to engage with 'product specifications' before they buy something.
- 98% of shoppers have turned away from completing a purchase because of incorrect or incomplete product content.

Challenges

Walking into a brick-and-mortar store like this one is what golf heaven probably looks like.

Equipment, accessories, and clothing as far as the eye can see: A repair shop, staff members trained to know the industry inside and out, and putting greens and hitting bays to try out balls and clubs before buying them.

Shopping online for golf equipment and apparel is a different customer experience, highlighted by prices, images, and product descriptions.

Each manufacturer that it sells merchandise from includes its own product description, and many retailers simply take that copy and paste it on their own websites.

But, if every online store is using the same generic descriptions, how can one possibly hope to rank well in search, much less connect with customers?

But, optimizing product descriptions at scale is an arduous task. When it comes to language, the nuances between words can appear to be so minor on the surface, but to the recipient they can convey a world of difference.

That's why figuring out the optimal words/phrases for each context is incredibly tough, and doing so at scale for multiple customer segments with massive amount of data and content is nearly impossible for a human brain. That's where AI comes in.

Atomic Reach's AI is capable of identifying the optimal language for the desired level of readability and emotion for each audience segment and optimizing product descriptions accordingly.

Atomic Reach Methodology

First, Atomic Reach's AI machine analyzes 5,000 product descriptions to identify language patterns and emotional attributes that are linked with customer's purchase behaviours.

Next, personalized profiles was created for each of their product categories. For each profile, a quality benchmark was created based on top performing product descriptions.

Two major product categories were selected for optimization in pilot project: Men's Golf Clubs and Women's Golf Clubs.

In analyzing the historical data, the AI found that Men's Golf Clubs shoppers prefer more complex or technical language with a more exciting emotional tone than Women's Golf Clubs shoppers.

Last, smart editing tool applied improvements to the product descriptions to match quality benchmarks for each profile.

Conclusions

To this retailer, recognizing how optimized product descriptions can impact their business was invaluable, as they saw significant improvement in both unique purchases and total revenue in the four week post-optimization period.

After seeing these results, this retailer is in the process of applying Atomic Reach's AI to other product categories, as well as other types of content such as search ads and blog content.

Retailers of all sizes can see significant improvements by leveraging AI and uncovering what language resonates best with their customers.

Results

**Atomic Reach delivered
270 optimized product
descriptions for men's and
women's golf clubs.**

A sales comparison was done of the four weeks of sales pre-optimization compared with the four weeks of sales post-optimization.

Post-optimization sales saw:



94.13%

average increase in
unique purchases



7.29%

revenue growth



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