

Case Study

Results at
a glance

9.8x
increase in
mobile
clicks YoY

21%
increase
in online
clicks YoY

RetailMeNot's In-Store Solution drives **9.8x** increase in mobile growth for Harry & David during the holiday shopping season

Objective

Harry & David, America's trusted expert in handcrafted gourmet gifts, has had previous success running online offers with RetailMeNot. The retailer needed help driving additional traffic into stores to increase overall sales, especially surrounding holiday season.

Solution

RetailMeNot proposed a series of in-store offers supported by incremental mobile and multichannel exposure for the retailer's 80 stores and holiday pop-up locations. The offers received placement on several RetailMeNot promotional channels, including the homepage carousel, email newsletter feature, mall geo-fence offer list, a mobile push notification and mobile app trending stores. Additionally, the in-store offers were launched in early November and ran through Christmas, when consumers were shopping frequently in stores.



RetailMeNot
inc.

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Results

With incremental exposure during the key holiday shopping season, the in-store offer elevated overall mobile visibility by increasing click volume 9.8x compared to holiday the prior year.

Web clicks alone increased 21% YoY, showing no cannibalization of mobile to the desktop platform. Overall click volume peaked on days with significant exposure, like email feature and homepage placements.

Offers were highlighted in the mobile geo-fences surrounding malls and shopping centers, driving an additional 18% lift in overall click volume.

Due to the success of the in-store offers, Harry & David and RetailMeNot may run offers at a more consistent cadence in the coming months, including the possibility of an ongoing offer to support the store locations in the off-holiday season.

About Partner

Harry & David is America's largest multi-channel marketer of gourmet premium fruit gifts, fine chocolates, baked goods and confections and carries many home décor accessories as well. As one of the nation's oldest catalog mail order companies, Harry & David continues to expand and innovate – offering online ordering and in-store locations, located primarily in large shopping malls and outlets. Harry & David is known in the gift industry as leading in luxury food gift basket delivery and continues to pioneer in the category as a leader for holiday gifts.