

CASE STUDY

MSC DELIVER INDUSTRIAL STRENGTH PERSONALIZATION

MSC Industrial Supply is one of North America's largest direct marketers and distributors of maintenance, repair, and operations (MRO) and metalworking products.

▲
46%

increase
in items per order

▲
12%

increase
in average order value

▲
38%

increase
in conversion rate

MSC Industrial Supply Co. used Kibo Personalization, powered by Monetate and Certona, to deliver relevant experiences to their clients. MSC implemented product recommendations on high visibility pages, helping to improve a range of KPIs:

- 46% increase in items per order
- 12% increase in average order value
- 38% increase in conversion rate

THE CHALLENGE:

PRODUCT FINDABILITY

MSC wanted to create a simplified way for customers to find and purchase products on their site, deliver personalized recommendations based on browse and purchase behavior, and use their MRO expertise to guide buyers to the most relevant products.



THE SOLUTION

MSC worked strategically with the Kibo team to implement product recommendations on the category page, product listing page, product detail page, and shopping cart page, as well as the Add to Cart popup modal window. This initial implementation equipped the website with relevant recommendations on pages with the highest visibility. The recommendation strategies used on these pages included similar items, cross-sells and upsells, as well as recently purchase items.

These strategies reduced the time the MSC merchandising team needed to figure out which products should be recommended. Due to the detailed product information within the data feed, the Kibo Personalization engine was able to determine comparable products, relevant upsells and cross-sells, and present previously purchased products within the shopping cart for easy re-ordering.

“As a customer navigates our site, [Kibo]’s technology utilizes everything we know about that particular customer’s preferences to provide a personalized experience and suggest alternative and complementary products.” Mike Roth, Senior Director of eCommerce, MSC.

THE RESULTS

After implementing Kibo product recommendations on mscdirect.com, the team at MSC saw that their customers were interacting and purchasing more recommended products.



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Mike Roth

Senior Director of eCommerce,
MSC

