



Founded in 1999, House of Antique Hardware is the market leader in original and authentic antique reproduction hardware and lighting fixtures, offering an incredibly broad assortment of products and styles. House of Antique Hardware prides itself on the quality of its wares and on its impeccable customer service. It's important to them that their website offers a friendly and facilitating experience.

GOAL

With an extremely specialized product catalog thousands of SKUs deep, the company faced the common challenge facing 'long tail' retailers; amidst a plethora of options, customers were having difficulty finding the exact product they needed. The product-oriented site architecture and an under performing site search engine led to unsatisfied customers and lost sales. Marketing Director Bob Treuber described the challenge he was facing, "I can't count the times I'd look through our reports and find failed searches for products that should have been easy to find. It was frustrating to know we were sending away customers empty-handed while the exact products they were looking for were just a few clicks away."

SOLUTION

House of Antique Hardware tested different personalization solutions for a period of several months before turning to Kibo. The other service providers were found lacking in several areas: reporting and analysis, client service, technical support and most importantly customer engagement. Kibo was contracted to provide product recommendations on category and subcategory pages, individual product pages, and search result pages. The observer tag was installed in short order and Kibo's Dynamic Personalization Engine started delivering product recommendations within days. Strongly driven by analytics, House of Antique Hardware ran a trial to establish the value of Dynamic Recommendations before making a final decision.

Having experienced encouraging results during this trial, House of Antique Hardware went live. "We've worked with other SaaS vendors before, and in the light of our previous

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EXECUTIVE SUMMARY

House of Antique Hardware is the market leader in original and authentic antique reproduction hardware and lighting fixtures

GOAL

Make huge product catalog easily accessible to users who may not know the correct names for the items they're looking for

SOLUTION

Kibo Real-Time Individualization

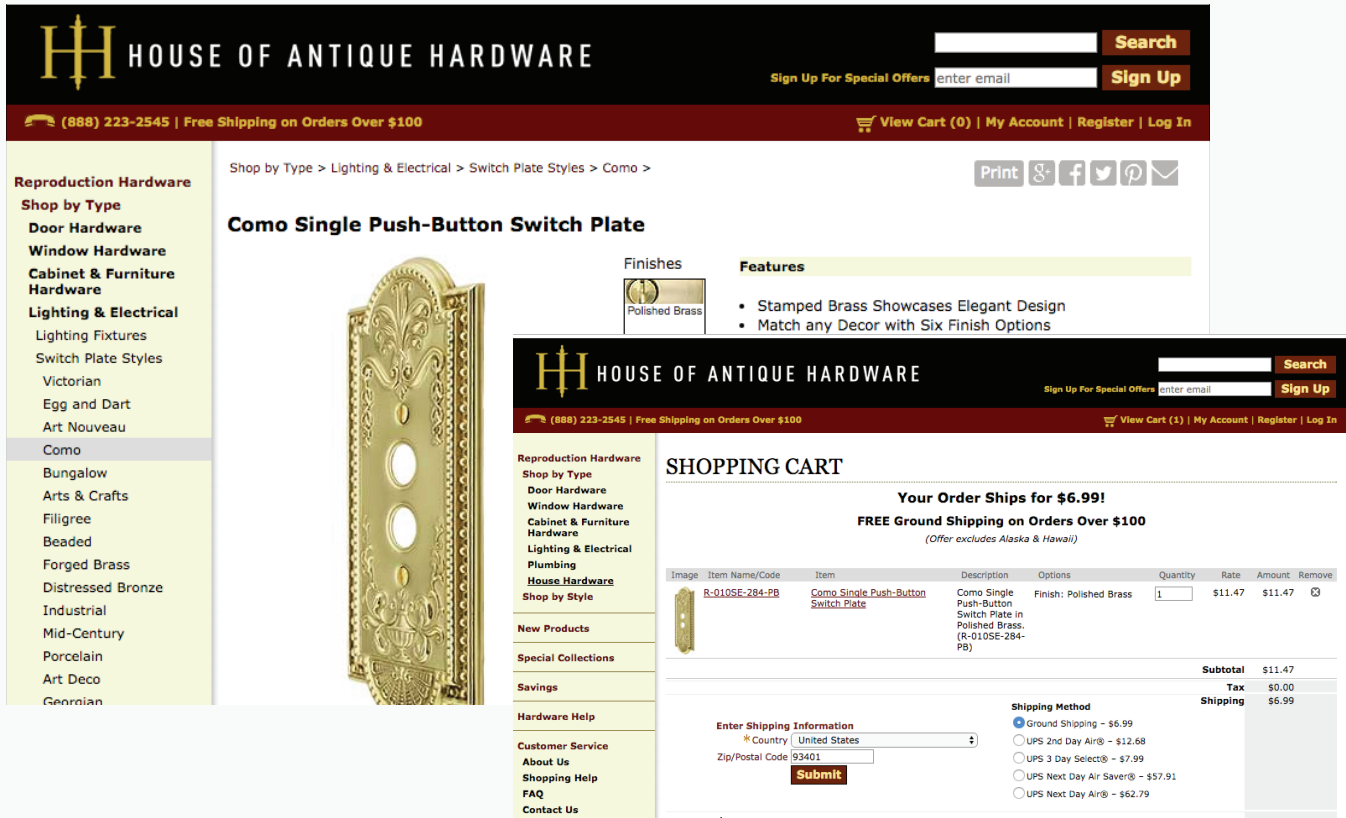
- ▶ Personalized Onsite Search
- ▶ Dynamic Recommendations

RESULTS

- ▶ 74% lift in average order value over previous recommendation engine
- ▶ 5% lift in conversion rates

74%
Lift in AOV

5%
Lift in Conversion Rates



experiences we were particularly impressed with the quality of service and support Kibo offered, both pre- and post-sale. They delivered what they promised and followed through with us until everything was working just the way we wanted it. Our Kibo team continues to work with us to optimize and improve our customers’ shopping experience,” said Treuber.

RESULTS

Kibo’s patented Personalization Platform provides recommendations based on the behaviors of previous visitors who share certain characteristics with the recipient of the recommendations. This alleviates the problems caused by ambiguous terminology and provides more valuable recommendations to more people than other common methods based on user history or profile. As a result, since implementing Kibo, House of Antique Hardware has consistently seen significant improvements on several important metrics: Conversion rate lift is 5% and, more importantly, average order value (AOV) lift is an impressive 74% over their previous recommendation engine.

House of Antique Hardware continues to optimize its recommendations; they use Kibo’s Merchandiser Console to create custom rules that allow them to more heavily promote items that are considered strategically important. The customization options provided by the Merchandising Center allow House of Antique Hardware to achieve specific target metrics by subtly influencing the recommendation process without interfering with its core functionality.



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– Bob Treuber
Marketing Director House of Antique Hardware

ABOUT KIBO

WORK SMARTER

Achieve more with increased capability and less effort

STAY AGILE

Quickly adapt to move at the speed of consumer demands

BE CONNECTED

Deliver seamless experiences with fully aligned operations

Kibo is a leading omnichannel commerce platform for retailers and branded manufacturers with over 800 customers fulfilling orders in 75 countries. Clients achieve optimal performance and loyalty through truly connected customer experiences across customer devices and retail touchpoints. Kibo's unified approach includes a leading ecommerce platform, big data 1:1 personalization, mobile POS, and distributed order management delivered via a modern, cloud-based infrastructure. The Kibo platform can scale as clients grow their business while maintaining a low cost of ownership and faster time to market than other solutions. Kibo enables you to reach higher peaks of sales and customer loyalty. No matter the challenge, Kibo powers your success.

To find out more visit www.kibocommerce.com or call Kibo at 877-350-3866

