



Musicroom offers one of the world's best selections of sheet music, books about music, tuition books, music software, musical instruments and accessories. The U.K.-based company sells globally via Musicroom.com with dedicated sites for French, German, Spanish, Danish and Australian customers as well as through 18 stores in the United Kingdom and Ireland.

## CHALLENGE

Music has universal appeal but it is an intensely personal pursuit. Musicroom serves an international customer base with tastes that run across musical genres with skill levels that range from beginners to orchestral musicians.

"We sell every kind of music to every level of musician: from lifelong professionals and amateurs to first-time novices," says Alistair McLeish, the Chief Technology Officer of Musicroom.com, whose twin passions are music and ecommerce. "Our challenge is to deliver a personalized, online experience for every single one of the musical enthusiasts who visits Musicroom.com."

From its vast catalog, Musicroom wanted to provide all of its customers with compelling, personalized recommendations that were tailored to their specific interests and skill levels. At the same time, the company was seeking to hone its competitive edge against a growing chorus of online rivals. The ecommerce retailer, which began internet sales in 1995 and has been operating under the Musicroom.com brand since 2000, initiated its personalization efforts in order "to increase average product order value in a world that is dominated by free shipping, to improve conversion rates and to offer a more satisfying customer experience," McLeish says.

## SOLUTION

Taking on those challenges, Musicroom developed its own in-house recommendations strategy before turning to

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## EXECUTIVE SUMMARY

Musicroom is a global brand selling a variety of music products to a variety of musicians. They have been a leader in their industry in terms of ecommerce presence and capabilities.

## CHALLENGE

Music is personal and Musicroom wanted to offer as personal and tailored an experience as possible to each of its online customers.

## SOLUTION

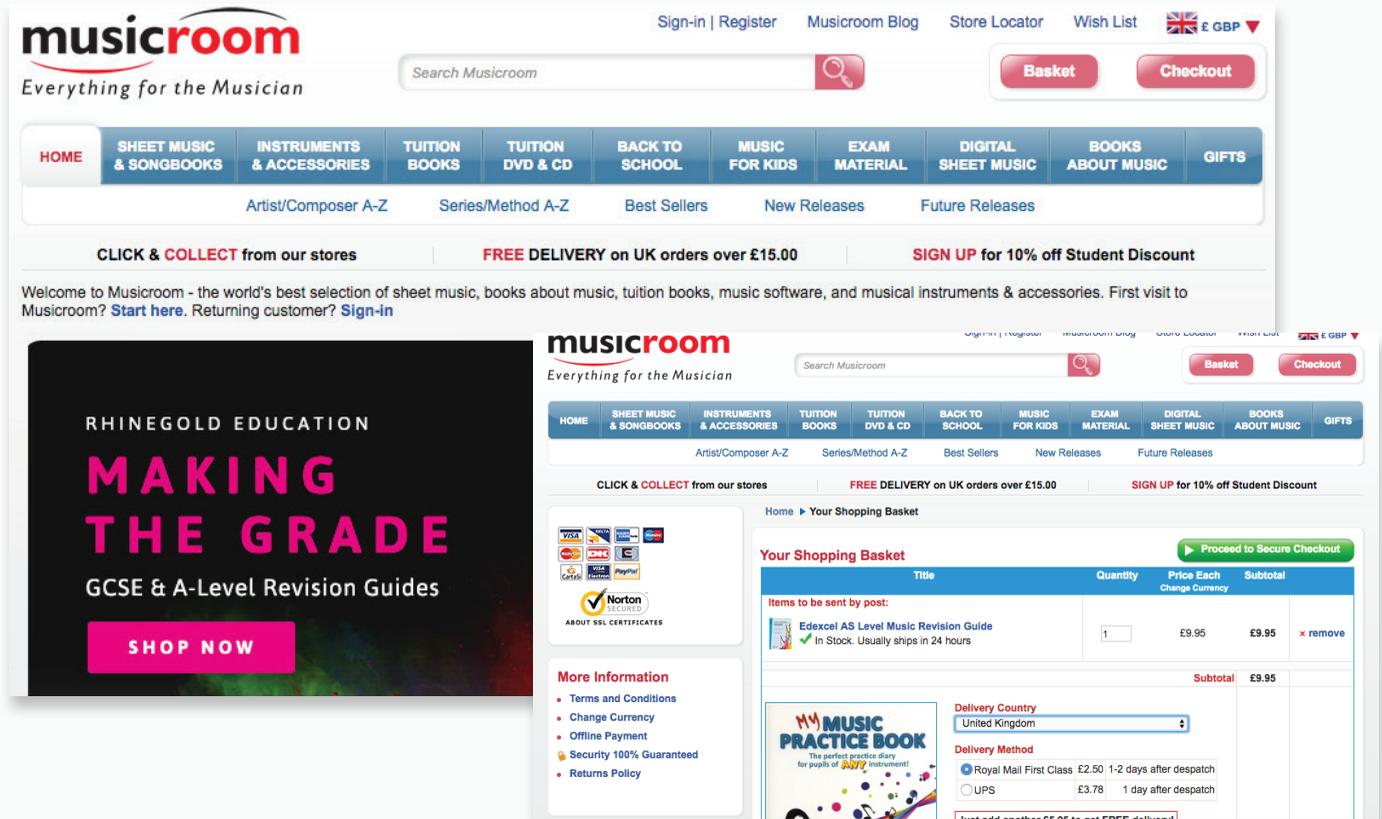
Kibo Real-Time Individualization

## RESULTS

- ▶ Recommendations convert at 20%
- ▶ 10X the industry average; greatly improved customer experience
- ▶ Purchase trends immediately turned into effective recommendations.

# 20%

## Recommendation Conversions



Kibo. Its earlier efforts included providing “customers-also-bought” recommendations.

“Clearly everyone has been trying to deliver good recommendations for years,” McLeish says, “But it’s not effective for new products that don’t have purchase history, nor is it effective for the long tail that doesn’t have enough data to make it intelligent.”

Musicroom was also looking at users’ past purchases as part of its initial personalization efforts. “It was just not effective or targeted enough to assume that if you bought a blues guitar book, you may want another blues guitar book - but we had no mechanism to tell us which new book would be the most relevant,” McLeish says. “So we got kind of halfway there on our own and fell at the last hurdle.”

## RESULTS

Since implementing Kibo Dynamic Product Recommendations, Musicroom.com has seen a significant return on investment and compelling increases in conversion rates and average order value.

“We can see that we have a great ROI right now,” McLeish says. “We know that our conversion rate is improved overall, but for those that



WE KNOW THAT OUR CONVERSION RATE IS IMPROVED OVERALL, BUT FOR THOSE THAT CLICK ON KIBO RECOMMENDATIONS, IT’S ALMOST UNBELIEVABLE.

–Alistair McLeish  
Chief Technology Officer  
Musicroom.com

click on Kibo recommendations, it's almost unbelievable." Customers using Kibo recommendations convert at 20%, or ten times the industry average. Kibo is also part of the technology solution strategy that has increased Musicroom's average product order value.

Kibo also provides a better customer experience. "We know that we're doing a better job of presenting merchandising options to our customers," McLeish says. "People can more quickly find what they want, and they can compare. There are alternatives and cross-sells."

McLeish, who expects to make even greater use of Kibo's capabilities in the future, points to its ability to pick up sudden shifts in customer tastes. As an example, he cites the Leonard Cohen song "Hallelujah" that was performed recently on a highly-popular Saturday night television musical competition and became a top search item a few hours later on Sunday morning.

"Kibo will pick up on the buyer intent for that song pretty quickly and start popping it up around the site and in search results. Prior to Kibo, the type of results that came top in search would be Handel's Hallelujah Chorus and other sacred or choral works, and clearly that wasn't the idea at that particular time," McLeish says. "Kibo just comes to the rescue in those sorts of situations."

## 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](http://www.kibocommerce.com) or call Kibo at 877-350-3866

