



UncommonGoods is an online marketplace founded in 1999 that offers a wide variety of creatively designed, high-quality merchandise at affordable prices. The New York City-based retailer presents customers with an array of special features and excellent service that make shopping an entertaining, convenient and uncommon experience.

## CHALLENGE

UncommonGoods attracts customers who love to shop for a wide range of unique products, whether it be for themselves, their friends and family or for the home, garden or office.

“One of our core company beliefs is that we want to be our customers’ favorite place to shop,” says Brian Hashemi, Director of Marketing for UncommonGoods. “That means offering great products, offering a wide selection of unique gifts that you’re not going to find anywhere else and offering great service. Great customer service is a big part of who we are as a company.”

To keep customers engaged, UncommonGoods strives to continually improve its site and lift conversions. As part of that initiative, UncommonGoods began considering different personalization and recommendations solutions.

With a focus on unique gifts and creative design – and with thousands of product offerings on its site at any one time across a wide range of categories, the company expected that it would be difficult to find a personalized shopping solution that captures the associations between the eclectic products it offers. As Hashemi notes, with such a diverse product mix, it’s not quite as simple as recommending similar sweaters on an apparel site.

“We have a lot of unique products and so it’s hard for an algorithm to capture all the subtle nuanced associations between products,” says Hashemi.

## EXECUTIVE SUMMARY

UncommonGoods is an online marketplace that offers creatively designed, high-quality merchandise at affordable prices and seeks to make uncommon goods accessible to everyone.

## CHALLENGE

Providing effective up-sell and cross-sell recommendations for a widely diverse range of merchandise for the home and office as well as fashion accessories, gifts and jewelry.

## SOLUTION

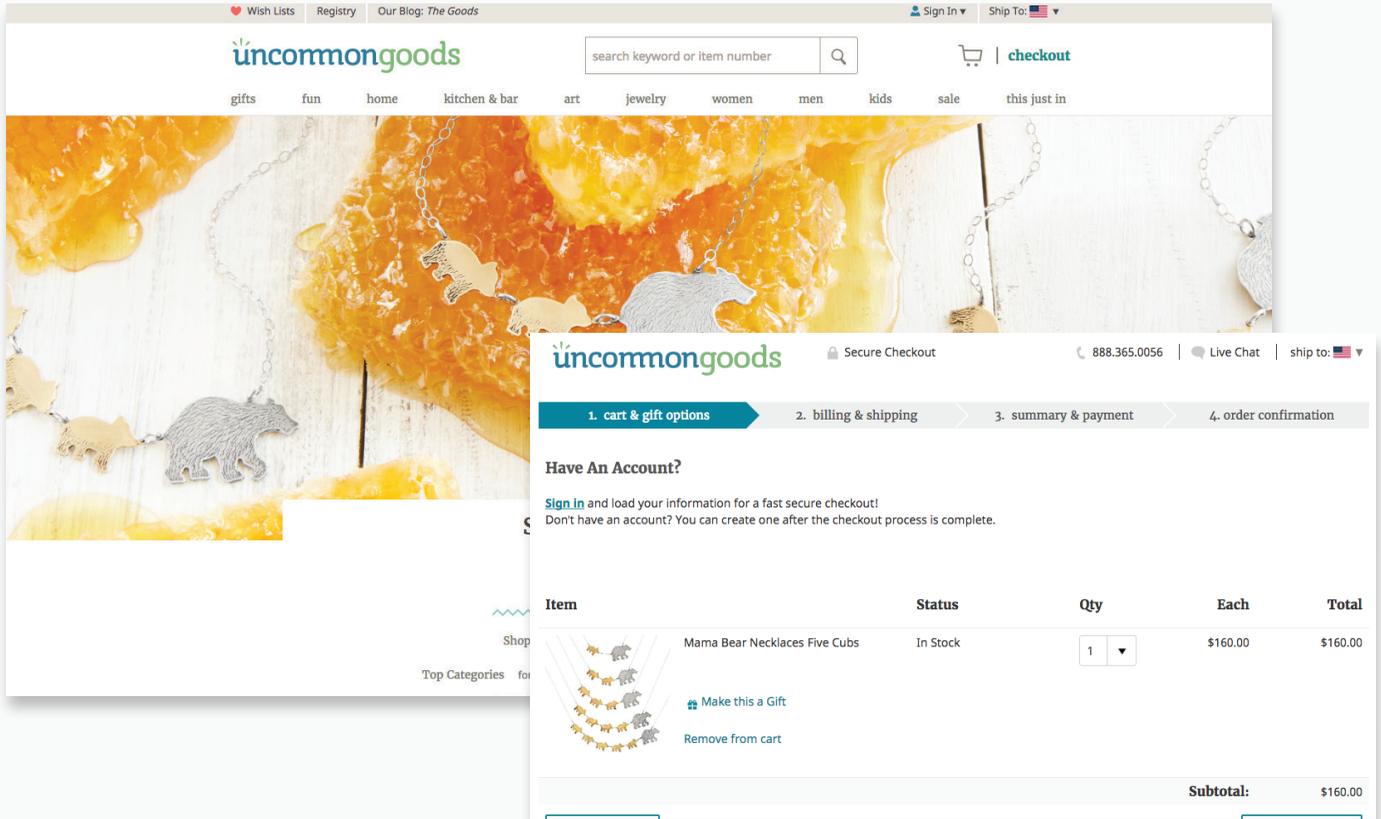
Kibo Real-Time Individualization

## RESULTS

- ▶ Delivered ROI from incremental sales on email recommendations alone
- ▶ Improved customer shopping experience and engagement.

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– Brian Hashemi  
Director of Marketing, UncommonGoods



## SOLUTION

UncommonGoods considered a variety of vendors and chose Kibo because it could better reflect the true correlations between the wide range of products it offers.

“We felt that Kibo was a little more sophisticated in terms of looking at engagements and not just purchasing correlations,” says Hashemi. “Because our product mix is so diverse, we thought that just looking at purchase patterns would cause some very weird associations.” UncommonGoods knew that its diverse product slate was going to be a challenge for an automated recommendations system, but Kibo demonstrated that it was up to the challenge. “If you look at the recommendations on our site, it’s all captured fairly well by Kibo,” says Hashemi. For customers, that means a more compelling and entertaining shopping experience.

At the same time, UncommonGoods is able to showcase more of its wide range of products to more customers. “It definitely helps us expose our customers to all the different pieces of our product selection and our product catalog,” says Hashemi. In addition, for a retailer that has such a strong focus on customer service, Hashemi says the customer support from Kibo was a definite positive. “They really focused on working with us to get good results,” he says.

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## RESULTS

UncommonGoods uses Kibo on its product pages and for email recommendations. Hashemi reports that Kibo email recommendations alone have provided enough incremental revenue to pay for the Kibo system. One big advantage of the Kibo solution is the flexibility it provides in terms of scalability and portability, as well as the ability to add email recommendations. “We can plug in recommendations anywhere on the site or enter emails. It’s very easy to do,” says Hashemi. “We started out with item pages but soon after that, we layered on the email recommendations as well. The conversion rates on our email recommendations have been good, and that incremental revenue pays for the entire solution.”

For a company like UncommonGoods that has a very diverse mix of products, Kibo takes away the burden of relying on their merchandising department for recommendations and having to oversee those product suggestions. “We don’t have to rely on our merchants to make thousands of manual picks on our web site and maintain those and make sure they’re all still in stock and not discontinued,” says Hashemi. “It’s a completely automated process.”

In addition, Kibo has helped to improve the site’s performance by lessening the load on its own database and reducing page load times. Each factor contributes to improving the customer experience, which is a key goal for UncommonGoods. “We used to have only four recommendations on every item page and we expanded to twenty,” says Hashemi. “We wouldn’t have been able to do that without Kibo.”

## 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

