

Buyagift.com's Triple Win

Hitwise secures Customers, Competitive Advantage and the Bottom Line

BACKGROUND

Buyagift.com is the UK's leading provider of gift experiences. From helicopter flights to spa days to supercar drives, Buyagift.com has pioneered the concept of creating unique memories for its customers. In a crowded marketplace, Buyagift.com harnesses Hitwise online insights to act first and fastest—staying ahead of the competition and driving traffic to its site by always giving customers what they want.



CHALLENGE

With a 16 year heritage, Buyagift.com has seen the experience day marketplace become increasingly competitive. It is a pure play ecommerce site, where differentiation depends on the excellence and diverse range of its offering, the quality of its customer service, flexibility with offering free exchanges and competitive pricing.

For Buyagift.com, keeping up with the competition is not an option—it needs to stay ahead. This demands 360 degree awareness of what's happening in the marketplace and the ability to act in virtual real-time. Agility is critical, with success dependent on anticipating and meeting changing customer tastes.

Always ahead of the curve, the company began looking for a partner that could harness the power of online intelligence to their precise business need. Objectives were clear—to innovate in line with dynamic customer preferences, understand and learn from customer interaction with its competitors and boost the bottom line.



SOLUTION

Following approaches from a large number of other companies, Buyagift.com selected Hitwise as its online intelligence partner. Christiana Kyriakides, Head of Acquisition for Buyagift.com said, *“We pride ourselves on having the best digital marketing team, with the best tools to deliver the best customer experience. Hitwise stands out because no one else shows us who our customers are, their behaviours and our competitive environment in such depth and breadth.”*

Having worked with Hitwise previously, Christiana also knows that it is, first and foremost, a business focused solution. Its near real-time online insight is perfectly suited to a price-focused, competitive industry where constant optimisation needs to be the baseline. With Buyagift.com using paid and organic search, as well as affiliate marketing, then what is happening and the areas they need to be targeting.

Ease of use is another differentiator, presenting complex data in ways that are simple to understand—particularly powerful when not all users are data specialists. Data visualisations allow Buyagift.com to translate insight into actions that deliver immediate business benefit.

“Using a new offering from the Hitwise team, we were able to highlight that a Buyagift spa product wasn’t receiving as much traffic as a competitor’s similar offering. Before Hitwise, we would make changes based on best guesses. With Hitwise we were able to identify deficiencies, optimise our offering and boost visits and conversion—all in a matter of moments.”

Christiana Kyriakides,
Head of Acquisition for Buyagift.

RESULTS

Hitwise is now an integral and invaluable part of Buyagift.com’s digital marketing operations, with its:



Search Team

using Hitwise to identify keywords, applying insights to optimise traffic in near real-time.



Ecommerce Team

leveraging Hitwise to help boost customer acquisition, conversion, development, retention and reactivation.



Buying Team

accessing data on popular pages to anticipate and source the products that customers really want and when they want them.





Hitwise's relevance extends beyond marketing's traditional boundaries, informing strategic thinking across the business. Top line and deep dive reporting bring Buyagift.com's management team complete visibility of customers, its competitive environment and the information that accurately informs predictive decision making.

In a business where failing to optimise for a single day can have a major impact on sales, Hitwise's easy accessibility and real time reporting capabilities are prized. Managers call on it daily and this dials up in the run in to seasonal spikes such as Christmas and Mother's and Father's Day. Now Buyagift.com knows: the products to discount; when to discount and by how much; the affiliates that are truly working for them; and the products they need to push.

The value of Hitwise is clear to Buyagift.com.

"Our competitive understanding has been transformed. It means we learn from success and failure, enjoying the benefits of the former without the risks of the latter. It's a triple win—Hitwise helps us to deliver the best possible customer experiences, keep ahead of the competition and maximise profitability."

FOR MORE INFORMATION ON SERVICES FROM HITWISE

Please contact the team on 0207 029 3310
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