

cýbba

Mrs. Fields

pepperjam

Converting more seasonal customers, first-time site visitors and returning customers through improved onsite engagement was the strategic challenge Mrs. Fields wanted to address. For this, Cybba helped Mrs. Fields use the seasonal highs and lows to its advantage for higher onsite engagement while increasing overall customer engagement.

\$10 Higher AOV  
than affiliate program  
average

52% Conversion Rate

25% Engagement Rate



“We integrated Cybba’s onsite engagement solution into our digital strategy because of their strong partnership with Pepperjam, and their solution’s history of success with their clients. The Cybba and Pepperjam teams worked together to create a digital experience with customer touchpoints that focused on maximizing sales. The combination of Pepperjam’s network and digital expertise, along with Cybba’s onsite engagement technology, created results beyond our expectations”



- Bryan Henkelman, Sr. Digital Marketing Manager at Mrs. Fields Famous Brands International

## The Client

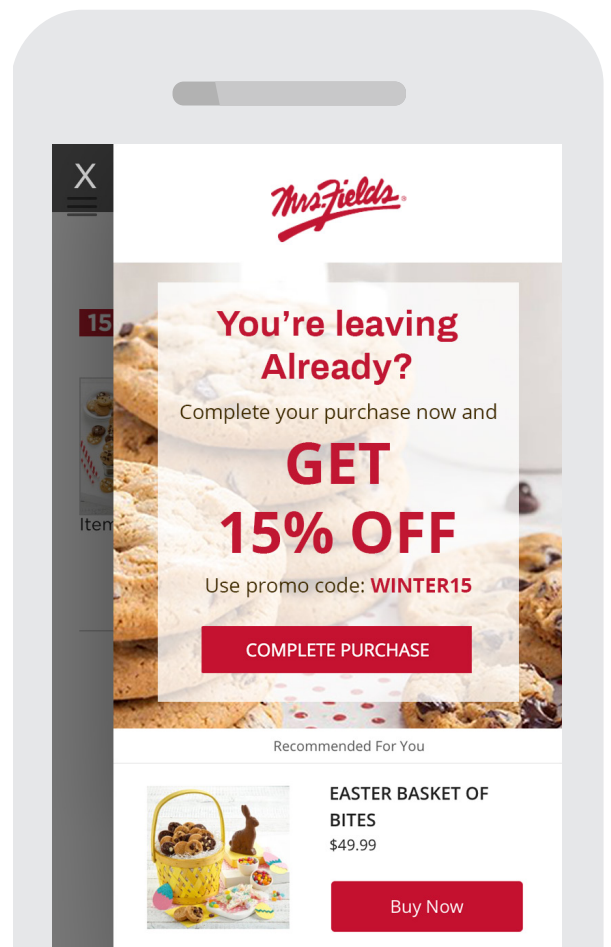
As a renowned provider of baked goods, Mrs. Fields knows how to satisfy customer cravings. Being a traditional brick-and-mortar retailer, they needed additional ways to satisfy their digital visitors’ need for a helpful, engaging user experience while maximizing online sales.

Pepperjam and Cybba provided an onsite strategy to effectively re-engage customers and capitalize on the seasonal highs and lows of Mrs. Field’s business using A/B tests, criteria filters and a mobile-centric approach.

## Main Objectives

Mrs. Fields needed a strategy that accomplished the following:

- Increase average onsite order value (AOV)
- Re-engage abandoned consumers without disrupting the overall user experience
- Capitalize on the holiday shopping season by turning traffic into conversions.



## Increasing Engagement

Pepperjam collaborated with Cybba to implement their onsite re-engagement solution on Mrs. Fields' ecommerce site. As customers attempt to exit before completing their purchase, Cybba's on-screen sidebar is triggered and displays an interactive and assistive shopping tool that encourages customers to complete their transaction. As Mrs. Fields only wanted to re-engage customers who showed intent to purchase, Cybba and Pepperjam created an onsite criteria filter that only allowed the engagement solution to appear for shoppers who attempted to abandon with products in their carts. The onsite solution displays targeted messaging with a promo code to discourage abandonment and best-selling products are shown to increase average order value. Pepperjam and Cybba conceptualized a design to specifically match the minimalist site design of Mrs. Fields.com, ensuring the onsite solution appears as an extension of the site itself, rather than a third-party add-on. Additionally, through Pepperjam's cross-channel approach, the solution was added to Mrs. Fields' mobile site to create a better mobile shopping experience that customers can take advantage of regardless of whether they're shopping on a desktop or smartphone.

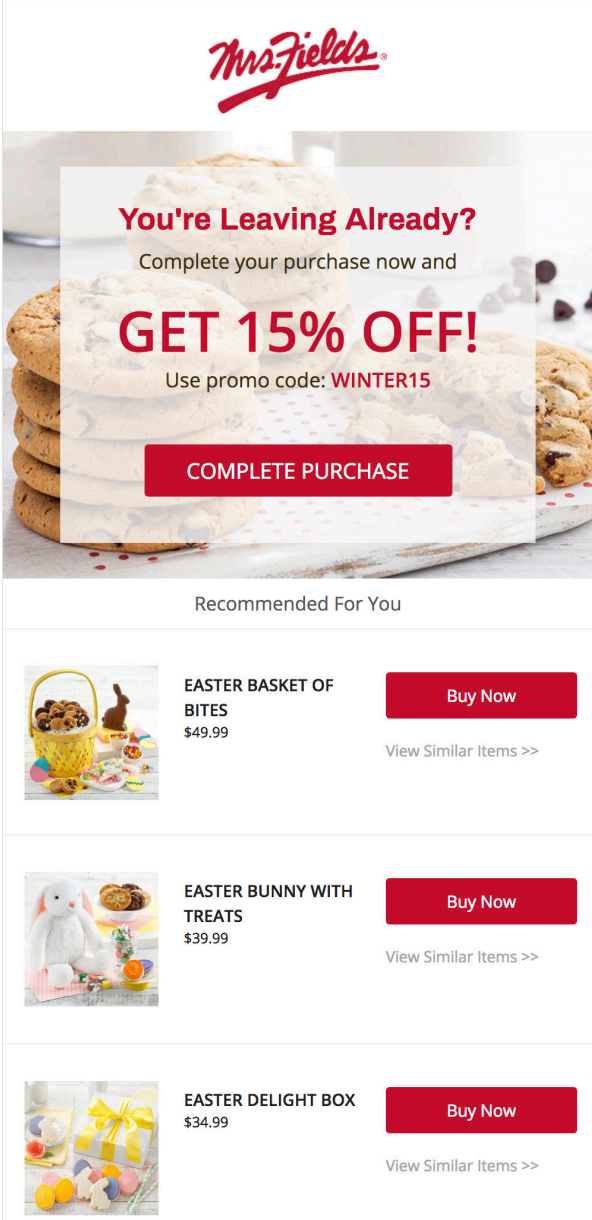
## Seasonal Optimizations

To take advantage of the high volume seasonal traffic from October through February, Cybba and Pepperjam configured the product recommendation feature within the onsite engagement solution to display holiday-themed recommendations. This allowed Mrs. Fields to cater to users searching for Valentine's gifts, New Year's treats, etc. and simultaneously increase AOV. Throughout periods of lower site traffic, Cybba and Pepperjam optimized with testing strategies to determine which onsite offers and onsite display timing perform best. An A/B test of a free shipping offer versus a 15% discount was tested with the latter resulting in better engagement

## The Results

**\$10** Higher AOV  
than affiliate program  
average

**52%** Conversion Rate



The screenshot displays the Mrs. Fields website interface. At the top, the Mrs. Fields logo is visible. A re-engagement sidebar is overlaid on the page, featuring the text: "You're Leaving Already? Complete your purchase now and GET 15% OFF! Use promo code: WINTER15" and a red "COMPLETE PURCHASE" button. Below the sidebar, a "Recommended For You" section lists three Easter-themed products: "EASTER BASKET OF BITES" for \$49.99, "EASTER BUNNY WITH TREATS" for \$39.99, and "EASTER DELIGHT BOX" for \$34.99. Each product listing includes a small image, the product name, price, a "Buy Now" button, and a "View Similar Items >>" link.



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