Black Diamond Sees 15% Increase in Revenue Per Visitor with Personalized Product Recommendations
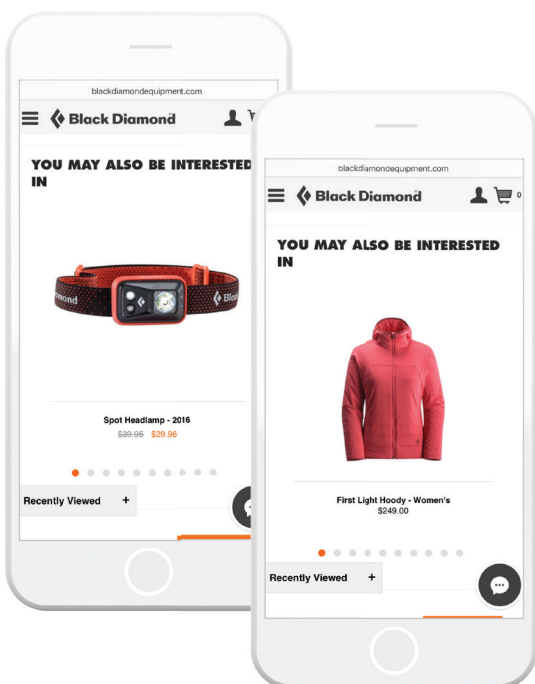
Black Diamond™

If there is one word that describes Black Diamond, purveyor of climbing, skiing and hiking products, it might be this – reach. The company makes outdoor products designed to propel customers higher and faster - because they're always reaching for more. Black Diamond itself strives to give its customers precisely what they need to reach their goals, and the company uses Commerce Cloud Einstein to personalize product recommendations as a way to provide a better shopping experience and increase sales.

Not too long ago, Adam Smart, Senior Web Merchant at Black Diamond, was manually loading all on-site product recommendations, a time-consuming task that could not be personalized or executed in real-time.

"We were very eager to get away from manually loading on-site recommendations," says Smart.

Eager for an automated approach, the company then implemented a third-party product it thought was meeting its needs, but "when we heard that [our commerce provider] Commerce Cloud was embedding a recommendation engine into the platform, we were excited to try it, based on our past success with Salesforce products."

Demandware is now the Salesforce Commerce Cloud

Black Diamond embarked on a side-by-side A/B test to compare performance of the two solutions in October 2016.

"Typically with A/B tests we see a small lift from one side, which lets us know the better path. We don't usually see a test where we have 100% confidence in one side, but that's what happened."

With Product Recommendations by Commerce Cloud Einstein, **Black Diamond saw a 9.6% increase in conversion rate, and a 15.5% increase in revenue per visitor.**

"We were very happy with the results. Clearly, the defining metric of the test was the revenue lift," says Smart.

He said the implementation was out-of-the-box simple, and nearly flawless. Plus, as an embedded component of Commerce Cloud, Product Recommendations eliminate the duplicative costs of using a third-party provider, and automatically leverage the customer and product data already living in the commerce system.

As is best practice, Black Diamond placed the recommendations at the bottom portion of its product detail pages.

"We didn't set up any custom rules," he said. "We used the algorithm and the system dynamically populated the products."

Product Recommendations leverage machine learning to suggest products for both known and anonymous shoppers across the entire shopping journey. The recommendations are generated by the Commerce Cloud Einstein engine, which models shopper activity and affinities in real time to predict the most relevant products for each individual shopper. With each click and interaction, the engine gets smarter.

Black Diamond is one of nearly 100 Commerce Cloud customers to implement Product Recommendations powered by Einstein, with great results.

"Personalization is king these days, so anything we can personalize we're going to look into, especially if we don't have to go with an outside provider," says Smart. "We really trust Salesforce."

"We were very happy with the results. Clearly, the defining metric of the test was the revenue lift."

Adam Smart,
Senior Web Merchant,
Black Diamond

commercecloud.com

salesforce commerce cloud

Salesforce Commerce Cloud
5 Wall Street Burlington, MA 01803
+1 (781) 425 1400