

Company

ABLE Clothing (www.ableclothing.com) is a Nashville-based brand focused on empowering both the women who make their products and the women who wear them. They are famous for their sustainable leather bags, handmade jewelry, and the best denim jackets you'll ever buy.

Objective

ABLE was looking for a sophisticated digital promotions solution that would help drive conversions and shopper engagement. In addition, ABLE sought a personalized promotions solution that was agile, user-friendly, and customizable to suit their unique business needs.



Problem

ABLE sought to increase shopper engagement using targeted digital promotions but lacked the ability to easily publish promotions quickly and efficiently. ABLE wanted to have the ability to launch last-minute sitewide offers, extend promotions based on real-time performance and push specific excess inventory items to certain types of visitors. The Company's cumbersome existing internal process involving a project manager, graphic design team and IT did not allow for the type of flexibility ABLE needed. Thrive's easy-to-launch and unique Promotions Suite that enables personalized promotional content management across all stages in the user journey was just what ABLE needed.



Process

It started with an initial discovery call where Thrive Commerce closely understood the client's challenges and business requirements and suggested Proof of Value (POV) A/B testing. The A/B test enabled ABLE to validate the immediate conversion benefits of Smart Bar promotional content. **"We had Smart Bar live on ableclothing.com within a week, as Thrive's implementation process was a very light lift for our team,"** explains David.

"From POV to actual product launch, the onboarding support provided by Thrive Commerce's Customer Success Manager was exceptional. She provided insights into how other customers have leveraged the platform, modifying learnings to tailor recommendations to our unique needs," states David. Thrive Commerce's reporting analytics feature was also a game-changer for ABLE. It offered more significant insights into which promotions customers are responding to and ultimately provided the ABLE team with much needed data to inform last minute promotions marketing decisions.



Solution

Thrive Commerce's Smart Bar delivered personalized offers to shoppers and was an instant hit with ABLE. **"Smart Bar's dynamic feature focuses on driving engagement and conversion and completely aligns with our need for internal efficiency, shopper engagement and maximizing profit margins. As Company leadership, I personally love Thrive's ability to help us employ a very flexible promotions strategy based on our actual promotions and revenue performance without needing internal resources to execute effectively,"** states David Wolfe, CEO at ABLE Clothing.

Results

With Thrive Commerce, ABLE achieved a **4.6% lift in revenue per visitor** which resulted in a **+38x return on investment**.



Metrics

After a short proof of concept A/B test with Thrive Commerce, ABLE benefitted from an immediate increase in AOV, Conversion Rate & Revenue per Visitor resulting in a **+38X projected annualized return** on top line revenue.



Real-time Changes

With Thrive Commerce at the back end, any updates or site changes reflect almost immediately within minutes of making the tweak. Such flexibility empowers ABLE to pivot quickly. Moreover, now the Company can also schedule posts for maximum efficiency during peak season and cut-offs.



Quick Response

The Thrive Commerce team is always proactive and responds quickly to emails and queries, which helps deliver prompt resolution and solutions.



Optimization

Once ABLE and Thrive determined the Smart Bar drove a **4.6% higher revenue per visitor**, they collaborated on a series of Smart Bar tab optimizations that led to a higher percentage of shoppers clicking on the Smart Bar tab to enhance its revenue impact.

The Future

With the successful POV completed, ABLE has now launched the full Thrive Commerce online suite including Smart Bar, Smart Button and Smart Pages to maximize shopper engagement and revenue. Thrive's Smart Pages will be leveraged not only to win important high intent branded SEO traffic, but also to feature hidden offers and private flash sales to specific shopper segments. ABLE also plans to launch Thrive's Smart Button to increase Cart conversion and AOV. "Thrive's products are uniquely able to both help increase conversion rate and get shoppers to spend more money. We also love the idea that we are conditioning shoppers to stay on site instead of bouncing around to third party sites looking for offers," ends David.

