



# Wet N Wild sees 213% Conversion Lift with Promotions Optimization

## Challenge

Wet N Wild (WNW), a top beauty brand with a strong retail presence, saw the opportunity drive bottom line growth through their eCommerce channel amidst increasing competition and changing shopper behaviors. Tapping Thrive to help, WNW faced the challenge of **increasing revenue per session, conversion rates and providing a more personalized shopping experience.**

## Solution

### Improve Promotions Strategy

To maximize conversions, Thrive recommended specific deals that also considered WNW's goals, shopper data and margins.

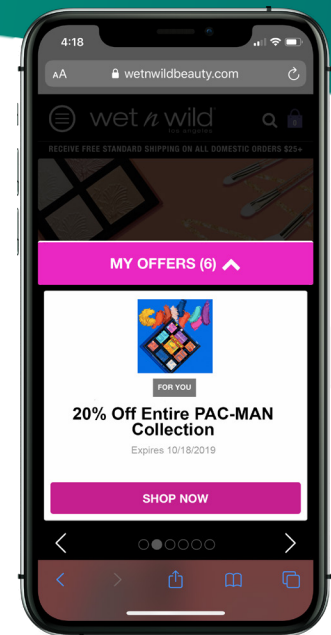
### Personalized On-Site Promotions

To deliver on personalization and conversion goals, Thrive served relevant deals to individual shoppers across the site.

### Optimize SEO for Deal Keywords

To improve revenue per session, Thrive drove high-intent shoppers to the site with Thrive's SEO-optimized offer landing pages.

Best converting deal featured a trending product:



## Results

# 213%

Lift in Conversion

# 200%

Lift in Revenue Per Session

# 2500%

More Branded KWDs in Top 3

\*Comparing shoppers who interacted with Thrive Promotions Suite vs Sitewide Avg.