

eCampus.com Skips to the Top of the Class

Shoppers Give eCampus.com A+ for Basing Offers on Their Behavior

eCampus.com is the internet's leading online destination to help students rent, buy, trade in or trade up their academic textbooks. With an expansive shopper base – students on one end and parents on the other end, eCampus.com sought new retargeting strategies and technology that would enable them to increase their sales among all shopper types.

eCampus.com immediately realized that SteelHouse's Behavioral Marketing Platform was better because it didn't rely solely on traditional retargeting techniques such as products viewed, demographics or geography. Understanding the behaviors that ultimately drove purchase decisions enabled eCampus.com to succeed among their entire shopper base. eCampus.com also realized that only SteelHouse's platform could deliver retargeting offers to their shoppers anywhere on the web in real-time

Understand Your Shopper Types – Then Deploy Retargeting

eCampus.com uses SteelHouse's data-driven platform to understand the type of shoppers that visit their site and then launch retargeting offers immediately towards those different shoppers. Displaying unique offers to different segments of shoppers enabled eCampus.com to maximize their revenue and conversion by shopper.

“Understanding our shoppers enabled us to develop different offers to different types of shoppers. Since the SteelHouse platform provides live behavioral data and escalating offer deployment off the same platform, our team didn't need to learn a new system. We were up and running in no time. With this type of technology, we're able to maximize our margins, revenue and minimize our discounts.”

– Matt Taylor, Director of Online Marketing & Business Development, eCampus.com

With the SteelHouse platform and their expert campaign optimization team, eCampus.com focused on a particular shopping personality they wanted to target – the Cart Abandoner. This shopper's behavior is to add items to their cart, start the check-out process and then abandon the site. eCampus.com knew that if it could figure out this shoppers' behaviors and develop retargeting offers to address those behaviors, it could increase this group's conversion and in turn, significantly increase their revenue.

Shopper Personality Type	Shopper Personality Description	Specific Offer to Motivate This Type of Shopper	SteelHouse Incremental Lift
The Cart Abandoner	Adds items to their shopping cart, begins the check-out process, but then abandons	Free Shipping Coupon Code offered if they come back to continue checkout	114%