

milk_shake's success story

Milk_shake Achieved 27% Conversion Rate Increase Through Dynamic Personalization on Fulcrum's Fully Managed Platform

Key Results:

27% ↑

Conversion Rate

13x

Return on Investment

40 hrs

Developer timed saved



SUMMARY

Milk_shake is a leader in professional haircare products, serving salons and consumers through their direct-to-consumer eCommerce channel. Milk_shake partnered with Fulcrum to implement personalized experiences on their Shopify site. This aimed to deliver tailored messaging and promotions that optimized both conversion rate and customer lifetime value without extensive developer involvement or sacrificing average order value.

PROBLEM

Aiming to bring a more data-driven approach to their website optimization, Milk_shake needed a solution to personalize customer experiences swiftly. The goal was to deliver relevant promotional messaging to different customer segments while optimizing both Conversion Rate and Customer Lifetime Value without sacrificing on Average Order Value in the short term.

SOLUTION

Milk_shake and Fulcrum deployed personalized free shipping experiences across three distinct customer segments:

- Segment 1: Free Shipping on Orders Over \$50
- Segment 2: Free Shipping on Orders Over \$30
- Segment 3: Free Shipping on Orders Over \$20

Each segment received tailored experiences deployed through Fulcrum's personalization platform:

1. Custom Pop-up w/ automatic coupon application
2. Dynamic text change to home page banner
3. Dynamic text change to free shipping message on the PDP
4. Dynamic text change to cart free shipping threshold value

These personalized experiences all ran on top of the existing Shopify code. Fulcrum's platform enabled Milk_shake to test which personalized experiences resonated most with each segment, saving an estimated 40 hours of developer time.

After a 14 day period Milk_shake realized a 13X return on its Fulcrum investment. The personalized experience for Segment 2 delivered a 27% increase in conversion rate, with only a 6.4% decrease in AOV. The personalized experience for Segment 3 achieved a 15% increase in conversion rate, with only a 5.5% decrease in AOV. The partnership with Fulcrum allowed Milk_shake to rapidly deploy personalized promotional strategies without developer involvement. This personalization-first approach enabled the team to deliver relevant messaging to different customer segments while balancing conversion rate improvements with average order value. From there, Milk_shake opted to continue leveraging Fulcrum's platform for deploying additional personalized offers and experiences.

Milk Shake Hair Results

27% ↑

Increase in Conversion Rate

13x

Return on Investment

40 hrs

Developer timed saved through no-code development

