



3X Conversion Boost

3.6X Increase in Revenue

FOXFORD: Elevating Shopping Experiences with AI-Powered Hyper-personalisation

Project Overview

Home Furnishings | WooCommerce

www.foxford.com

About FOXFORD

Since 1892, FOXFORD has woven comfort and style into the world. Today, FOXFORD combines tradition and modernity, promising visitors who come to the store, the woollen mill and the café a unique experience.

Prior to Shopbox

Physical-Online Gap

Balancing the brand's strong physical presence with a lack of personalised service in their online store.

Boosting Online Conversions

Overcoming the stagnant 1% conversion rate & elevating online sales to new heights.

Overlooked long-tail items:

Products with fewer click data were not showing up, resulting in missed sales.

After Shopbox

Prioritised Personalisation

Focused on personalised experiences over promotions, driving consistent sales uplift.

"We wanted to see an uplift all the year round. When people buy from FOXFORD it is a considered purchase, not something bought on a whim or because there's a price discount," says Tracey.

"I have worked on many implementation projects & I know such projects can be painful. But implementing Shopbox was the easiest thing we've ever done!"

Tracey Smith, Digital Marketing Manager, FOXFORD

Delighting customers creatively

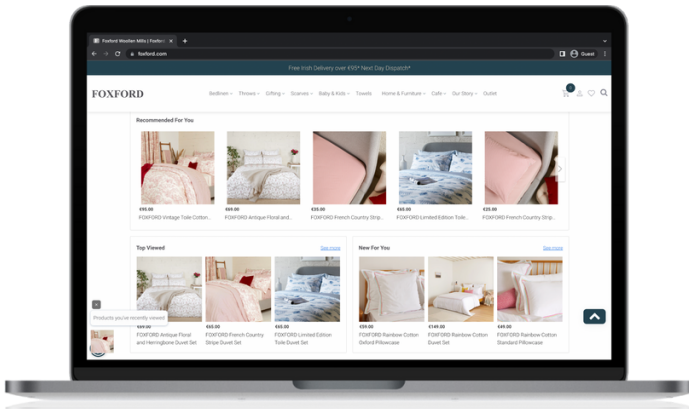
The Shopbox implementation initially consisted of a curated homepage, the AI shop assistant and the "find similar products" carousel, as well as the "recommender" carousel.



"Shoppers started seeing items that had been buried in traditional merchandising. Exactly the kind of thing a really good shop assistant would do."

Uplift in Slow months

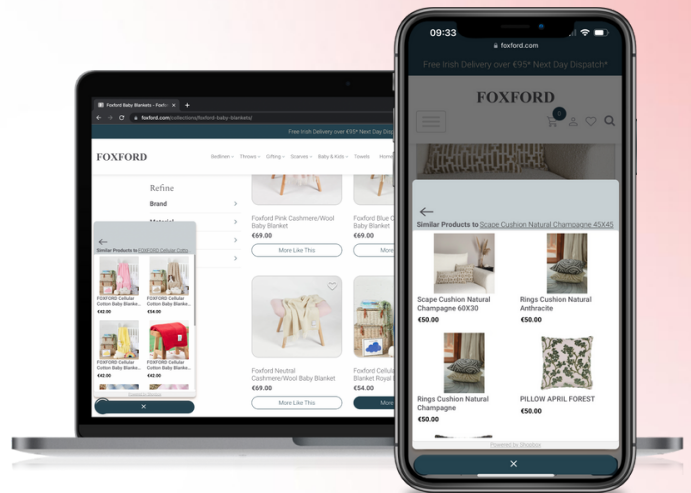
The most dramatic & immediately visible benefit of Shopbox was a 3X uplift in conversions.



Dynamically generated homepage product suggestions



"I remember coming back into the office after Christmas and being very pleasantly surprised by the uplift in the sales figures. I've never seen that in January before, even during Covid."



Shopbox's AI-powered pop up sales assistant on the Product Listing Page

Results:

- Shopbox resulted in a threefold increase in sales conversions (Jan 2023 vs. Jan 2022).
- Revenue generated by Shopbox users is 3.6 times higher than other shoppers.
- The 35% of shoppers who interacted with Shopbox accounted for 62% of online transactions.

"These results are unheard of since we went online. Everyone at the company is thrilled with them!"

More about Shopbox AI

We are a multi-award winning retail technology company that believes the customer should be at the heart of everything online retailers do.

That is why we created our AI-powered platform rooted in consumer behaviour and shopping psychology.

Founded in Ireland in 2020, we have grown internationally and support brands such as Schuh, ToolStation, Eason's and Petstop.

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🌐 www.shopbox.ai | [Contact Us](#)

