

## CASE STUDY

# Happiness Barometer

**AVON Romania** - How to successfully use gamification in your eCommerce

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**Topic:** Gamification / Personalization • **Industry:** Beauty

**In this case study suitable for my online store?**

Do you have an abundance of products on your website that can be mixed up and upsold/cross-sold, or do you simply want to promote some other shadowed products?

This case study will broaden your knowledge of gamification and ways to increase the AoV (Average Order Value) in e-Commerce. It will also teach you how to communicate with your visitors/customers in a friendlier way.

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## About Gamification

Gamification is an old method that motivates people to reach a goal and it is said that it was used for the first time in a scout team in 1900. Nowadays, gamification is present in Health Apps, Profile Completion, Games and others.

In eCommerce, is met under many forms such as:

- Spin - to - win wheels
- Flip - and - Win Quiz
- Challenging Quizzes to win a prize
- Loyalty Points/ Discounts after a purchase
- Free Shipping Threshold messages
- Build - your - own outfit/order
- Find your style survey
- Next season product research survey with reward
- Progress bar for different thresholds

Gamification can be used on the website to engage visitors and challenge them to complete an order but also after the purchase to increase the retention rate.

## About Beauty Industry

Cosmetics was the second largest category of products sold online in 2018, after fashion, and the market in Romania is growing by around 23% yearly. The average shopping cart value in 2018 was RON 213, which offers a lot of room for upselling and cross-selling products in beauty eCommerce stores.

## About AVON

AVON is a globally recognized brand that is sold through nearly six million active independent Avon Sales Representatives worldwide. AVON is a leader in the Romanian makeup market, and in 2013 it was listed among the top innovative makeup companies in Romania.

AVON Romania si working with Omniconvert since 2016.

## Case study: the main challenge facing Avon - how it all started

It all started with February 14th - Valentine's Day - quickly approaching. The client needed a fresh perspective on how to celebrate women on the website during this holiday. The aim was to make clients feel valued for their purchases and to convey a sense of appreciation.

This time of the year is always critical for most businesses, so it is important to leverage the opportunity for rewarding your most valuable clients. At the same time, the client needed an original idea that would stand out from the multitude of offerings from other brands that compete for prospective buyers' attention.

## The Omniconvert solution

On this global holiday occasion, we took the time to celebrate women; more particularly, we rewarded clients for their happiness.

The idea was simple. Women feel happy when they shop and lavish themselves with gifts. So, we implemented a Happiness Barometer. The more clients added products to the cart, the more the happiness levels grew in the Barometer of Happiness.

The Happiness Barometer showed several milestones: a cart value of RON 50, RON 100, RON 150 or RON 180. With each milestone reached, clients were rewarded with coupons, free samples, or irresistible discounts on specific products.

## Methodology

The original experiment ran initially during the entire Valentine's Day.

Thanks to the great success of the initial launch, a similar experiment was launched between 27th February and 21st March. We built on the original idea of rewarding clients based on their spending levels, except that this time we created multiple barometers according to the category from which the user was buying. The Barometer of Happiness was a top ribbon displayed on all pages to all visitors with a frequency of once per lifetime.

Later that year, the same idea was used again - only this time, the main goal was to encourage users to spend and have a chance to win a ticket to the Untold music festival. This last Barometer experiment was split between two audiences - new customers and regulars. After the success of this idea on Avon.ro, the same personalization was used also on Avon Finland and Avon Lithuania.

## Reaching #1 for 50 lei – the Raffle Promotion



**Machiajul potrivit te face sa radiezi!**

Alege produse de machiaj din gamele **Avon True** si **Mark** in valoare de minim **50 lei** si intra in tragerea la sorti pentru cele mai ravnite premii.

0 lei 50 lei 100 lei 150 lei

## The Raffle



**CELE MAI BUNE CADOURI SUNT CELE PE CARE TI LE DORESTI**

Alege produsele de machiaj preferate si noi te **PREMIEM**

**5x** CAMERA FOTO OLYMPUS

**200x** SETURI DE PRODUSE

**20x** TRUSE DE MACHIAJ

**Participa**

## Milestone #1 achieved



Zambeste! Produse de machiaj din gamele **Avon True** si **Mark** in valoare de minim **50 lei** iti aduc sansa de a intra in tragerea la sorti pentru cele mai ravnite premii.

0 lei 50 lei 100 lei 150 lei

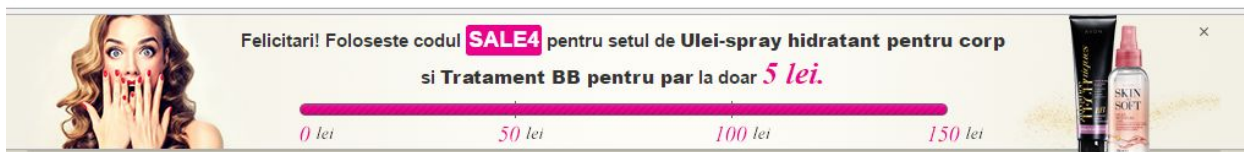
## Reaching milestone #4



Mai ai un pic! Setul promotional **Ulei-spray hidratant pentru corp** si **Tratament BB pentru par** poate fi al tau doar la **5 lei**. Bucura-te de produsele Avon!

0 lei 50 lei 100 lei 150 lei

## Milestone #4 achieved



Felicitari! Foloseste codul **SALE4** pentru setul de **Ulei-spray hidratant pentru corp** si **Tratament BB pentru par** la doar **5 lei**.

0 lei 50 lei 100 lei 150 lei

## Tracking

The objective was to increase the Average Order Value (AOV) through promoting different products at each milestone and to make visitors reach as many milestones as possible. The main eCommerce metrics analyzed in this A/B test were the conversion rate, revenue/visitor, and the AOV.

Besides these, there were other additional metrics that were of interest, such as the percentage of visitors reaching Milestone 1, Milestone 2, and so on, as well as the close rate of the ribbon.

## Results

This gamification experiment not only increased the level of engagement on the website but also positively impacted the AOV positively, thanks to those milestones. Looking at the results, Milestone #1 has the highest achievement rate, and this gamification experiment managed to raise the conversion rate above the average.

Version	Milestones %			
	1	2	3	4
Barometer - new customers	4.66%	1.47%	0.83%	1.41%
Barometer - existing customers	40.16%	21.12%	16.88%	21.7%
Barometer - Untold	9.34%	3.12%	1.68%	1.69%
Barometer C11	6.03%	1.46%	1.95%	N/A - only 3 milestones

If you are willing to add a pinch of personalization to your website, why not go a step further than your competitors and try to come up

with innovative ideas that make your website stand out, not only in your customers' and visitors' minds but in the market generally.

Start your own gamification project

Contact us

P.S We would appreciate it if you can tell how useful was this case study for you!

Send us a reply to [sales@omniconvert.com](mailto:sales@omniconvert.com) with your grade from 0 (not useful at all) to 10 (very useful).