



## Magnetic Organizes the Right Cross-Channel Personalization for the Container Store

**The Container Store®**

### THE CONTAINER STORE USES: Display Ads, Email Alerts, Site Recommendations

#### About The Container Store

On July 1, 1978, The Container Store opened its doors in a 1,600 square foot retail space in Dallas. Today, with locations from coast to coast, the company's stores average 25,000 square feet and showcase more than 10,000 innovative products to help customers save space and, ultimately, save them time. Customers receive unparalleled service, along with fresh ideas and a very interactive shopping experience.

#### Campaign Goals

- Develop effective recommendations that take into account the fact many of their SKUs represent component products or multi-purpose solutions for a variety of organizational challenges.
- Reach each customer individually, giving them personalized attention
- Automate recommendations on a large-scale

**30%**

Average Order Value Up

**10x**

Email Conversion Rate Up

**400%+**

Return on Ad Spend

## Solutions

- **Individualized Offers:** Magnetic personalization algorithms are based on the activities of individual users rather than the majority of customers on our site.
- **Flexibility to Customize:** The Container Store has the ability to override recommendations when promoting new products and offers.
- **Combine Email and On-Site Recommendations:** The Container Store was able to provide valuable email alerts to their shoppers, without any third-party integration.
- **Boost in Sales:** Magnetic coordinated, cross-channel personalization solutions contributed to a 28% increase in TOS in 2010
- **Increased Customer Engagement:** With over double the open rate of their standard email marketing, and 10x the conversion rate "The alerts really blew [The Container Store's] other email marketing campaigns out of the water"
- **Leverage Data to Display:** The Container Store's display ads Retargeting campaigns with Magnetic achieved a ROAS of over 400%; 20% higher than other recent campaigns.
- **Constantly Optimizing:** The Client Success team at Magnetic brings new ideas and opportunities to turn personalization into revenue for The Container Store.

## Results

### Overall

- Contributed to a 28% Increase in Online Sales in 2010
- AOV Up 30%

### Email

- 2x Open Rate
- 10x Conversion Rate

### Display Ads

- 400%+ ROAS
- 20% Higher ROAS than other retargeting

*"Magnetic can present ideas and options to a customer just like a sales person would in one of our stores...We have seen great results from our ads, and we plan to continue remarketing on an ongoing basis."*

*– Director of Direct Marketing*



Contact us today at [info@magnetic.com](mailto:info@magnetic.com) to learn more about our marketing solutions.