



**HELZBERG**  
DIAMONDS®

## Magnetic Delivers Sparkling Results for Helzberg Diamonds

### HELZBERG USES:

Display Ads, Email Alerts, Site Recommendations

#### About Helzberg

Founded in 1915, Helzberg Diamonds was purchased by Warren Buffet of Berkshire Hathaway in 1995, and Helzberg.com was launched the following year. The company currently has more than 230 stores, and in 2010 became the first nationwide jeweler to qualify for membership in the American Gem Society. Helzberg offers exclusive designs not available anywhere else, along with customization options to create one-of-a-kind jewelry.

#### Business Challenges and Goals

- Monetize high traffic volume
- Increase conversion rates
- Identify a solution that fits the merchandise assortment and business model

**10%** Boost in Online Revenue

**2x** Conversion Rate for Site Recs

**12%** Increase in Site Transactions

## Solutions

- **Automating the Customer Experience:** According to Steck, automating recommendations with magnetic has freed the equivalent of a full time staff member from doing manual recommendations. They can now spend more time setting up new products on the site and developing content for other channels.
- **One Implementation:** Steck and the team viewed their partnership with Magnetic as one of endless possibility. "We liked that Magnetic offers a multi-channel solution. We felt that alerts, abandoned cart emails and social channels were ones we'd like to explore in the near future," says Steck. With one implementation, the support and capability to grow and tailor the program was made available.
- **The Silent Salesperson:** Because diamonds and jewelry are "considered" and not "impulse" purchases, Helzberg shoppers typically visit the site several times to research their choices. "When shoppers click on a specific product in a specific price range, they'll see six or eight options with a similar look and price point," says Steck. "Those recommendations effectively serve as a silent salesperson, which is one of the biggest advantages we get from Magnetic. Even if we end up closing most high-ticket purchases in our stores, showing shoppers a personalized range of products online – products they might not have found on their own – really helps with conversion."

## Results

- 10% Boost in Online Revenue
- 2x Conversion Rate for Site Recommendations
- 12% Increase in Site Transactions

*"Showing personalized recommendations creates greater customer lifetime value. The recommendations are very relevant, which customers appreciate. Our staff has also watched the Magnetic algorithm get smarter and the recommendations get more personalized as we ourselves repeatedly browse the site. Our customers are having a similar experience as recommendations become more closely tailored to their behavior and preferences with each visit."*

*– Jan Steck, Vice President, eCommerce*



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