



Jelly Belly Tastes Sweet Success by Personalizing the Digital Experience



JELLY BELLY USES:

Display Ads, Site Recommendations, Email Alerts, Email Recommendations

About Jelly Belly

Jelly Belly Candy Company has been delighting candy lovers with its gourmet jelly beans and candies for more than 140 years. More recently, the Internet has become an important sales channel for the company, which makes over 75 flavors of Jelly Belly jelly beans and over 100 other candies such as gummies, licorice, chocolates, and holiday sweets. When Jelly Belly decided to re-launch its website in late 2008, the company was dedicated to maintaining its long-standing reputation for excellent customer service. "We wanted our customers to quickly and easily find what they were looking for on our site, and to feel like the shopping experience was personalized just for them," explained Jason Marrone, Ecommerce Marketing Manager for Jelly Belly.

Business Challenges and Goals

- Incorporate customer reviews in recommendations
- Plan for a long-term partnership with built-in options for expansion
- Customize a solution that incorporates with the company's search provider vendor

33% Increase in Site Conversions

10% Increase in Average Order Values

85% Better Email Open Rate than Industry Standard

Solutions

- **Personalizing a Marketing Strategy:** Magnetic is utilizing information from Jelly Belly's customer reviews to include in its email alerts, such as star ratings for each product recommended. Magnetic also sends out reminders to Jelly Belly customers post-purchase, asking them to fill out a review, along with other product recommendations based on their profiles.
- **Says Marrone of the decision to implement Magnetic:** "We knew that to accomplish the lofty goals we had set for our ecommerce site, we were going to have to outsource some needs...to reduce the burden on our IT staff, while setting us apart in the minds of our customers." In working with Magnetic, Jelly Belly was able to consolidate efforts and focus on building a solid partnership that strengthens its IT team.

Results

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- **10% Increase in average order values**
- **85% Better email open rate than industry standard**

"We wanted our customers to quickly and easily find what they were looking for on our site, and to feel like the shopping experience was personalized for them... We could not be more pleased with the results. We're happy to report that the project has gone off without a hitch. Our customers are happy, our sales are increasing and our website provides a more personalized shopping experience."

– Ecommerce Marketing Manager



Contact us today at info@magnetic.com
to learn more about our marketing solutions.