



A CASE STUDY OF

**At Home In The Country**

[www.athomeinthecountry.co.uk](http://www.athomeinthecountry.co.uk)

HIGHLIGHT

**+13%**

Increase in  
revenue

AT HOME IN THE COUNTRY

# Internationally recognised British gift and home furnishings retailer



“ We've always thought Bunting was a brilliant tool. It has helped raise our sales and opened up lots of opportunities for engaging our visitors ”

Guy Robinson, Director

## THE CHALLENGE

At Home in The Country wanted to further connect with their online visitors and raise sales by making the store - as their name suggests - feel more like home.

Their plan was to segment their customers, and to optimise the shopping experience for their different buyer personas. A solution was required that was affordable, easy to use and without pressing technical demands.

Bunting's accessible and user-friendly solution was a perfect fit, allowing them to easily implement personalised shopping experiences without hassle.

**Further connect with  
visitors**

**Optimise the  
shopping experience**

**Affordable and easy  
to use**

**Accessible and user  
friendly**

## SOLUTION 1

# Product Recommendations

- Recommendations appear directly below the main product image (the ideal position to increase engagement)
- The recommendations are alternatives to the product being viewed. This helps shoppers find alternative options to satisfy their needs.
- Accolades included with some products (Most Popular, Best Seller, etc) to attract additional interest.
- Delivered by Bunting when page loads without any code needed on the site.

### +13%

Increase in revenue

### +3%

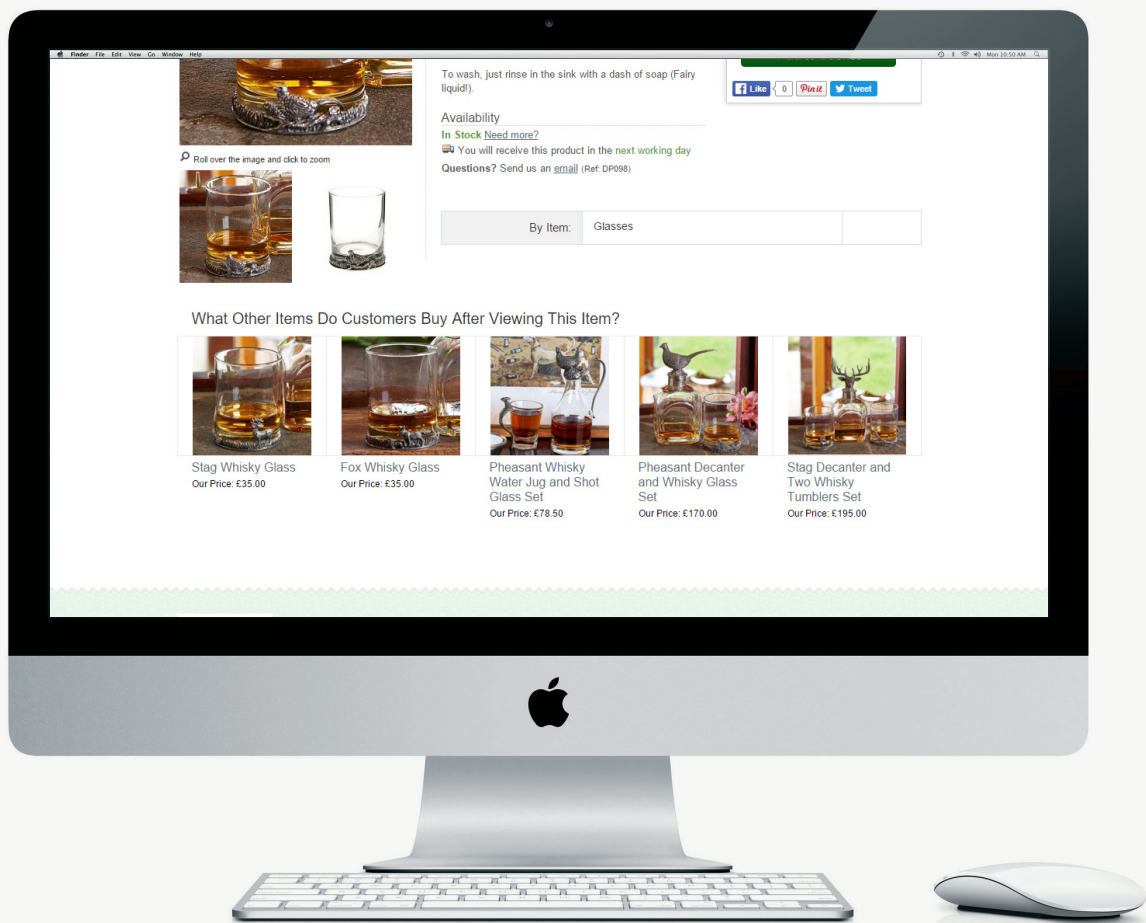
Increase in average visit duration

### +12.5%

Increase in conversions

### +4.5%

Increase in product views



## SOLUTION 2

# Visitor Exit Prevention

- A lightbox appears containing a time sensitive Free Delivery offer

This offer is only presented to new visitors who live in the UK

- The lightbox is only triggered when a visitor shows intent to exit the website.
- To avoid causing annoyance, it only appears once per visitor, but a small reminder allows the visitor to re-open it if they want to.
- Lightbox powered by Bunting with no additional software needed

**+12.5%**

Increase in conversions

**+5.3%**

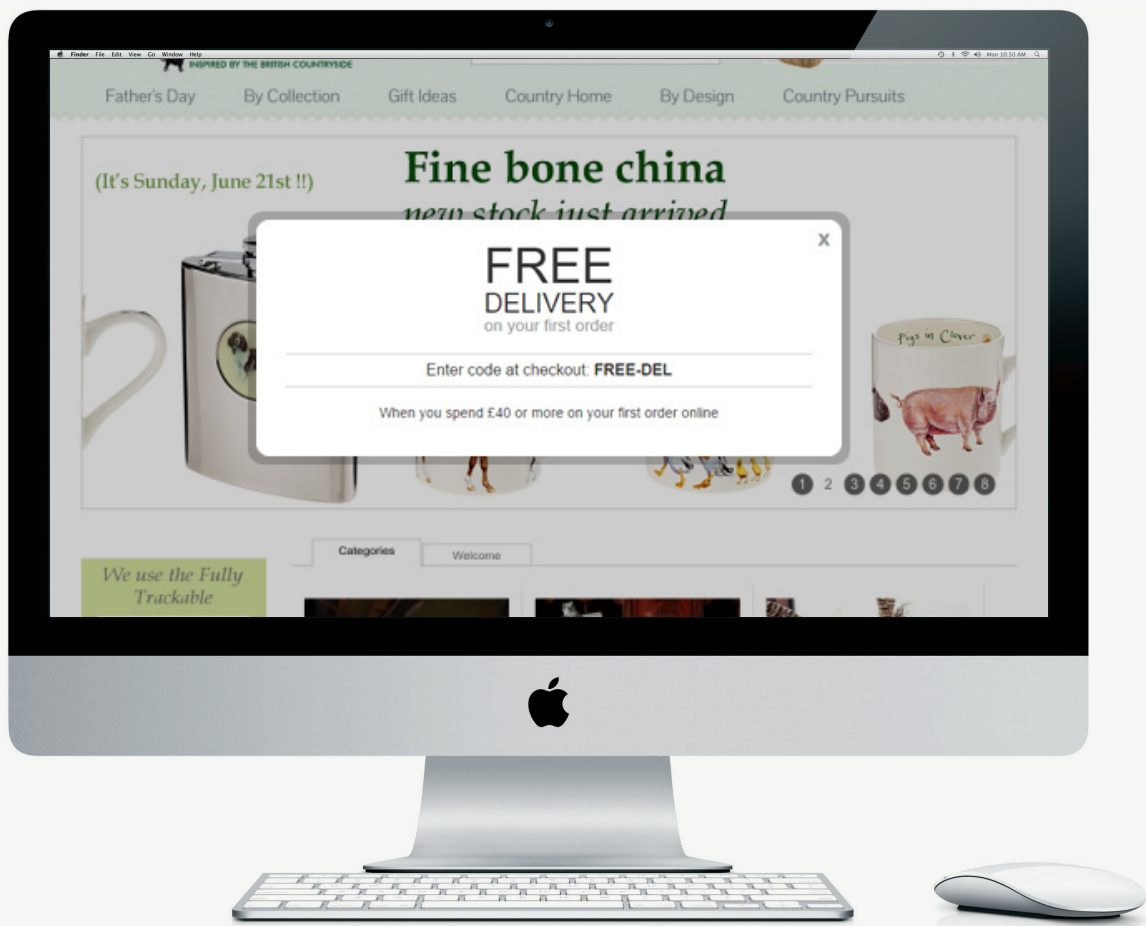
Increase in revenue

**+5.7%**

Increase in visit duration

**+3.9%**

Improvement in bounce rate



Try Bunting free  
for 30 days, and  
see your sales  
grow today

[www.getbunting.com/register](http://www.getbunting.com/register)



**Tel**

0161 818 7848

**Skype**

buntingpro

**Email**

hello@bunti.ng

Bunting Software Ltd

Suite 1E

127 Portland Street

Manchester

M1 4PZ

England

[www.getbunting.com](http://www.getbunting.com)