



Grow Your Business: ChannelSight Technology Helps The Scotts Company (UK) Reach New Heights

As a leader in the UK gardening industry, offering a wide range of products from lawn care, weed controls to growing media and plant food, the mission behind The Scotts Company (UK) is to deliver easy to use, effective garden care products which help people grow beautiful and healthy lawns and gardens.

A key challenge for Scotts, and across the gardening industry, is the changing consumer landscape. Due to the type and size of products sold, the market has been slow to adapt to eCommerce, however, this is now changing, spurred on by the next generation of consumers coming through for whom online shopping is the norm. Scotts knew that integrating Buy Now technology was the key to tap into this online market and grow sales whilst also supporting their retailer partners.

“Historically the focus of our ‘lovethegarden’ website was just providing gardening inspiration and advice. We were generating great website traffic, however the part missing was linking all this traffic to opportunities for consumers to purchase our products online” said Joanna Weston, Digital Marketing Manager, The Scotts Company (UK).

“We knew tying our product offering back into our information hub, offering solutions to the challenges consumers were facing in the garden, could drive sales” stated Joanna.

After a detailed RFP process, Scotts whittled it down to three potential vendors, ChannelSight being the frontrunner from the start.

“We chose ChannelSight as we knew they could offer a more robust Buy Now solution across all digital media, banner advertising and social adverts. This was important to ensure we captured sales opportunities across all our marketing content” said Joanna.

“ Since implementing ChannelSight solutions we have sent over 35,000 leads with a value of £400,000 to partner retailer websites, which are directly attributable to our new Buy Now call-to-actions. ”

Joanna Weston,
Digital Marketing Manager,
The Scotts Company (UK)

Customer Since:
2016

www.lovethegarden.com

Industry:
Home DIY & Gardening

Favourite Feature:
Retailer Comparison
Dashboard



35,000 Leads Attributable To Buy Now Buttons

The commercial impact that Buy Now technology has brought to the Scotts 'lovethegarden' website has been invaluable. Before ChannelSight, this website was merely an information hub providing garden tips and advice to garden lovers, now it's a key contributor to revenue growth.

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With digital marketing activities having such a commercial impact, Buy Now technology has proved to be a key tool in helping Scotts conquer the online market to ensure they keep driving digital transformation in line with their business strategy.

Performance Visibility Driving Smarter Marketing Investment

The reporting insights ChannelSight provides has empowered the management team with knowledge they never had before. Scotts now know what consumers are buying, when are they buying and other products they are adding to their baskets. They can visualise the consumer journey from source and first brand interaction, all the way through to the completed basket.

"Prior to ChannelSight we received sales data from our retailers. The data provided did not differentiate between online and offline, so it was hard for us to know what marketing was having the most influence on sales" said Joanna.

With easy access and visibility of performance across brands, products and retailers, the team now can allocate advertising resources more efficiently.

"Based on the data available, we can get to the heart of it all and see which online channels and call to actions are delivering. We can see top performing brands, products, retailers, number of leads we are sending to each retailer, compare conversion rates across retailers and ultimately see the impact all digital marketing activity is having".

Benefits

- ✓ 35,000 Leads Attributable To Buy Now Buttons
- ✓ Smarter Marketing Investment
- ✓ Improved Conversion Rates

Retailers Eager To Optimise Conversions

In strengthening their retailer partnerships, Scotts want to support retailers wherever they can to help drive sales. Having the ability to direct and drive more targeted visitors to retailer websites has been a huge benefit in building on their retailer offering.

“Having Buy Now technology in place has provided a great talking point to show our online retailers how we are supporting them. This has been key to help us strengthen these relationships,” stated Joanna.

Such insight has created an air of excitement and competition amongst retailers. Having visibility of how they compare against others, retailers are now looking for new ways to improve their conversion rates to get that top spot on the retailer listing options.

“We now have retailers asking us ‘How do I ensure we are top of the retailer listing when a consumer clicks the Buy Now button?’. This is exciting, not only for them but for us also, as it’s improving the consumer experience and helping drive sales” said Joanna.

Superior Support Every Step Of The Way

Driving digital transformation in a market that’s slow to adopt eCommerce, having the support, guidance and expertise of the ChannelSight team is of huge importance to ensure Scotts get the most from their Buy Now technology investment.

“The support from ChannelSight has been second to none and I don’t believe I would have got that with any other providers. The level of attention, service and support is of huge benefit to me and a great part of the service overall. I know I can pick up the phone to our Account Manager at any time to get advice and they’re always really supportive and quick to respond” said Joanna.

“Would I recommend ChannelSight? Yes most definitely! Aside from the amazing customer service, the level of reporting you can drill down to provides so much value to ensure we maximise the value of our marketing activity” stated Joanna.



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