

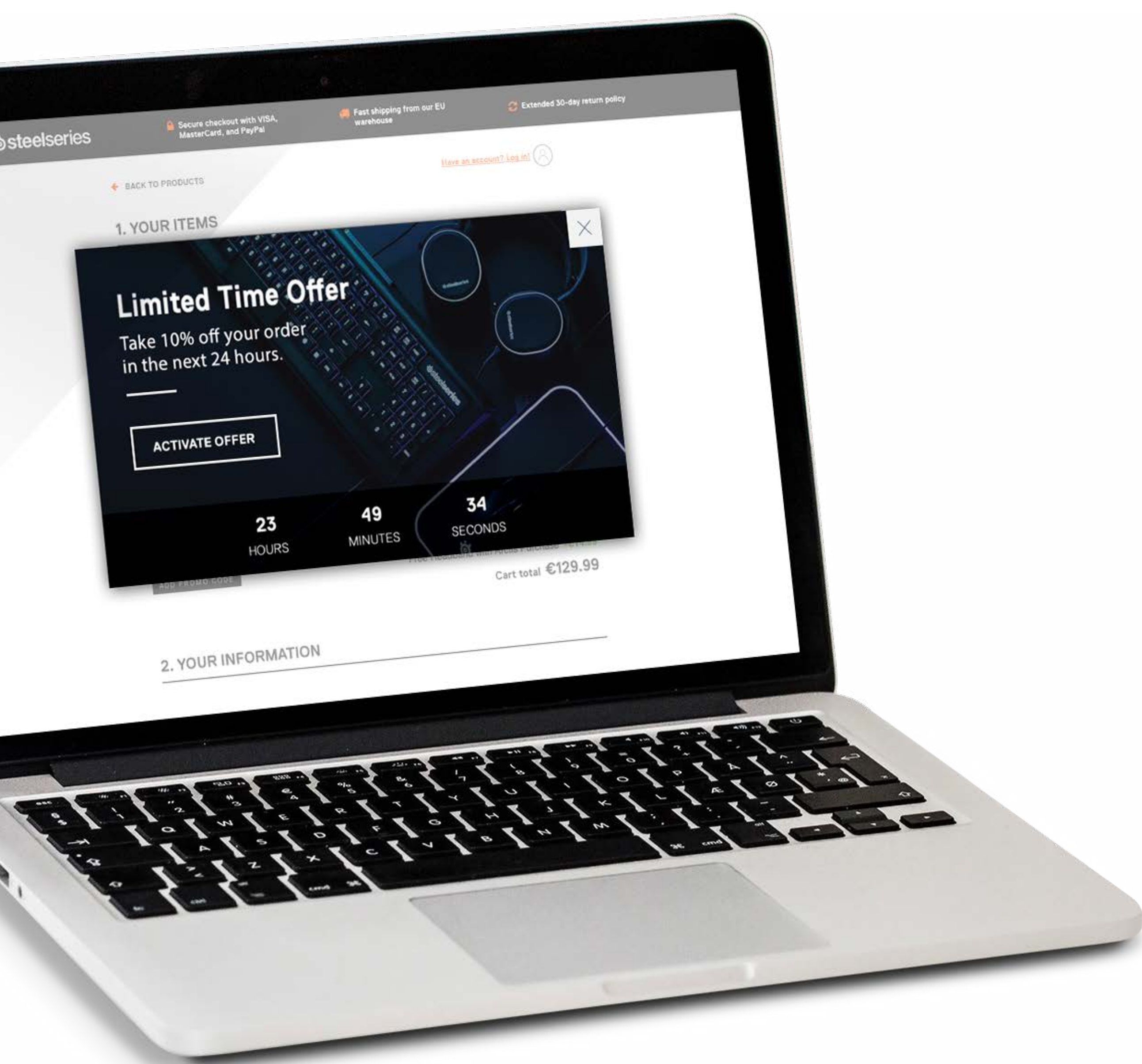


SITECAMPAIGN

# steelseries

## INCREASING CONVERSION RATES USING AN ABANDONED BASKET SITECAMPAIGN

SteelSeries used an Abandoned Basket SiteCampaign in multiple markets and achieved a 48% lift in conversion rate in the targeted segment.



### GOAL

SteelSeries' goal was to increase the conversion rate for visitors with a high cart value.

### SOLUTION

An Abandoned Basket SiteCampaign featuring a discount was targeted to visitors with high cart values across multiple markets. A split test where the SiteCampaign was only shown to half of the eligible visitors was used to measure the exact lift of the campaign.

### RESULTS

A 48% lift in conversion rate for visitors with a high cart value who were displaying exit intent.

## ABOUT STEELSERIES

SteelSeries is a leader in gaming peripherals focused on quality, innovation and functionality, and the fastest growing major PC gaming headset brand in the US.

Founded in 2001, SteelSeries improves performance through first-to-market innovations and technologies that enable gamers to play harder, train longer, and rise to the challenge. SteelSeries is a pioneer supporter of competitive gaming tournaments and eSports and connects gamers to each other, fostering a sense of community and purpose.

SteelSeries' team of professional and gaming enthusiasts help design and craft every single accessory and are the driving force behind the company.



The SiteCampaign team helped us deliver a targeted offer to specific audiences on our site, which resulted in increased conversion rates.



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