

# TOOLSTOP has seen an increase of £51k turnover per month with the help of Fresh Relevance

CASE STUDY

**Client**  
TOOLSTOP

**Website**  
toolstop.co.uk

**Profile**  
Leading UK specialist suppliers to the building and construction trade, professional tradesman and DIY enthusiasts



## Background

TOOLSTOP is one of the UK's leading specialist suppliers to the building and construction trade, the professional tradesman and the DIY enthusiast, providing them with quality hand and power tool products delivered the following day and at a competitive price.

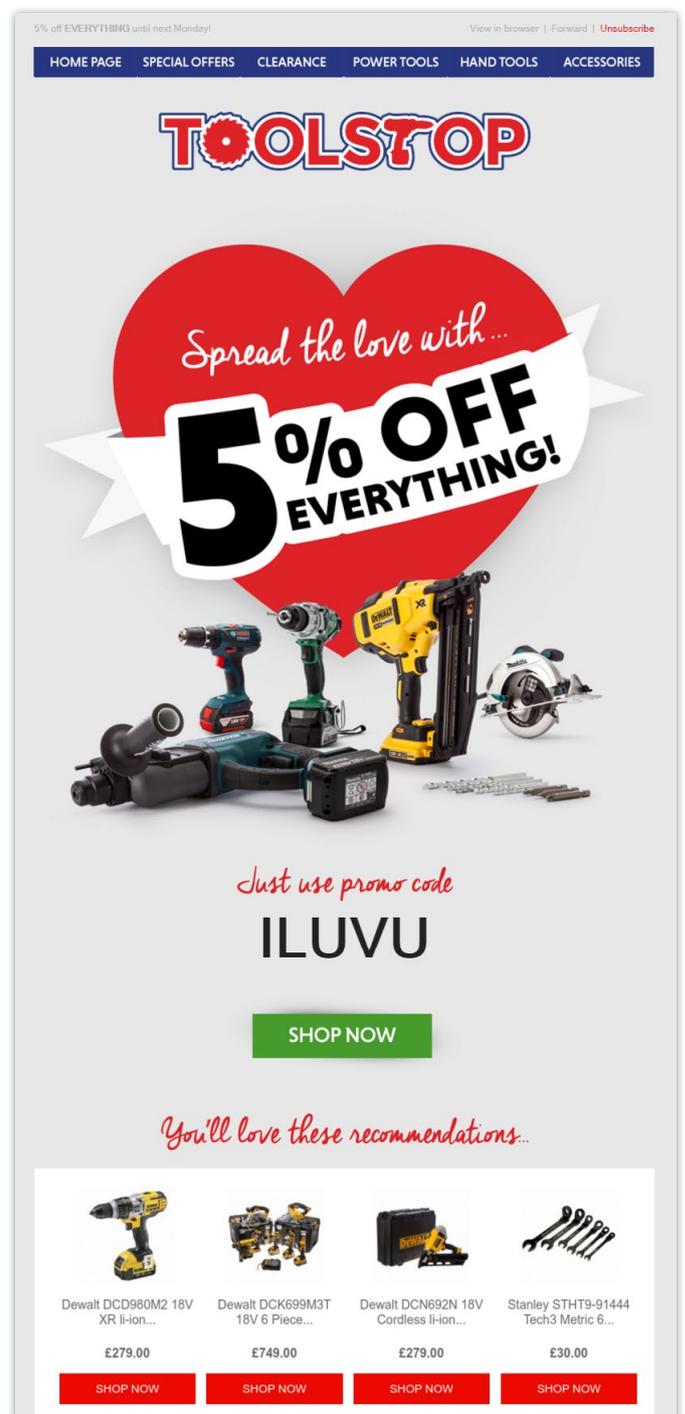
Based just outside Glasgow, the company operates a large warehouse with an area of 60,000 square foot and has a mission to "Serve our customers better than anyone else."

The company works hard to attract visitors to its website, using a mix of banner advertising, Google Adwords and affiliate marketing. So, when visitors arrive on the site the company does all it can to convert them in to buyers and loyal repeat customers.

## Solution

Initially, TOOLSTOP developed its own cart abandonment system and would send an email 24 hours after a visitor had placed items in their basket but failed to check out. E-Commerce Manager at TOOLSTOP, Neil Bruce explains: "It wasn't a great solution but it was enough to demonstrate the importance of **cart abandonment**."

The company decided to look for expert help and invested in a third-party solution that delivered better results. However, when Neil was introduced to Fresh Relevance he saw an opportunity to make major improvements to how they approached **cross-channel customer engagement**, both via email and online.



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“The results demonstrate an extremely good return-on-investment and we haven’t even started using recommendations on our website yet!”

- Neil Bruce, E-Commerce Manager

“The Fresh Relevance team demonstrated that they could deliver so much more than cart abandonment,” explains Bruce. TOOLSTOP were introduced to the value of browse abandonment emails, to achieve even greater revenue gains, as well as the ability to embed **personalized and crowd-sourced product recommendations and other features**, such as countdown timers and Twitter feeds. “What is more, not only can we use these in our marketing emails but also our website,” adds Bruce.

## Results

The statistics that have been achieved by TOOLSTOP and Fresh Relevance are very impressive:

- 9,495 cart abandonment emails sent which resulted in 2,279 return visits and 107 orders.
- 34,421 browse abandonment emails sent which resulted in 2,785 visits and 27 orders.
- Recommendations in marketing emails which resulted in 37,422 opens and 295 orders.

“With an average order value of £120 we have increased our turnover by an additional £51k per month, with the help of Fresh Relevance.” states Bruce. “The results demonstrate an extremely good return-on-investment and we haven’t even started using recommendations on our website yet!” Following the success of using recommendations within its cart, browse and **marketing emails**, the company has put plans in place to **roll out the feature on its website** later this year.

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