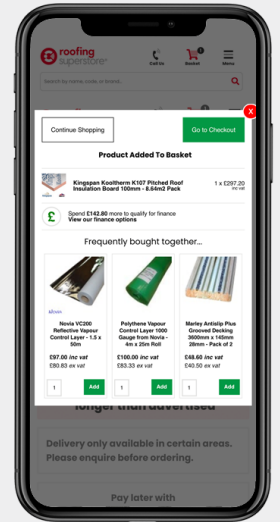
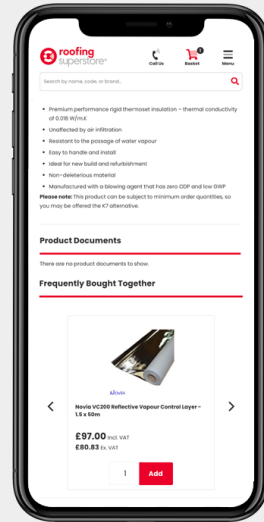
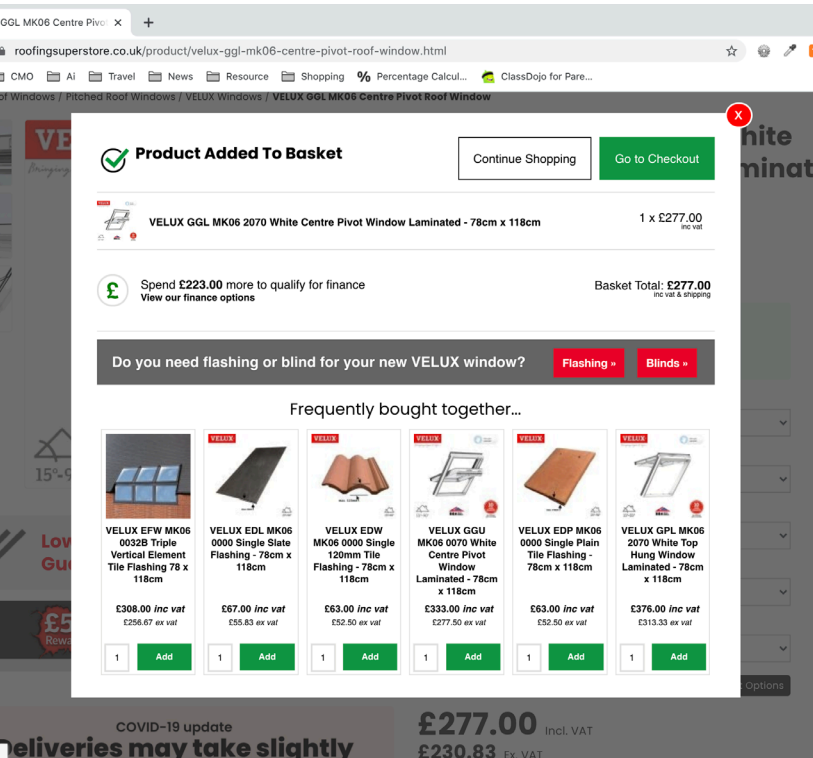


20. BEST USE OF MARKETING TECHNOLOGY



CMOStores.com Applying artificial intelligence

CMOStores.com is not your average builders' merchant. A positive disrupter in the merchant market, CMO is built around one core aim - offering the right product to the right person at the right price at the time they need it. Its new artificial intelligence (AI) onsite personalisation solution is doing just that.

The AI solution uses cutting-edge software to create unique, tailored recommendations for customers based on their individual purchase history and interactions with the website, creating a personal experience by connecting CMO customers with the products they are most likely to need, when they need them.

The aim was to increase customer engagement, repeat purchase rates, customer conversion rate and sales revenue - it has already surpassed targets in all these metrics to deliver impressive results - driving twice as many transactions as CMO's original non-AI recommender tool.

Overall session-to-transaction conversion rates increased by 6.5 per cent, a fifth of all transactions were made using the system and customers who clicked on the AI recommender were eight times more likely to make a transaction than those who didn't.

It has increased sales and engagement rates - helping CMO to thrive at a time where consumers are increasingly prioritising eCommerce.