Case Study

knexus   +   Johnson's® baby

How Johnson's℗ Baby delivers personalized content experiences that sell with visual commerce

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Most brands know the importance of personalization. But what they don't realize is the potential of all their content spread across different channels. As a result, brands aren't creating the most contextually relevant digital experiences to help more shoppers make buying decisions and lift sales.

Johnson's℗ Baby, one of the world's most loved and successful baby care brands, recognised this potential. With influential content available to help new and early years Mom's, the challenge was to integrate this content into digital buying journeys and improve ecommerce conversion.

Luckily, the brand team made the breakthrough with visual commerce.
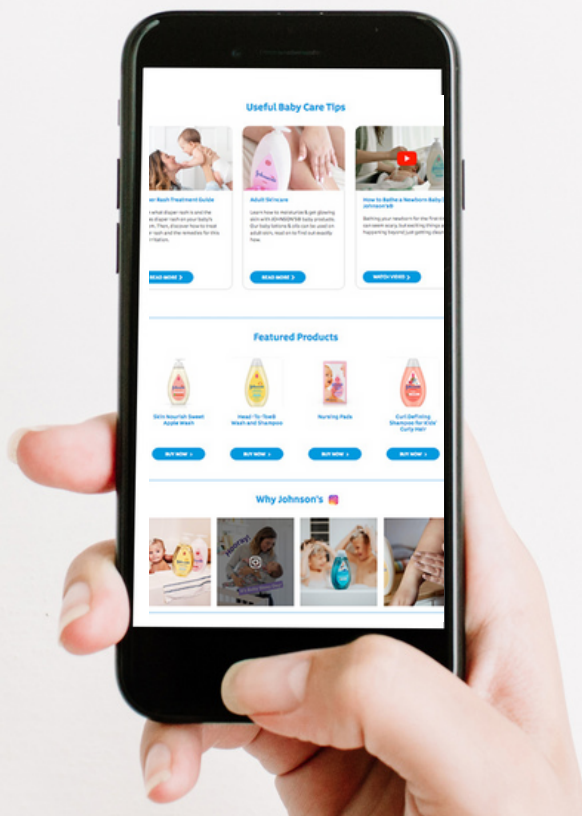
Here's their story.

+X3
Uplift in sales exits to eRetailers

+73%
Content CTR

-24%
Bounce rate

Realizing the barriers of impersonal content

In 2019, the Johnson's® Baby team recognized an opportunity to create richer, more relevant shopping experiences for their website visitors across North America.

The goal, to strengthen brand affinity by better explaining the science behind Johnson's® Baby products, and to grow sales exits to eRetailers.

Selling to new and prospective parents means helping them to understand the science behind Johnson's® Baby. Delivering personalized content on the website can fulfill this need.

"We have a whole range of different visitors to our site, especially pregnant and new Mom's looking for insights on everything from how-to-bath-a-baby, through to getting-baby-to-sleep-at-night."

Delivering personalized content on the website can fulfil this need. In the case of larger companies, it is usually a sleek, high-gloss publication.

"These visitors want the most relevant insights, plus help to find the best products quickly. We wanted a more personalized experience, reflecting the different needs and expectations of visitors."

Personalizing the existing site was certainly one way to inspire visitors and convert more of them to make a purchase.

But the brand team also realized that they already had lots of great content that could help their audience and boost sales exits — but the challenge was to bring in that content from different channels and deliver it at the right time.

Johnson's® Baby's best content (educational articles, emotive videos, and inspiring posts) were spread across seven different channels and sources.

From social media platforms to brand collaborations, right through to their network of influencers.

This represented an exciting opportunity to strengthen brand trust and grow ecommerce sales exits.

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> *We knew there was content available to help our visitors, but the challenge was how to get the right content in front of the right customer at the right time without lots of manual resources and effort which was not economical.*

On the lookout for disruptive, innovative technology

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Having identified the need for [personalization](#), Johnson & Johnson® looked to its flagship brand to find a platform that would help support their goals.

"Our ambition was to deliver a superior website experience that would decrease bounces and boost conversions."

During their research, however, the team realized that most vendors were focused on personalized product recommendations and offers. But the team had their sights set on something much bigger. Something that would win customers for life.

"We needed personalization that would tailor content to our audience and their interests. That would leverage both first and third party data as well as data indicated by consumers in their visits, such as pregnancy."

In the summer of 2019, Johnson & Johnson® launched an innovation program to find more suitable vendors that could make their ambition a reality. Although more than 300 applications were received, only 15 were shortlisted. Knexus was one of these.

So, the Knexus team flew out to Johnson & Johnson℗ Consumer Healthcare's New Jersey HQ to explain how the visual commerce platform could meet their needs and more.

It was during this time that Knexus highlighted a key opportunity for Johnson's℗ Baby — getting its most effective content out of channel-based silos and into website visitor's buying journeys, personalizing the content and making it instantly shoppable.
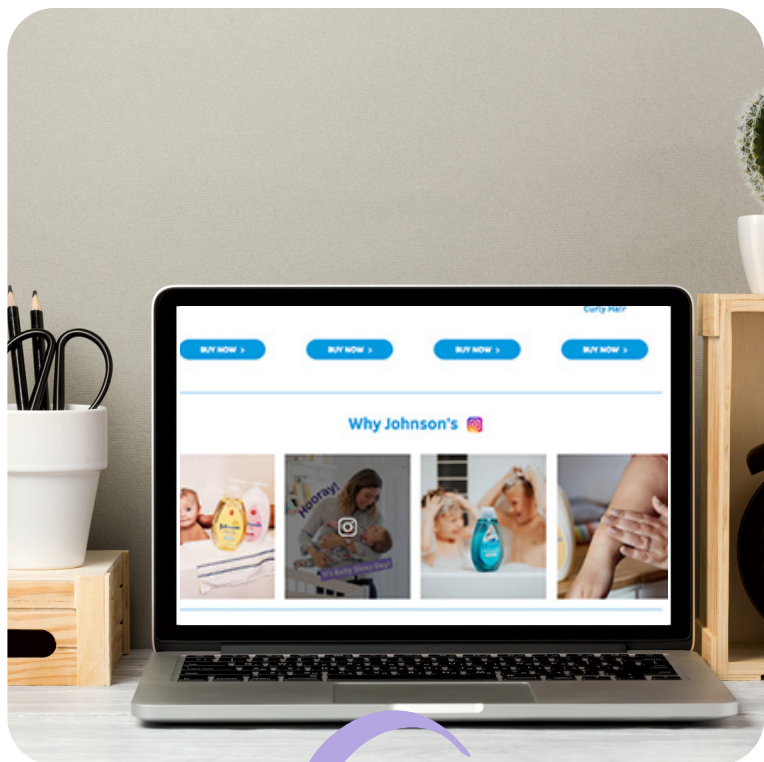
Soon after, the Johnson's℗ Baby team gained full confidence that the visual commerce platform could uplift their sales exits and create more personal experiences for consumers.
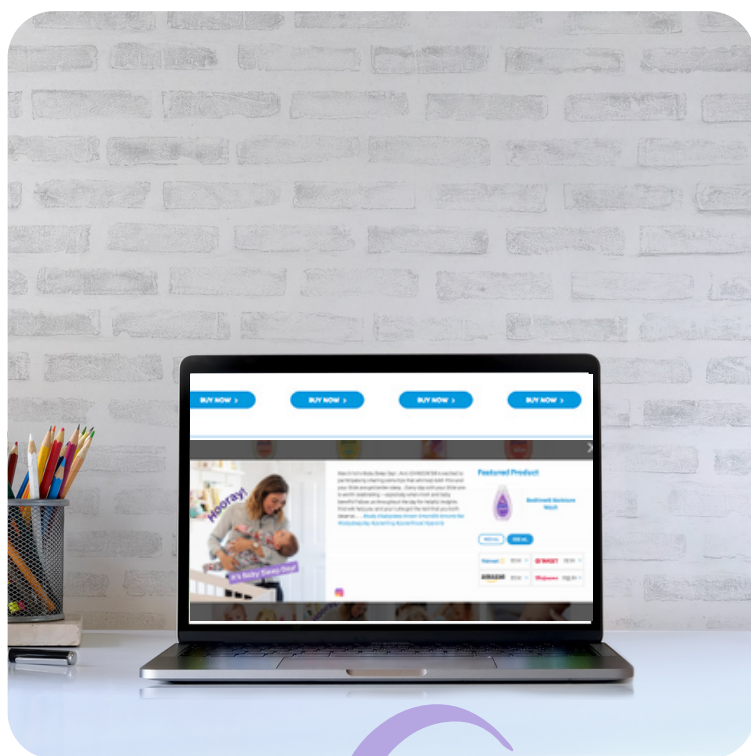
How Johnson's⊕ Baby uses visual commerce

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Through visual commerce, Johnson's⊕ Baby has unlocked its content from channel silos, achieving a dynamic view of every asset that can be used to support individual buying journeys - without disrupting any existing processes.

The magic doesn't stop there though...

Each asset is enriched with intelligence so that it can be paired with the right person at the right time, while also being made instantly shoppable with the most relevant and top-selling products to influence buying decisions. One of the big challenges for Johnson's® Baby was engaging new and returning visitors beyond the homepage.

An example of how they overcame this is through the addition of dynamic and personalized Instagram posts, both from the brand and their influencers.

After understanding a visitor's intent, the platform automatically selects the most relevant Instagram posts to deliver.

Upon clicking, the visitor is shown a pop-up with the full post, along with the most relevant product that's most likely to lead to a sale. Each time the visitor returns, she is shown new posts to keep her engaged on the site.

This is one of many examples that has improved Johnson's® Baby's approach to content.
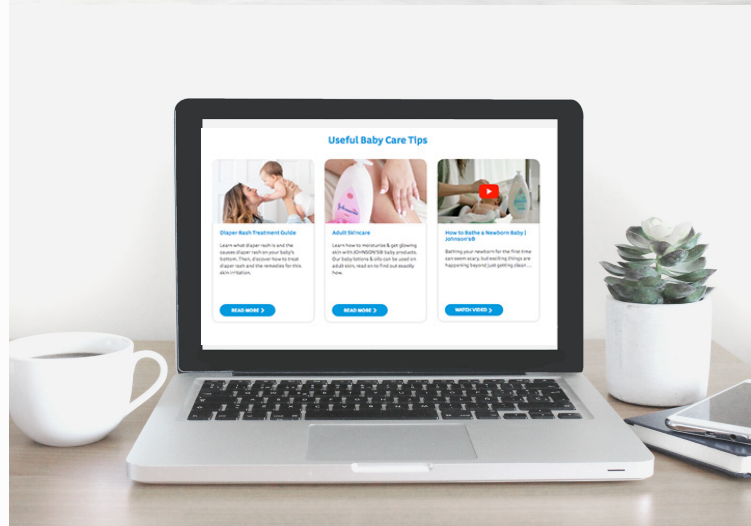
Before visual commerce, the team had 20 Instagram posts. Now, having seen the value of the posts to improve sales exits and engagement, they've revised their strategy with a focus on growing their Instagram content - from the brand, influencers, and more.
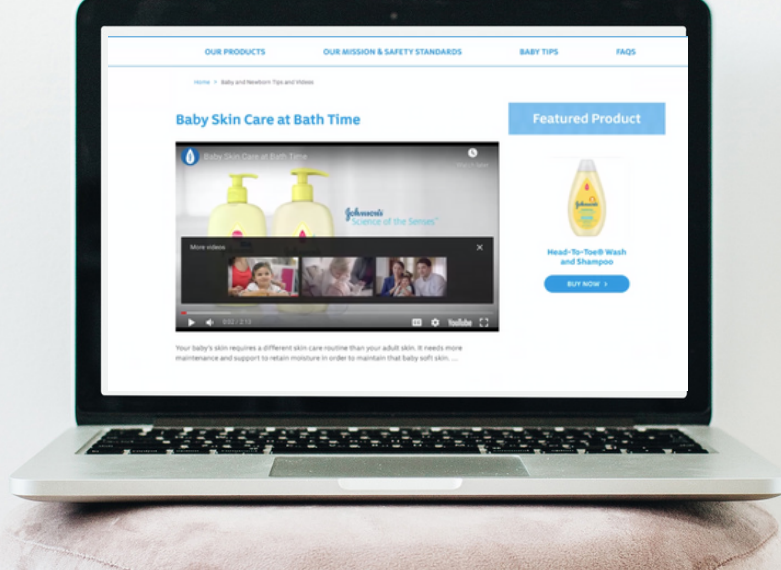
Across other areas of the website, content and product pairings are selected based on the context of the content and unique customer profile. Each shopper receives a personalized experience that supports their buying journey and wins more sales exits.
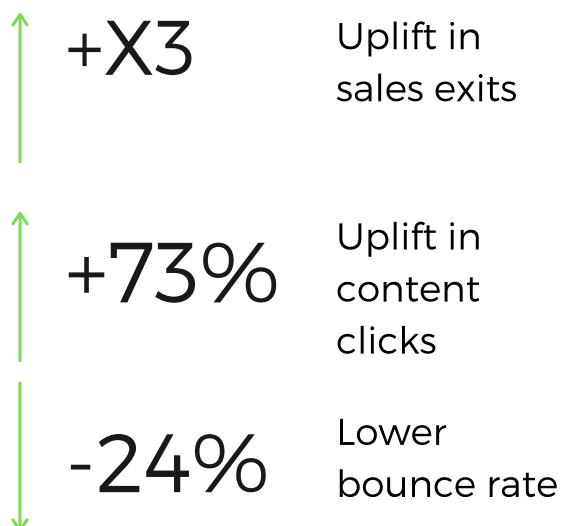
Through machine learning, the platform continually tests and optimizes the content assets that are the most effective for each buying journey. And by automating the entire process, only minimal maintenance resources are needed from the brand to see continual improvements in performance.

Connecting content to sales for good

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+X3   Uplift in sales exits

+73%   Uplift in content clicks

-24%   Lower bounce rate

"With advanced content analytics now in place, the brand team can quickly see the relationship between different types of content and sales performance. As a result, the team taps into direct sales insight to inform future content investments."

Today, Johnson's ⓡ Baby delivers personalized, contextually relevant content experiences for each and every website visitor. The most effective content and product pairings are always selected for each shopper in real time, making buying decisions much easier.

In fact, the leading baby care brand has had a triple digit uplift in its sales exits - an uplift that continues to grow month on month. Engagement has also improved across the website, with content clicks up by 73% and bounces down by 24%.

What's more, Johnson's ⓡ Baby has been able to harness its data more effectively and build a better understanding of its visitors, combining first and third party sources in new ways that the team hadn't ever considered.

The bottom line

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Johnson's® Baby understands the power of content to grow sales. And that includes recognizing that the best content for their customers isn't always their own, but can come from influencers or user generated content.

One last thing. As the visual commerce platform continually learns and optimizes the selection process for each content asset, Johnson's® Baby has future-proofed its delivery of personalized buying experiences — connecting content to sales for good.

"Creating a fully personalized website experience with Knexus has delivered strong eCommerce results, and emphasizes the value in providing relevant content to our audience along their journey."

"We will continue to focus on delivering high quality content. And we will also be expanding the reach of our personalization efforts to other areas of our business."

Make Content Sell

Accelerate conversions by personalizing website pages with content that's selected for each visitor in real time, through data-driven visual commerce.

Contact us

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Or...

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