CASE STUDY

Wayvia

JULY 20, 2016

Where-to-Buy solution helps Char-Broil quantify the role their website plays in the customer journey.

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Being able to quantify the role Char-Broil.com plays in the consumer journey has been a huge win for us internally. We're able to understand our retailer relationships better, our product line better and overall better understand the role we can play as a manufacturer in the direct to consumer space.

Matt Weiss / E-Commerce Manager

Overview

With Wayvia's technology and Where-to-Buy (WTB) tool, Char-Broil gained valuable insights with how consumers were shopping for their products online. Char-Broil discovered that when consumers clicked on the “Where-to-Buy” button on a product page, 58% showed purchasing interest by clicking on the “Buy” button that led to a retailer. As a result, the Char-Broil website attribution increased.

The Challenge

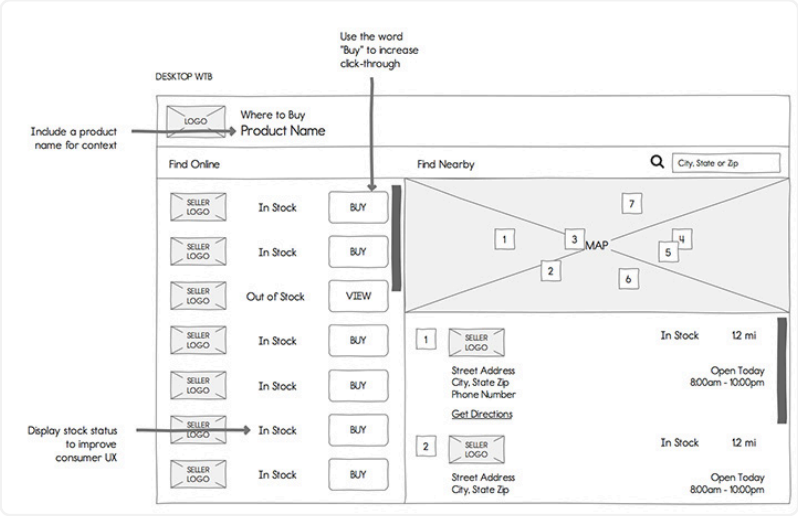
A majority of the Char-Broil products are purchased in-store, however, with the rise of consumers shopping online, Char-Broil knew they had to find a way to understand the online shopper and quantify the influence their website had.

58%

SHOWED PURCHASING INTEREST BY CLICKING THE BUY BUTTON

The Solution

Matt Weiss, E-Commerce Manager for Char-Broil, saw the Wayvia Where-to-Buy tool on a website he was viewing and knew right away that Char-Broil would benefit from the tool.



Brand Matching & UX Best Practices

During implementation, Wayvia and Char-Broil worked together to design the WTB to match Char-Broil's branding. To deliver the best user experience and eliminate friction, they decided to show local and online sellers side-by-side and show stock availability.

The Results

Shortly after launching the Where-to-Buy tool on Char-Broil's product pages, Wayvia started gathering data. Within just two months, Char-Broil was able to see how shoppers were interacting with their site.

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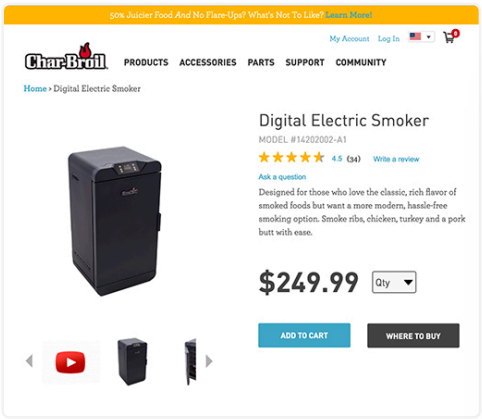
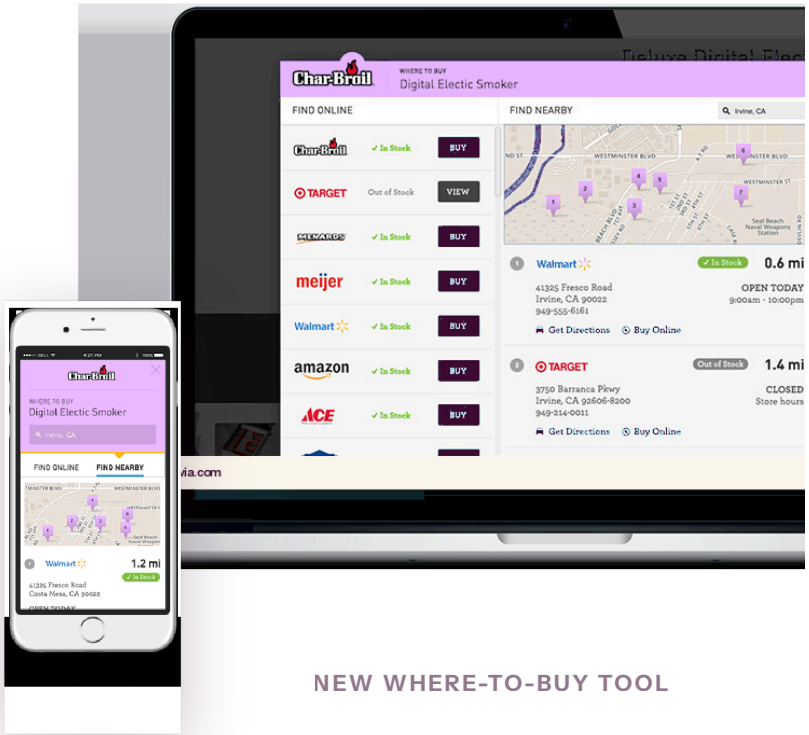
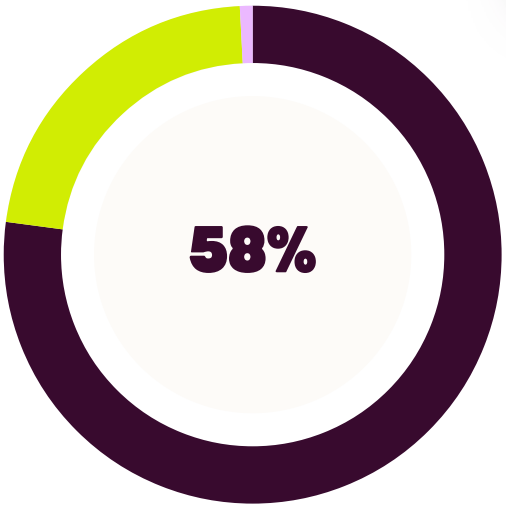


CHAR-BROIL PRODUCT PAGE



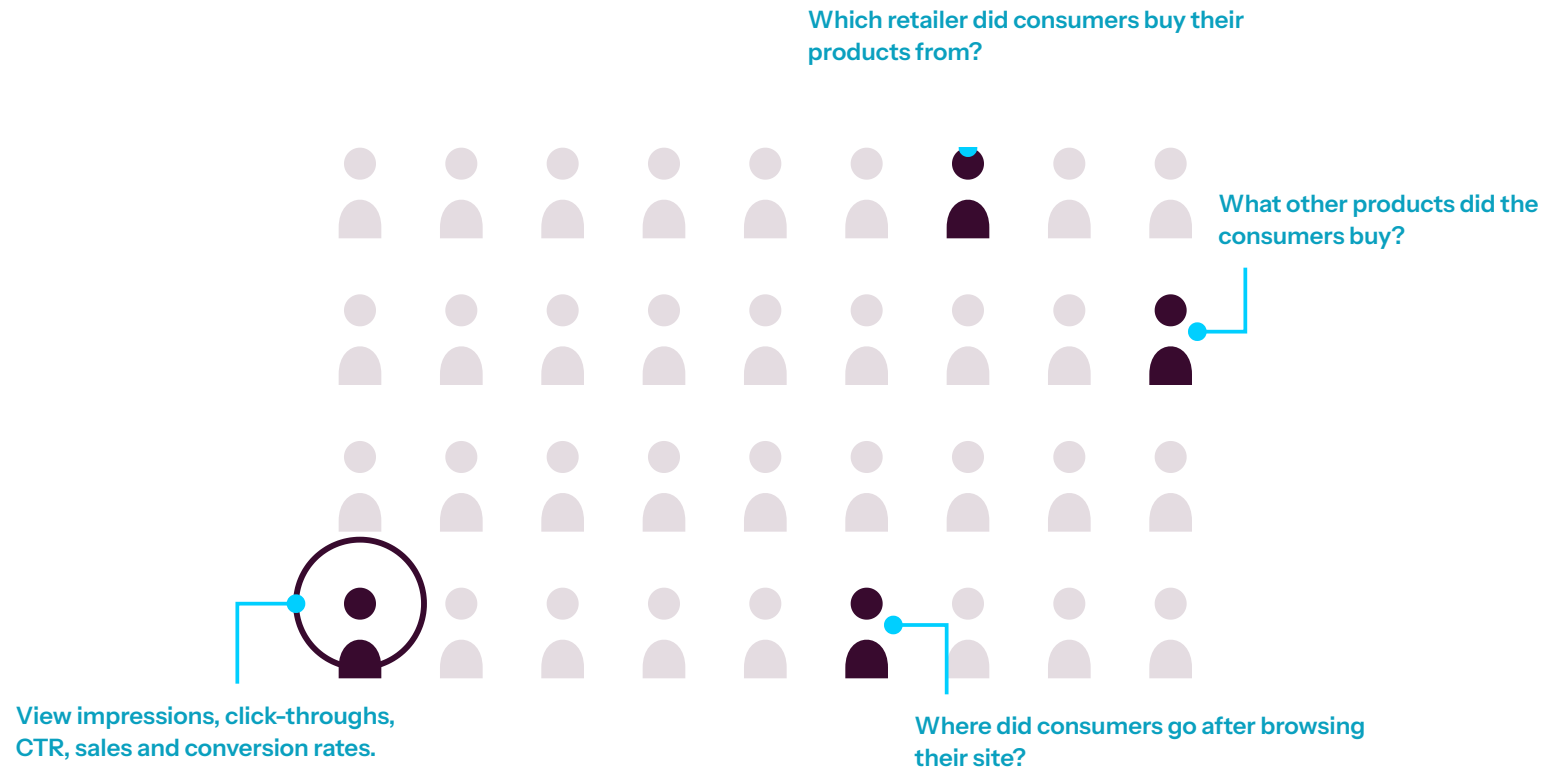
NEW WHERE-TO-BUY TOOL



CONSUMER ACTIVITY ON THE CHAR-BROIL WHERE-TO-BUY

- **77%** — Clicked on one of Char-Broil's trusted retailers.
- **1%** — Clicked "Get Directions" to find out where they could buy the product locally or order online with intent to pick up in-store.
- **23%** — Clicked to buy from Char-Broil's eCommerce website to directly purchase the product.

Char-Broil is now able to quantify their digital marketing efforts through behavioral insights powered by Wayvia.



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Wayvia is full of absolute rock stars. They made it easy for us to implement their tool from start to finish and made sure we had the proper tracking in place before launch, all while under a tight deadline before the grilling season.

Matt Weiss / E-Commerce Manager