



## HOUSE OF ANTIQUE HARDWARE

# SUCCESS STORY

## House of Antique Hardware

### EXECUTIVE SUMMARY

House of Antique Hardware is the market leader in original and authentic antique reproduction hardware and lighting fixtures

### GOAL

Make huge product catalog easily accessible to users who may not know the correct names for the items they're looking for

### SOLUTION

Baynote product recommendations on search results, category pages, and product pages

### RESULTS

74% lift in average order value over previous recommendation engine and 5% lift in conversion rates

Founded in 1999, House of Antique Hardware is the market leader in original and authentic antique reproduction hardware and lighting fixtures, offering an incredibly broad assortment of products and styles. House of Antique Hardware prides itself on the quality of its wares and on its impeccable customer service. It's important to them that their website offers a friendly and facilitating experience.

### the Goal

With an extremely specialized product catalog thousands of SKUs deep, the company faced the common challenge facing 'long tail' retailers; amidst a plethora of options, customers were having difficulty finding the exact product they needed. The product-oriented site architecture and an underperforming site search engine led to unsatisfied customers and lost sales. Marketing Director Bob Treuber described the challenge he was facing, "I can't count the times I'd look through our reports and find failed searches for products that should have been easy to find. It was frustrating to know we were sending away customers empty-handed while the exact products they were looking for were just a few clicks away."

### the Solution

House of Antique Hardware tested different product recommendation solutions for a period of several months before turning to Baynote in September of 2008. The other service providers were found lacking in several areas: reporting and analysis, client service, technical support and most importantly customer engagement. Baynote was contracted to provide product recommendations on category and subcategory pages, individual product pages, and search result pages. The observer tag was installed in short order and Baynote's collective intelligence platform started delivering product recommendations within days. Strongly driven by analytics, House of Antique Hardware ran a trial to establish the value of Baynote's recommendations before making a final decision.

Having experienced encouraging results during this trial, House of Antique Hardware went live in January. “We’ve worked with other SaaS vendors before, and in the light of our previous experiences we were particularly impressed with the quality of service and support Baynote offered, both pre- and post-sale. They delivered what they promised and followed through with us until everything was working just the way we wanted it. Our Baynote team continues to work with us to optimize and improve our customers’ shopping experience,” said Treuber.

## the Results

Baynote’s patented Collective Intelligence Platform provides recommendations based on the behaviors of previous visitors who share certain characteristics with the recipient of the recommendations. This alleviates the problems caused by ambiguous terminology and provides more valuable recommendations to more people than other common methods based on user history or profile. As a result, since implementing Baynote, House of Antique Hardware has consistently seen significant improvements on several important metrics: Conversion rate lift is 5% and, more importantly, average order value (AOV) lift is an impressive **74% over their previous recommendation engine**.

House of Antique Hardware continues to optimize its recommendations; they use the Insights backend to create custom rules that allow them to more heavily promote items that are considered strategically important. The customization options provided by Baynote Insights allow House of Antique Hardware to achieve specific target metrics by subtly influencing the recommendation process without interfering with its core functionality.

*“We were particularly impressed with the quality of service and support Baynote offered, both pre- and post-sale. They delivered what they promised and followed through with us until everything was working just the way we wanted it.”*

*–Bob Treuber  
Marketing Director  
House of Antique Hardware*

