

LYONSCG CASE STUDY

Hickory Farms Makes Gift-Giving A Delicious Experience

Salesforce Commerce Cloud and Marketing Cloud come together in perfect unison



For more than 65 years, Hickory Farms has enriched everyday gatherings and holiday celebrations with the highest quality, best tasting gourmet foods. From meats and cheeses to fruits and chocolates, Hickory Farms provides shoppers with a wide range of award-winning culinary gifts perfect for any occasion. Hickory Farms aims to be the best retailer in the food gifting space. To do this, the company looks to continually enhance the shopping experience and engage customers in meaningful ways. With this in mind, the company redesigned its eCommerce site and deployed a new marketing platform to better serve its customers.

HIGHLIGHTS

LYONSCG Services

- Digital Strategy
- Digital Marketing
- Experience Design
- Application Support

Platforms

- Salesforce Marketing Cloud
- Salesforce Commerce Cloud

Key Integrations

- Salesforce Commerce Cloud and Marketing Cloud
- Epsilon CRM

CHALLENGE

The original Hickory Farms eCommerce experience was dated and uninspiring. It lacked an intuitive shopping flow, struggled to perform on mobile devices, and did not effectively communicate the festive and premium brand identity long-established by Hickory Farms. Built on Salesforce Commerce Cloud, the site was not fully leveraging the capabilities of the platform.

In addition, the company's marketing automation platform, an older version of Exact Target, burdened Hickory Farms with severe data processing limitations, restricting its ability to effectively utilize customer data and create robust engagement campaigns. Without reliable customer data, email campaigns were uninformed, did not resonate with customers, and were treated as spam by many recipients. As a result, ISPs would route the retailer's emails into spam folders where they would go unread.

The commerce and marketing platforms were not integrated, and as a result, data generated by Salesforce Commerce Cloud could not be used to trigger journeys and automated email sends based on customer behavior. Hickory Farms saw an opportunity to implement the latest version of Salesforce Marketing Cloud and integrate it with Commerce Cloud to create high-performing, data-driven marketing campaigns.

SOLUTION

Hickory Farms engaged LYONSCG to completely re-imagine the design and user experience of hickoryfarms.com, resulting in a 15% increase in conversion. Once the new site was live, Hickory Farms was ready to accelerate its marketing efforts with Marketing Cloud.

SOLUTION (Continued)

LYONSCG's deep experience with Commerce Cloud, combined with the Marketing Cloud expertise of its digital marketing team, made it the ideal partner to support Hickory Farms cross-cloud implementation.

"With its vast knowledge of Commerce Cloud and its retail and marketing expertise, LYONSCG was able to approach this project from both a technology and a marketing perspective, and this made all the difference," said Judy Ransford, Chief Marketing Officer at Hickory Farms, Inc.

LYONSCG's digital marketing experts engaged with Hickory Farms to understand the company's marketing challenges, and worked with the team to define the ideal state for its business environment. Together, they determined what data should be collected, how it should be applied, and the types of customer engagement campaigns that should be created.

With this information in hand, LYONSCG implemented Marketing Cloud and customized it for the Hickory Farms environment, including integration with Commerce Cloud and Hickory Farms' CRM system. Now, Hickory Farms can easily leverage transactional reporting data to personalize customer engagement on an entirely new scale.

The data acts as building blocks for LYONSCG to build personalized customer journeys that stretch across channels and devices, connecting Hickory Farms to every customer touch point. LYONSCG digital strategy experts work within a number of Marketing Cloud tools – Email Studio, Ad Studio, Web Studio, and Automation Studio – to craft these journeys and foster 1-to-1 relationships between Hickory Farms and its customers.

“ LYONSCG was truly a strategic partner. The team went above and beyond to ensure that our Marketing Cloud implementation was a success.

Judy Ransford
Chief Marketing Officer at Hickory Farms, Inc.

OUTCOME

Hickory Farms can now leverage Marketing Cloud for abandoned cart, re-engagement, and post-purchase customer journeys, optimizing engagement based on specific customer behaviors. With access to customer behavior data from Commerce Cloud, the journeys can be continually tweaked, tested, and optimized.

The integrated solution has enhanced the performance of both Hickory Farms' eCommerce site and marketing campaigns, driving a 15% gain in site-wide conversion, and boosting email inbox placement to 94%: well above the industry average of 86%. Additionally, email creation times have been slashed by more than 50%.

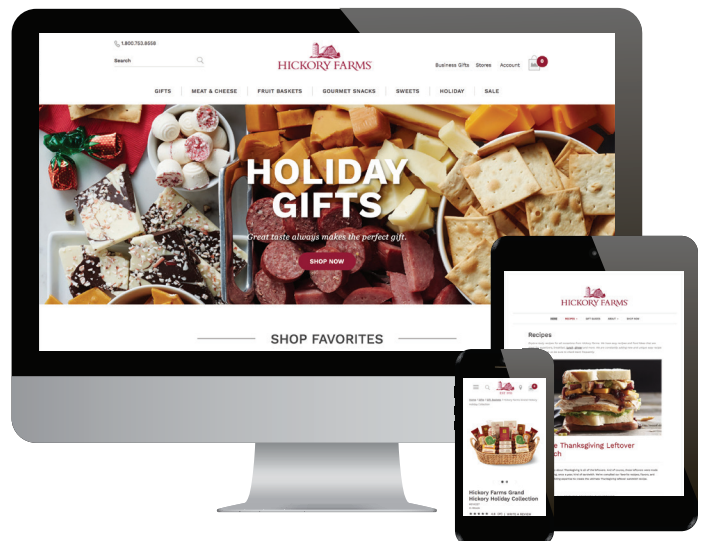
LYONSCG currently provides Hickory Farms with 24/7 application support, ensuring the optimal performance of both its eCommerce site and marketing programs.

RESULTS

15% - Increase in Site Conversion

94% - Email Inbox Placement Rate

50% - Decrease in Email Production and Deployment Time



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