

S U N
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CUSTOMER STORY

 **SelectBlinds**[®]

Easing shopper uncertainty and reinforcing brand value with video-powered experiences



An E-commerce Case Study:

Video-powered experiences that transform CX

Select Blinds is a fast-growing internet retailer that prides itself on offering a vast array of easy self-install blinds that meet the unique needs of any customer.

But customers often feel intimidated by the idea of buying blinds online let alone measuring and installing them on their own.

Select Blinds set out to communicate to skeptical customers the many options available and the ease of online buying & self-installation while simultaneously increasing site traffic, ROAS and average order value.

Select Blinds chose SundaySky Video Experience Platform to provide hyper-relevant educational messaging that would complement their existing CX strategy, utilizing advertising and email channels.

This case study explains how utilizing SundaySky's VX enables this leading brand to drive higher engagement and conversion rates.



Solution:

A CX Strategy Designed With Speed & Agility

Select Blinds partnered with SundaySky to analyze and create a strategy for key moments in the customer journey; site visitors who viewed a product but didn't take action, added a product to their cart but abandoned and provided an email or ordered a sample, but didn't return to place an order. To improve the customer experience (CX) during these key moments, SundaySky's out-of-the-box video scenes enabled Select Blinds to efficiently use their existing video creative and rapidly build flexible scenes dynamically versioned to each individual customer.

Four modular scenes pulled in dynamic data elements to tailor the appropriate product and unique selling point based on viewer characteristics. Through paid media using programmatic retargeting, video-powered ad experiences are rendered in real-time at scale.

Scenes:

The image displays four modular video ad scenes for Select Blinds, each with a distinct layout and messaging:

- OPENING:** Features a living room with blinds. Text: "Find blinds you love with free samples!" and the SelectBlinds logo.
- PRODUCT PRESENTATION:** Shows a window with blinds. Text: "Give your home new curb appeal", "2" Select American Hardwood Blinds - White / Off-White - Snow", "MSRP \$32.80", and a large price tag of "\$18.54". Includes a "SHOP NOW" button.
- USP:** Shows hands typing on a laptop. Text: "Make them yours. Choose the colors and features you want." Includes a "SHOP NOW" button.
- CTA:** Shows a window with blinds. Text: "Order up to 15 FREE samples", "2" Select American Hardwood Blinds - White / Off-White - Snow", "MSRP \$32.80", and a large price tag of "\$18.54". Includes a "SHOP NOW" button and the SelectBlinds logo.

With a successful launch in place, existing ad scenes were quickly versioned beyond retargeting to include prospecting and acquisition across programmatic, Facebook and Instagram.

Solution:

Scaling Video-Powered Experiences Across Paid & Owned Media

Real-time AI-driven content optimizations that determined the appropriate value proposition, product and message to display to each individual shopper resulted in **85% below** Select Blind's cost-per-visit benchmark, making video-powered experiences core to Select Blind's CX strategy.

Given the success of their advertising campaigns, Select Blinds decided to deepen their relationship with SundaySky by expanding their scene library to reach customers through email.

Six new scenes were added to the four existing ones in the

scene library, with the goal of connecting with cart abandoners, customers who entered their email but didn't order a sample and customers who ordered a sample but didn't return to make a purchase.

Their investment further expanded with the addition of an onboarding experience for customers who made a purchase. Delivered post-sale, VX supported the self-installation process and highlighted additional resources available.

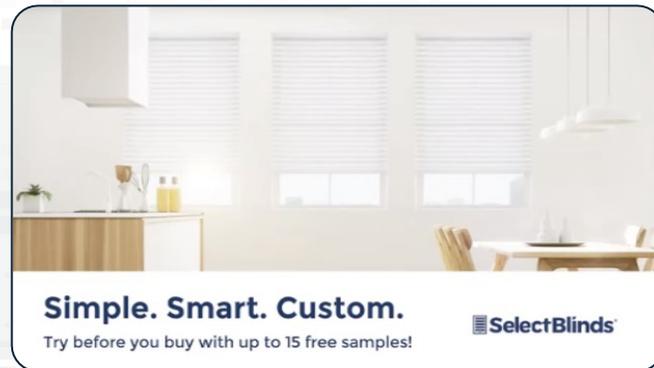
Each video-powered experience is rendered in real time, ensuring the most relevant scenes and messaging are delivered to each viewer.



Abbey

Provided email, but did not order samples

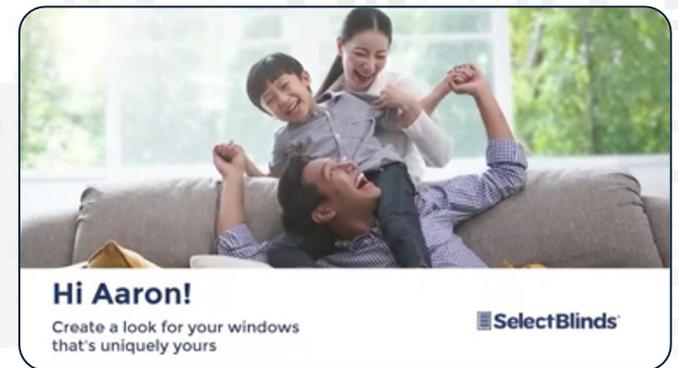
VX is tied to the products she viewed with messaging that promotes free samples



Aaron

Provided email & ordered samples, but did not return to make a purchase

VX reiterates ease of self-installation



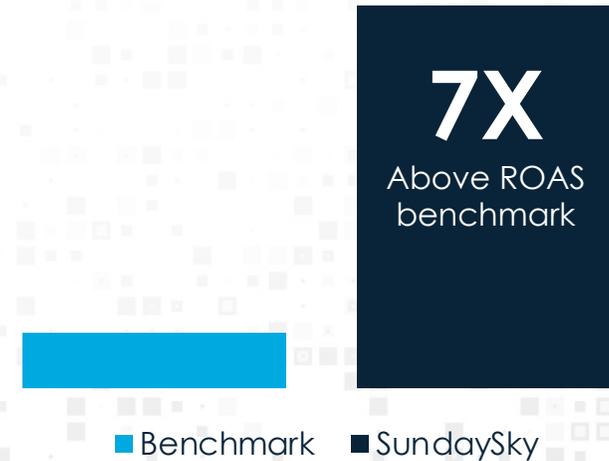
Results:

Driving ROAS

By expanding their relationship with SundaySky and delivering video-powered experiences in critical moments across the customer journey, Select Blinds can better engage and educate their customers.

The success of their VX strategy provides compelling evidence of dynamic and relevant videos' ability to create strong brand-customer relationships and drive conversions.

By starting small and focusing on a single initiative, Select Blinds was able to take advantage of the modularity SundaySky's Video Experience Platform offers and over time, expand to reach customers at scale.



ADDITIONAL BREAKTHROUGH OUTCOMES:

- 37% lift in email conversions
- 20% above average order value benchmark
- 85% below cost per visit benchmark

Customer Testimonial:

“Customers have to be helped through the process of understanding that they can install their own blinds. There’s so many reasons somebody will leave our site, so for us it’s about getting ahead of that.”

SundaySky lets us build ridiculous amounts of scenes so we can differentiate on a customer-by-customer basis and meet all those customers needs during the process. From an ROI perspective, it doesn’t even stack up.”

Rick Steele

Founder & CMO, Select Blinds

[> Click here to watch the full testimonial](#)



About SundaySky

Pioneering the next generation of digital CX

SundaySky is transforming customer experience for the world's most demanding brands, enabling them to deliver video-powered experiences that drive breakthrough outcomes at key moments across customer journeys. With SundaySky's Video Experience Platform, brands generate millions of unique digital experiences annually that transform high-stakes moments of consumer frustration, confusion or indecision into moments of engagement that delight and compel customers to action.

Proven with companies like Casper, Naked Wines, Lovesac, Lamps Plus, 1-800 Contacts, AT&T, Citi, Staples, UnitedHealthcare, Verizon, and many others, SundaySky's unparalleled platform and unmatched domain expertise equip brands to achieve step-change business results and quantifiable value from increased revenue, reduced costs, lower churn, and higher customer satisfaction.

