

Loomia Amplifies Audible's Shopper Experience: Targeted Content Promotion uniquely aligns site's monetization needs with user interests

The Challenge

Audible is the leading online provider of premium digital audiobooks and spoken word programs. With over 40,000 audio programs from more than 470 leading audiobook publishers, broadcasters, entertainers, and business information providers, this valuable Amazon property reaches well over 500,000 subscribers and boasts 2,000,000 page views per month.

In 2006, Audible faced a business challenge: to increase the number of audiobook subscribers and audiobook purchases by offering a richer and more engaging shopping experience to site visitors. A more personalized shopping experience naturally deepens engagement, surfacing content not otherwise exposed, increasing order size, and repeat visits. The Audible team decided that a recommendation solution, easy to integrate and easy to maintain, would facilitate the highly personalized user interactions it was after.

The Solution

Loomia was one of the few SaaS recommendation providers that offered personalized recommendations with a speedy deployment process. Within a month from engaging with Loomia, Audible was able to implement Loomia's Targeted Content Promotion throughout its site including on its homepage, on audiobook detail pages, and within its shopping cart.

Loomia worked closely with the Audible team to seamlessly integrate the service to identify and recommend audio content based on what users found most relevant to their specific tastes. Loomia Recommendation present Audible customers with recommendations based on their previous selections as well as input generated from customers with similar tastes.

Loomia Recommendations appear on the Audible site as additional choices to current selections including promoting related items (for example, "people who like this also like...") as well as personalized recommendations and shopping cart suggestions. Loomia's Targeted Content Promotion uniquely applies behavioral, contextual, and textual data to provide users with the most personalized recommendations available.

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The Results

Audible is extremely pleased with the recommendations Loomia provides to its users and the value Loomia's recommendation solution adds to the bottom line. Loomia continues to customize the recommendations service to better serve Audible site visitors. Audible knows firsthand the value created from Loomia's Targeted Content Promotion.

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Loomia's Targeted Content Promotion empowers click-to-sale rates of approximately 20% for checkout recommendations, 7% for personal recommendations, and 8.5% for related item recommendations. Additionally, sales data shows a \$6-\$8 increase in order size for orders with a Loomia recommendation, over sales without a recommendation.

Loomia's recommendations are succeeding for Audible on multiple of levels, especially with regard to maintainability and ease of operation. With little upkeep or oversight needed and a clear positive impact on the bottom line Loomia recommendations are a proven winning solution for Audible's site personalization challenge.

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