Savvy Watch

About Savvy Watch

SavvyWatch is a family owned and operated online retailer shipping brand new and 100% authentic watches to loyal customers all around the world.

Goals

- Lead Market in Customer Satisfaction
- Increase Profitable Revenue
- Be a Market Innovator
- Maintain Brand Consistency

Approach

Implement a 'Make An Offer' tool to engage with customers individually and provide excellent customer service. Integrate Savvy Watch branding with 3rd party 'Make An Offer' tool to create a seamless negotiation experience.
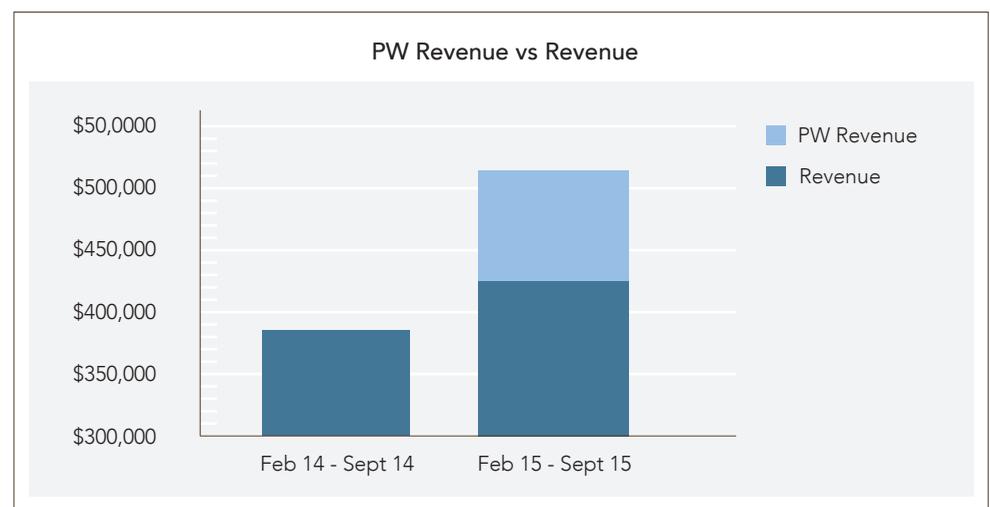
Results - First 6 Months

- Revenue Increase: 20.3%
- Incremental Revenue: $86k
- # of Incremental Orders: 401
- Conversion Rate Increase: 21.3%

Savvy Watch increases revenue by +20% with fully white labeled 'Make An Offer' solution.

Customer Service Drives Revenue

Savvy Watch initially searched for a way to provide shoppers unique customer service that improves the standard online shopping experience. After embedding PriceWaiter's Make An Offer solution, Savvy Watch experienced a strong surge in revenue that soon became the primary reason for doubling down on this strategy.

In the first 6 months, SavvyWatch generated over 400 transactions through the PriceWaiter system, leading to over $86,000 in incremental revenue. Year over year growth rates nearly tripled, and PriceWaiter became responsible for over 15% of total Savvy Watch revenue.

PW Revenue vs Revenue

■	PW Revenue
■	Revenue

$50,0000
$500,000
$450,000
$400,000
$350,000
$300,000

Feb 14 - Sept 14   Feb 15 - Sept 15

"We're all-in on PriceWaiter. The great thing is the more we feature PriceWaiter's functionality, the better results we achieve. PriceWaiter is definitely a part of our plans moving forward."

– Ryan Wilson, SavvyWatch.com

A Tool to Rely On

After the first full month using PriceWaiter, Savvy Watch knew they had landed on a tool they could invest in. That first thirty days yielded 52 additional transactions driving 26% more revenue than the same month a year prior. Additionally, customers expressed satisfaction in the negotiation process. Savvy Watch decided to push the tool site wide and promote it through mentions on the site and in social media.

PriceWaiter®

About PriceWaiter

PriceWaiter enables retailers to sell more by presenting shoppers with custom calls-to-action, like "Make an Offer", that work on any product page. PriceWaiter was founded by a syndicate of leaders in e-commerce, conversion optimization, analytics, and high-growth sales.

Incremental Revenue
$86,000+

Incremental Transactions
## 401

Offer Conversion Rate
17%

Orders
336

(Launch snapshot: First 6 months)

Brand Continuity

Savvy Watch uses PriceWaiter Enterprise, a white-labeled solution that integrates client branding into all shopper-facing elements of the PriceWaiter system. From the first click until checkout, Shoppers have a seamless visual experience, and PriceWaiter's Make An Offer solution appears to be an in-house feature built by Savvy Watch. PriceWaiter provides both initial integration and on-going support to ensure that all existing technologies mesh with no back-end conflict.
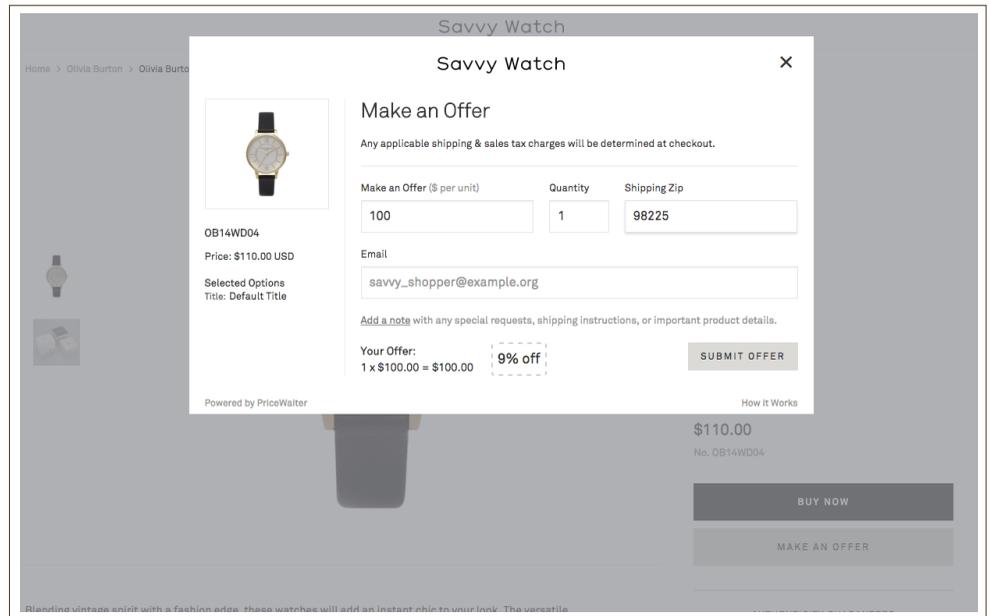
" *I love that this system not only drives serious revenue, but it is highly tailored to our brand - which is so important to us. It's great to work with a team who respects a client's design and branding as much as PriceWaiter does.*"

– Ryan Wilson, CEO Savvy Watch

Looking to the Future

PriceWaiter will remain integral to Savvy Watch's pricing and customer engagement strategy. Savvy Watch plans to continue using PriceWaiter to better understand shopper sentiment and price willingness across hundreds of different products.

"I'm always looking to highlight our 'Make An Offer' functionality to our customers because they simply love to use it" says Ryan Wilson, CEO of SavvyWatch.com. He adds, "The PriceWaiter team has been excellent in immediately responding to my needs and helping me maximise the revenue I can squeeze out of the system."