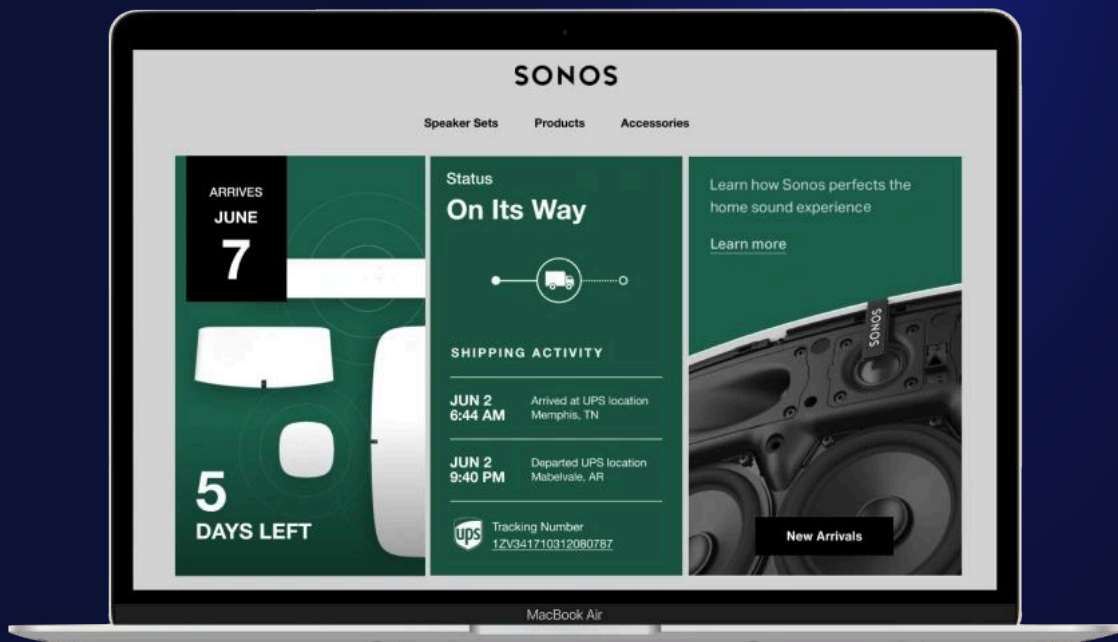


Sonos and the sound of higher conversion rates

 TRACK



Sonos is a leader in premium audio, and has set the bar for high-quality multi-room sound in homes, offices and spaces all over the world. They produce wireless smart speakers that balance rich sound quality and a premium look and feel with freedom from cables, promoting the convenience of online streaming services. On the cutting edge of connected devices, products are integrated with both Alexa and Google Home voice assistants.

50%

higher Conversion Rate

34%

reduction in WISMO in North America

43.5%

reduction in WISMO in EMEA



“We get the user excited about the product that they’re about to receive and get them in a place where they can have a positive experience, quickly.”

About Sonos:

Sonos is a consumer electronics company that excels in creating high-quality speakers and home sound systems that integrate seamlessly into customer's lives. With a growing presence, Sonos is providing excellent listening experiences for customers all over the world.

Ease of Implementation

Sonos wanted to have Narvar in place for the holiday season. Their initial pilot launched in the US & Canada in late August, and after the requisite period of testing, and observed positive results, they wanted to roll it out in Europe as well.

“It was critical that the Narvar Track page was live before the Cyber Five period for a successful holiday push,” recalls Sean Knotts, Senior eCommerce Manager at Sonos. “There were a lot of heroics from the Narvar team to help make that happen. Our onboarding engineer went above and beyond to ensure implementation was really smooth and the technical work came in under the original time estimate.”

Narvar was able to turn around the multi-language, multi-location launch for Sonos globally by November, meeting the peak season rush. Knotts said, “We were pretty pleased that we were able to get all of our locales live within that time frame. No insignificant feat, considering that we were implementing Narvar in the US,

Canada, and EMEA. And across EMEA, we were localizing for almost 10 different languages.”

Proactive Communications Reduce WISMO and Increase Conversion Rates

Initial implementation of the Narvar Track page yielded astonishing results. “Our goal was equivalent of a 30% reduction in transit inquiries. We saw a 34% reduction in WISMO contacts in North America and a huge 43.5% improvement in EMEA, which was a pretty impressive beat to our goal.” The Sonos branded tracking page proactively addresses customers’ questions about package status and expected delivery, even during that initial “blackout period” when the carrier cannot yet provide an EDD (estimated delivery date).

“We found that users who touched Narvar in their post-purchase experience journey were more likely to repurchase than a typical user.”

By engaging their customers with valuable content and resources during the tracking experience, Sonos was able to drive conversion. “We found that users who touched Narvar in their post-purchase experience journey were more likely to repurchase than a typical user,” Knotts said. In fact, traffic from their Narvar tracking page converts at a 50% higher rate than typical website traffic.

Reimagining package tracking as a new user onboarding engine

After over a year using Narvar, the Sonos team pivoted to a new way of thinking about this post-purchase channel to build a better relationship with their customers.

“When we initially launched Narvar, we leveraged it as not only a branded experience, but a merchandising engine, promoting products for follow-on purchase,” Knotts recalls. But given that Sonos products tend to be a considered purchase, the team realized that it might make more sense to focus instead on leveraging the tracking experience as an onboarding engine for new owners instead, and to

revamp the page to provide content, education on features, and speed time-to-value for their customers.

“Instead of merchandising products, we’ve actually focused a bit more on ensuring that customers who have just purchased have the best possible purchase journey as they are waiting for their packages and get to an unboxing moment. We talk about things like creating an account, downloading the app, and custom tuning with Trueplay so that we can get the user excited about the product that they’re about to receive and get them in a place where they can have a positive experience, quickly.”

As a result of this change in approach with the tracking page, Sonos realized a further 3% drop in WISMO calls (possibly because customers now have other things to focus on while eagerly awaiting their speakers), and a 24% increase in click-through rate (CTR) from the tracking page.

Sonos optimized their page to become a go-to resource both before and after the delivery, which appears to resonate with their customers — and we like the sound of that.



ABOUT NARVAR

Narvar is the #1 platform for intelligent personalization “Beyond Buy,” empowering over 1,500 of the world’s most admired brands—including Sephora, Levi’s, Sonos, Warby Parker, and LVMH—to engage consumers, deliver seamless operations, and grow their business.

Powered by IRIS™ and billions of data points, Narvar transforms the post-purchase journey by delivering personalized insights that build trust, safeguard operations, and unlock sustainable growth. From returns and exchanges to tracking, notifications, and fraud prevention, Narvar sets the standard for data-driven retail experiences.

To learn more, visit narvar.com.