



# Celebrus Drives ROI: Personalized Messages, 48% Fewer Abandonments

USE CASE: PERSONALIZED EMAIL MARKETING | INDUSTRY: RETAIL



**800%**

Increase in  
preventing  
website drop-off

**90%**

Success rate in  
predicting intent  
to leave

## CHALLENGES

World Wide Lighting, a leading e-commerce platform specializing in lighting solutions, faced a common but critical challenge: high rates of website abandonment. Despite deploying pop-ups and other interventions, the company struggled to deliver timely, relevant messages. Their efforts were hindered by delays in understanding visitor behavior, leading to generic, poorly timed messages that failed to engage potential buyers effectively.

To address these challenges, World Wide Lighting partnered with OnMarc and Celebrus to explore new ways of understanding and leveraging user behavior to improve retention and conversion rates.

## SOLUTION

World Wide Lighting implemented OnMarc's MarcSense Retain, powered by Celebrus, to identify exit intent in live time by capturing and analyzing live behavioral data such as mouse movements, clicks, and scrolling patterns. Celebrus provided the rich, granular data needed to detect when visitors were likely to leave the website—long before they reached the point of abandonment.

This solution leveraged Celebrus' live-time data collection capabilities to fuel OnMarc's predictive models, enabling personalized, contextually relevant interventions. For example:

- Top-of-funnel visitors were shown broad personalization or lower-value offers to keep them engaged.
- Bottom-of-funnel visitors received higher-value offers tailored to their specific needs, maximizing the likelihood of conversion.

The system worked seamlessly with World Wide Lighting's content management system to deliver these personalized experiences instantly, creating opportunities to engage and retain visitors before they exited the site.

## RESULTS

By combining Celebrus' comprehensive data capture with OnMarc's machine learning models, World Wide Lighting transformed how they engaged with customers, significantly increasing retention and driving ROI.

The impact of this live-time strategy was transformative:

- **48% reduction** in checkout drop-offs by engaging potential abandoners with timely, tailored messages.
- **800% increase** in performance compared to previous attempts to prevent drop-off using static interventions.
- **90% success rate** in predicting visitors' intent to leave, providing the company with valuable time to act.

This innovative approach to live-time engagement allowed World Wide Lighting to uncover new insights into their customers' behavior, empowering them to take proactive, data-driven actions. Personalized messaging, delivered at precisely the right moment, helped turn potential losses into measurable gains.

