

INDUSTRIAL STRENGTH PERSONALIZATION

MSC INDUSTRIAL SUPPLY CO.®

MSC Industrial Supply is one of North America's largest direct marketers and distributors of maintenance, repair, and operations (MRO) and metalworking products.

THE CHALLENGE: PRODUCT FINDABILITY

MSC wanted to create a simplified way for customers to find and purchase products on their site, deliver personalized recommendations based on browse and purchase behavior, and use their MRO expertise to guide buyers to the most relevant products.

SOLUTION

MSC worked strategically with the Certona team to implement product recommendations on the category page, product listing page, product detail page, and shopping cart page, as well as the Add to Cart popup modal window. This initial implementation equipped the website with relevant recommendations on pages with the highest visibility.

The recommendation strategies used on these pages included similar items, cross-sells and upsells, as well as recently purchase items. These strategies reduced the time the MSC merchandising team needed to figure out which products should be recommended.

Due to the detailed product information within the data feed, the Certona personalization engine was able to

46%
**INCREASE IN ITEMS
PER ORDER**

12%
**INCREASE IN
AVERAGE ORDER
VALUE**

38%
**INCREASE IN
CONVERSION RATE**

determine comparable products, relevant upsells and cross-sells, and present previously purchased products within the shopping cart for easy re-ordering.

RESULTS

After implementing Certona product recommendations on mscdirect.com, the team at MSC saw that their customers were interacting and purchasing more recommended products.

“ As a customer navigates our site, Certona’s technology utilizes everything we know about that particular customer’s preferences to provide a personalized experience and suggest alternative and complementary products.”

MIKE ROTH

Senior Director of eCommerce