

## CASE STUDY

# Turning up the volume for sales-generating leads

How Bose boosted buyer confidence and brought harmony to the omnichannel buyer journey with Where to Buy solutions



## The customer

The Bose Corporation is a privately-held American company that has been dedicated to providing the latest and greatest in sound innovation for more than 60 years. Its home and professional audio systems, noise-canceling headphones and automobile sound systems have set a gold standard in the consumer electronics industry, with a mission of delivering more power, more passion, and more heart and soul.

## The challenge

New market entrants like Beats and Sennheiser were creating distinct competition in the audio space, requiring Bose to boost its own branding while simultaneously finding ways to increase retail sales conversions. Together with creative agency This Page Amsterdam, Bose set out to strike a balance between emotion-branding and performance-based marketing—building a scalable, sustainable microsite to generate sales through an enhanced omnichannel approach.

## The solution

Once a new consumer experience platform was created by This Page Amsterdam, Shoppable solutions by PriceSpider were integrated into the campaign website—transforming Bose’s campaign page into a full ecommerce platform. Bose was instantly able to display authorized retailers on its microsite, empowering customers to complete transactions from their preferred, trusted retailers while offering a fully branded experience along the way.

Various media channels, including re-targeted conversion banners with live purchase and tracking links generated by PriceSpider, provided Bose with data and insights to further optimize the buyer journey. From initial concept to hard launch, the complete turnaround of the project was eight weeks.

## The results

PriceSpider’s Where to Buy solutions gave Bose the ability to track the entire campaign and gain full visibility of the customer journey, from first impression to final sale at the retailer. Through the enhanced omnichannel strategy, all Bose touchpoints were made shoppable. In just three months, this collaborative effort resulted in increased conversion and lead generation while boosting buyer confidence.

*“With the initiation of this multichannel program, we’ve seen a great collaboration between PriceSpider and our creative agency ... The campaign has proven to be so successful that we’re currently testing this same initiative on our owned channels. By creating an immersive product experience within the microsite, we’ve also managed to convert qualitative leads into actual sales on our retailers’ websites.”*

— Bose E-tail Marketing Manager Europe

**+4.7%** increase in **quality lead generation** for e-tailers

**+388%** increase in **return on clicks**

**31,011** total leads generated to sellers

Discover how PriceSpider’s commerce platform gives you complete control of the customer journey.

