

Personal Wine

Challenge:

Enhance online user experience and engage customers throughout the buying process

Solution:

LiquidPixels LiquiFire
Dynamic Imaging Solutions

Value:

- Increased e-commerce conversion rate by 12%
- Improved online shopping experience
- Ensured customer and brand loyalty and advocacy

LiquidPixels and Personal Wine:

Creating an Enjoyable Online Shopping Experience One Bottle at a Time

With a commitment to quality and customer service, Personal Wine has been a leader in the personalized wine gift space for more than 17 years, providing everything from customized labels to personalized engravings. Founded on the idea that it's better to give than receive, the company has built an enjoyable experience for its customers to give incredible gifts.

Keeping the Customer Front and Center

Since its inception, Personal Wine has made it its mission to run a customer-centric business through exceptional customer support and an order process that's as painless and seamless as possible. In 2014, as part of this initiative, the company went through a rebrand and overhauled its entire website. And according to Personal Wine's CEO, Anthony D'Addeo, the company was looking for ways to step-up its online user experience game throughout this transition.



"Dynamic imaging enabled us to provide our customers with a live preview of exactly what their personalized wine bottles would look like, making the online shopping experience better and more realistic."

- Anthony D'Addeo,
Personal Wine CEO

"During our website redesign, we wanted make the new site as user-friendly, engaging, and interactive as possible," D'Addeo said. "While searching for solutions, we found dynamic imaging and knew it'd be the perfect addition to further enhance the customer experience on our new website."



“ We observed a 12% increase in our e-commerce conversion rate after adding LiquidPixels’ Dynamic Imaging service.” - Anthony D’Addeo, Personal Wine CEO

Revamping the Customer Experience with Dynamic Imaging

Once Personal Wine finished its research, it knew LiquidPixels’ solutions were exactly what they needed. Instead of having to show two separate images as a proof for its customers’ personalized wine bottles, LiquidPixels LiquiFire Operating System (OS) enabled Personal Wine to provide a live preview of exactly what its customers’ orders would look like, making the website and shopping experience more interactive and engaging.

What’s more, after successfully implementing LiquidPixels LiquiFire OS on its website, Personal Wine also began utilizing the solutions in its prospecting of potential clients and internally to streamline its engraving and label template process.

Results

By leveraging LiquidPixels Dynamic Imaging, Personal Wine increased its e-commerce conversion rate by 12%. This interactive shopping experience led to more engagement throughout the buying process and, in turn, enhanced the overall shopping experience.

“The key is making less work for the customer,” D’Addeo said. “By making the buying process easier and more enjoyable, we’re ensuring customer loyalty and hopefully inspiring advocacy.”

Ultimately, according to D’Addeo, the relationship between Personal Wine and LiquidPixels helps Personal Wine achieve its customer-centric mission by providing a superior user experience with every bottle of wine that’s sold. ■■■

About Us

LiquidPixels leads the imaging revolution. Built on open standards, our LiquiFire Dynamic Imaging Solutions integrate into existing Web and workflow environments, enhancing product creation and visualization, while reducing production costs. LiquidPixels makes its patented technology available as a hosted service or via on-site enterprise servers with solutions that may be tailored to each of our customers’ unique needs. If you’d like to find out more about us, we’d love to tell you.

Contact us at LiquidPixels.com.

© 2016-2017 LiquidPixels Inc. All rights reserved.

