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CASE STUDIES

🔒 Biscuiteers's headless website contributes to an 85% growth in revenue

The hand-iced biscuit company partnered with Tom&Co to adopt a more flexible website approach which allowed for more growth.
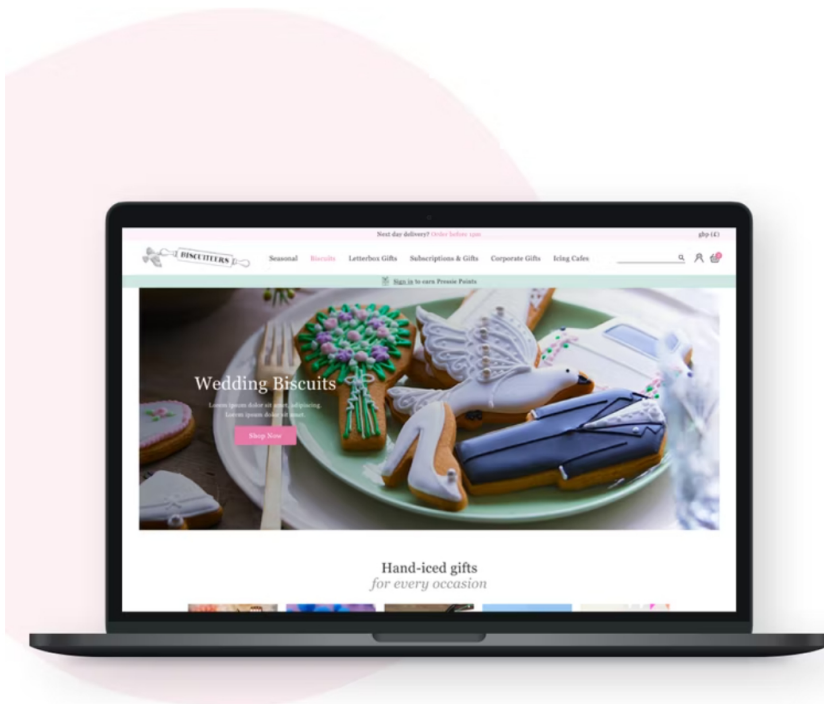
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Summary

Faced with the Covid-19 related lockdown in March 2020, hand-iced biscuit company Biscuiteers experienced unprecedented online demand for its product, even as social distancing requirements forced them to only have 15% of their normal manufacturing staff on-site.

Working with digital agency Tom&Co, the brand developed a headless setup for its website. The flexibility associated with this setup allowed the brand to scale to meet higher customer demand while retaining speed and reliability.

The brand experienced a doubling of its YoY orders (101%) and an 101% increase in revenue. Sales of DIY kits, a best-seller during the pandemic, rose by 100%.

Objectives & aims

As Biscuiteers is a D2C brand, with both an online store and two brick-and-mortar stores, the brand was keen to create an omnichannel experience. Given the in-store restrictions associated with the lockdown, a key objective was to pivot much of the business to contact-free delivery by being letterbox friendly. Tom&Co needed to ensure omnichannel features were working seamlessly ahead of store re-openings.

The brand also sought to capitalise on the consumer trend to learn new skills during the pandemic by tapping into the heightened interest in DIY kits for its product.

Given the large range of choices for its product, Biscuiteers also explored ways to help customers find the right products for them.

Implementation, execution & tactics

The agency constructed the brand's website as a headless setup. This allows for maximum flexibility when it comes to development, reduces risks with experimentation and lifts restrictions on personalisation. The setup had the additional benefit of allowing the brand to scale while retaining speed and reliability.

Biscuiteers also partnered with key CRM solutions to allow the brand's customer database to flow into their Email Service Provider (ESP) and Refer a friend partner to enrich its marketing campaigns.

To help customers find the right product, the brand used an AI merchandising tool to explore customers' previous on-site behaviour and create a personalised experience, including similar product recommendations.

To speed along the checkout process and to make it as simple as possible for customers, Biscuiteers developed a multi-address checkout which allows customers to arrange multiple deliveries within a single order. The latter is an especially useful functionality for serial gifters and for corporate customers who want to thank multiple people. The brand also implemented mobile-friendly payments, including Apple Pay, and implemented a bespoke Click&Collect function for the business.

The Biscuiteers loyalty scheme, known as Pressie Points, increased customer frequency +21% vs the previous year. The agency used Magento, which allows for the advanced omnichannel capability to merge in-store and online purchases to accumulate Pressie Points.

Results

Despite the restrictions caused by the lockdowns, Biscuiteers achieved across-the-board business increases:

- YoY orders: +101%
- Revenue: +101%
- Order frequency: +21%
- Traffic: +202%
- Add to bag rate: +97%
- Sales of DIY kits: +100%
- 8.6% conversion rate over a 12-month period

The Biscuiteers loyalty program driven by Magento also saw significant growth:

- The number of new customers creating loyalty accounts increased from 5% to 33%
- The loyalty program has driven £750K incremental revenue

Awards

- 2021 UK eCommerce awards – Food & Drink Ecommerce Website of the Year

- 2021 UK E-Commerce Awards – Best Food & Drink

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