

## CASE STUDY #10: DAUGHTER NATURE INCREASED ONLINE SALES BY 40%

### About Daughter Nature:

Daughter Nature ([www.daughternature.com](http://www.daughternature.com)) is a specialty gift retailer, featuring products which “bring serenity and warmth to the home, office or a private retreat.” Some of their most popular items include water fountains, exotic candles, and bath sets.

### The Daughter Nature Challenge

Daughter Nature faced the challenge of differentiating themselves within the competitive specialty gift retail category. *“Having a vast inventory and competitive pricing is not always enough.”* said the company founder. *“We do our best to offer our customers exceptional customer service by focusing on both professionalism and personalized service.”* They hoped to achieve this by making the visitor experience similar to the in-store ritual of being greeted and assisted by a welcoming host.

### The SitePal Solution

Daughter Nature turned to SitePal to help accomplish this key objective by creating “Mia,” a talking avatar. Mia adds a welcoming touch to the site by greeting and engaging visitors as a virtual host. To accurately represent the company’s brand image, Daughter Nature designed “Mia” to appear warm and relaxing, with long and flowing hair, a gentle face, and a soothing and pleasant voice. The serene ocean background also contributes to the character’s appeal.

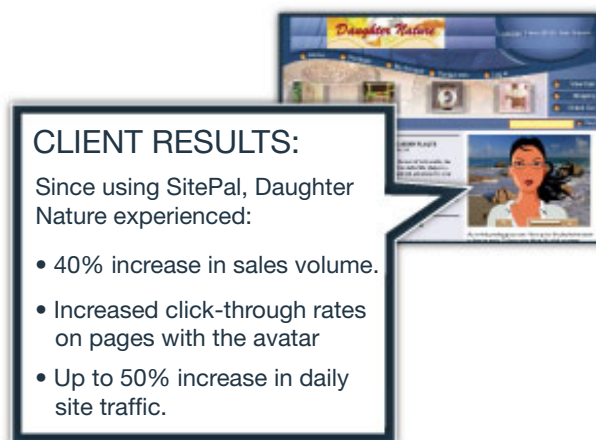
**In less than 60 seconds, Mia provides customers with company information, product details and a guide to the site’s navigation in a fun and interactive way.** Daughter Nature also added the Lead Generator tool on the “Contact Us” page as an easier way for existing and potential customers to quickly contact them. The company has added this feature to their email newsletters as well.

### The Results

Company founder Tania Maria feels that the addition of Mia to their site, as well as the Lead Generator tool, has helped them generate positive publicity about their business and make the customer feel welcomed when they visit. The avatar has helped them stand out from the competition while highlighting the company and the service it provides.

***“Mia greets customers the same way you would be greeted in a store,” said Tania Maria. “It really helps to make that connection and bridge the gap between the online and brick and mortar experience.”***

Tania Maria says that the addition of a SitePal character attributed to **increases in traffic, click-throughs and even sales.** The company has reported a consistent 20%-50% range increase in average daily site traffic, and an increasing volume of visitors who click through to the product pages where the avatar is located.



**CLIENT RESULTS:**

Since using SitePal, Daughter Nature experienced:

- 40% increase in sales volume.
- Increased click-through rates on pages with the avatar
- Up to 50% increase in daily site traffic.



Tania Maria stated that even **sales have improved since adding “Mia” to their site, citing an impressive 40% increase**. She attributes this partly to the lead generator tool, which opens up the lines of communication for their customers and helps the company close sales much faster than before.

Daughter Nature has also been impressed with the level of ease in changing the character’s speech as well as the look and feel. Advertising a new promotion is as easy as leaving a voice message. Mia can announce a new sale or the introduction of a new product within minutes; Tania Maria simply dials a free 800 number and records a new voice track to instantly update her character.

***Tania Maria says, “The ability to adapt the SitePal character to the changing needs of my business is so important and also a very useful tool.”***

