



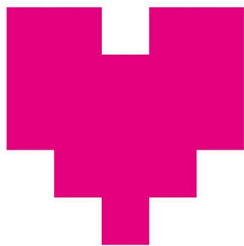
How Nibble improved website conversion by 50%

Who is Lucky Voice?

Lucky Voice Karaoke is famed for many great nights out from corporate team building to children's parties and everything in between. Whether you Zoomed your favourite songs with friends in lockdown or you cringe remembering your most recent efforts at the office Christmas Party, with 5 venues in London, Brighton and Dubai Lucky Voice is the go-to place for singing your heart out! In addition to their karaoke bars Lucky Voice have a "Sing at Home" kit and microphone that along with a subscription-based catalogue of 9,000+ songs allow you to experience karaoke at home.

Lucky Voice meets Nibble

In March 2021, Nibble met Lucky Voice and decided to run a trial to boost conversion on their website. Our Shopify App took less than an hour to install and test to set up a 4 month trial. Nibble is an AI powered negotiation chatbot that allows customers to negotiate for discounts. It is a fun and engaging way to provide personalised pricing and boost emotional attachment to a brand.



“Fantastic app has improved our conversion and having read through conversations our users have had with the Nibble; it has created some really great engagement. Would definitely recommend!”

Solution

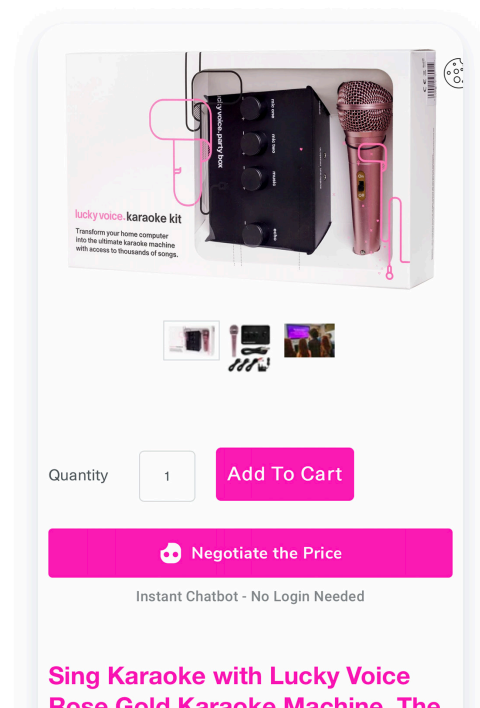
Using Nibble’s behavioural functionality, Lucky Voice had Nibble appear on the second visit to a product detail page. Customers who were interested in a karaoke kit but were not converting immediately had the chance on a second visit to suggest a price that worked for them, rather than heading off to another retailer for other karaoke options.



Challenges

Lucky Voice’s sales are seasonal with strong peaks at certain times of the year. They approached Nibble to help try and even this out, increasing conversion in the quieter months without resorting to flash sales or voucher codes which could undermine the brand value, especially for products often associated with celebrations and gifting.

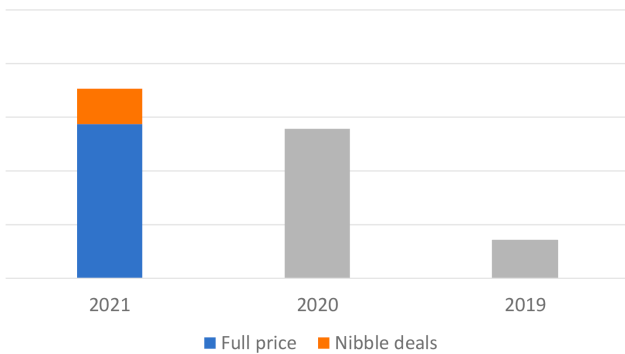
Nibble avoided the need for heavy discounting but used a more targeted approach focusing on customers on the edge of purchase and making the promotion a positive and engaging experience.



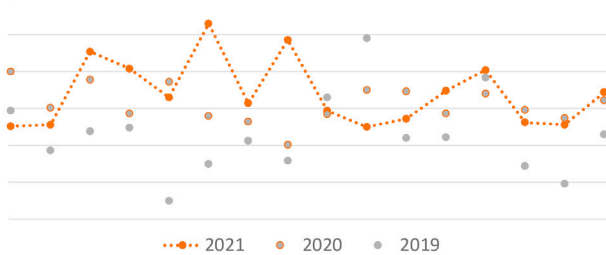
Result

In the 16 weeks following Nibble's deployment on Lucky Voice, website conversion was up 50% on pre-covid levels for the same period in 2019. Furthermore, conversion was 8% improved versus the covid related highs seen during the first lockdown in the same period in 2020.

Average conversion, April-July



Weekly conversion, April-July



Importantly, full price sales were not impacted and conversion of these remained constant in 2021 versus 2020 because Nibble was used in selected scenarios to nudge consumers who were undecided at the point of purchase.

Nibble saw heaps of playful chat and plenty of insights. We learned that 20% of Nibbled purchasers asked for an additional product as part of the deal (e.g. "can I get a better discount if I buy a second microphone as well?") so the Add-On-Nibble will launch shortly, our new feature launch to improve AOV and engagement responding to customers specific requests.

+50%

Conversion on pre-covid levels(2019)

+8%

Conversion on covid-related highs (2020)

20%

Asked for an additional product as part of the deal

28%

Agreed a deal

9%

Bought the item

I will buy this and an additional mic

£60 with an extra mic?

If we agree 65.90 can you offer a discount on a second mic?

*real conversations

Try Nibble



Improved Conversion



Real Customer Engagement



Compelling & Unique Insights



Take Control of your Discounting