

Higher revenue, happier customers, 501% ROI

Compatio's smart plugins make it incredibly easy for MRFC to offer the same level of product knowledge and decision-making support online as in store to accelerate purchase decisions.

“Their solutions and algorithms have taken our catalog and put it together in a way that is accurate and functional and looks good — it’s a great user experience.”

— **Joe Dilschneider**
MRFC owner

The challenge

Madison River Fishing Company—a specialty fly fishing retailer in Ennis, Montana, wanted to increase online sales, but they had two problems:

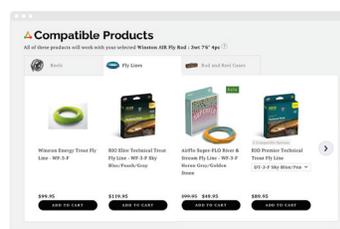
1. **Compatibility:** Does this reel work with this rod? What about this warm-water nymph line for a 3wt rod? MRFC’s customers needed expert guidance to purchase complete fly fishing solutions (rod, reel, line, etc.). Few of their more than 10,000 SKUs stood alone as isolated products.
2. **Manual upsell plugins:** When we met, MRFC was struggling with one of our competitor’s upsell plugins—none of which are smart; all of which require retailers to manually code or link every combination of compatible products. With MRFC’s extensive catalog and millions of possible combinations, this was painful and unrealistic. As their products changed, the links went out of date causing the plugin to make bad recommendations or stop working altogether.

The solution

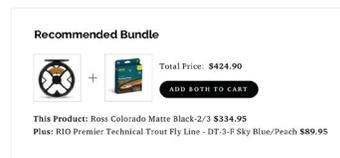
Compatio implemented three smart plugins on the MRFC website—all of which intelligently “link” and recommend compatible products with no manual effort from the retailer. They automatically create complete fly fishing solutions that can easily be purchased together.

1. **Recommender:** dynamically offers compatible products at the point of sale
2. **Bundler:** instantly generates compatible bundles of products for quick purchasing
3. **Cross-seller:** suggests compatible add-on products on a customer’s way to the cart

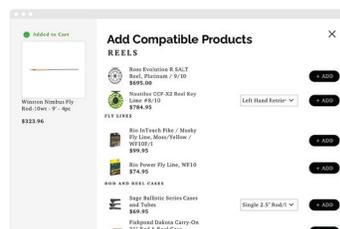
Compatio's plugins make instant, expert-level recommendations based on information traditional recommenders can't factor in: a product's purpose, compatibility, use case, size, price relationship, quality of fit, and more.



Recommender



Bundler



Cross-seller

The benefit

- Revenue comes more easily and MRFC’s customer experience is improved. Customers can now immediately find and purchase complete fly fishing solutions instead of just one component at a time. MRFC can now highlight and showcase new products as they come to market. They can recommend the very best lines and rods for every reel.
- Customers are happier and employees are too.
- MRFC’s staff is no longer struggling to keep up with the unrealistic expectation that they manually link compatible products. Compatio has freed up their time to handle other higher-value activities.

The results

MRFC has seen an immediate and significant increase in online revenue and a remarkable **501% return** on their investment in Compatio.

“Everything we’re doing is working. Any product Compatio comes forward with that they think will enhance our platform for a user experience, I’m in... especially things like this that we can measure.”

— **Joe Dilschneider**
MRFC owner