

Strategy in action continued

Digital capability

Enhancing the digital journey

In 2024, we continued to invest in our digital capability to deliver an improved omni-channel shopping experience for our customers. Digital sales have remained flat year on year despite a much tougher market. We have been successful in increasing sales conversion, which is up 8% due to improvements in our digital experience and expansion of our payment options.

Our key digital tool is our proprietary and market-leading machine learning model, our Mission Motivation Engine (MME), which we use to deliver tailored help and product advice to customers to help them complete their home improvement projects. Our MME collects data from web and social media channels to better understand who our customers are, what they browse, what they buy, how and when. We use this insight to predict what home improvement mission they are undertaking and produce personalised marketing communications sent via owned and paid channels to suggest to them the products they might need to help them with their project.

In 2024, our Missions Motivation Engine delivered significant incremental sales, with a particularly strong performance from our Local Trade customer programmes and we will continue to develop and evolve this tool to enhance the customer experience, build loyalty and brand preference and deliver competitive advantage.

We also introduced several other technology-enabled features to further enhance the customer journey. We added Clearpay as a digital payment method in 2024 and now offer Klarna, Clearpay, Apple Pay and Google Pay alongside traditional card payment methods. In 2025 we plan to further enhance the customer experience by continuing to develop more payment options for customers.

5%

Wickes digital market share growth¹

¹ Source: SimilarWeb (13.6% to 14.3% year on year)

Other new digitally-led features to help customers plan, shop and complete their home improvement projects include our 'Matchmaker' selection tool, which enables customers to visualise their dream kitchen or bathroom; an enhanced content search capability which makes it easier for customers to search for help and advice on the website; and an improved product bundling tool, that incorporates AI-driven recommendations to anticipate all the items a customer might need for their project.



Digital is at the vanguard of everything we do to grow our relationship with customers and enhance the customer journey.

Paul Canavan, Director of Digital



Weekly email to TradePro customers tailored to their needs