



OBJECTIVE:

A leading specialty retailer of apparel, lingerie and beauty products wanted to test site personalization as a means to increase customer conversion and sales revenue.

Contact us today to see how we can help your company create more accurate and effective reporting.

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Client: Retail Apparel

SOLUTION:

The retailer engaged Numeric Analytics to test various home page designs and offers to see if different site experiences led to increased conversions and if particular offers would result in higher sales volume and subsequently greater revenue.

Using the existing home page as the baseline, the retailer had four new variations to the home page, each of which included a different offer and experience. We included page tagging to track individual cookies so that every time a particular visitor entered the site, they saw the same offer and had the same home page experience. Utilizing action tags, we tracked the categories of ads and conversions from order confirmation pages and the purchase value of each conversion. We were also able to determine the total number of ads served for each offer combination to determine whether the number of times a particular ad was viewed affected the conversion rate.

Additionally, we analyzed visitor traffic, including what offers they saw and subsequently what that visitor did on the site, in order to interpret behavioral data. The behavioral analysis was then used to determine which offers returned the greatest revenue.

RESULTS:

Using advanced analytics to evaluate the captured data, the retailer was able to determine which offers returned the highest conversion rates, and more importantly the most revenue. Surprisingly, we found there was not a great effect on conversions from offers with larger discounts. Therefore, the retailer chose not to pursue site personalization, rather it continued using the basic offers which returned similar revenue at a lower cost. With this insight, the retailer was able to shift marketing budget to focus on other types of personalization and revenue generating initiatives.