

FRAGRANCE DIRECT

33% More Visitors Reaching Checkout



OUR CLIENT

Fragrance Direct engages Maxymiser to manage conversion rate onsite, discovering the content that is most effective at converting visitors based on their live responses. An ongoing process of conversion management allows our client to make informed content choices and has established a process of continual improvement in conversion rate.

FUNNEL OPTIMISATION

Conversion performance within the Fragrance Direct purchase funnel benchmarked well within its industry and Maxymiser was set the challenge of identifying further areas for improvement.

Analysis showed that the product page was a weak link and a number of subtle variations were tested with live visitors to determine the winning approach to improve conversion performance:

- Position of saving vs. RRP information
- Layout of stock level and add to bag button
- Page viewed after clicking 'add to bag'

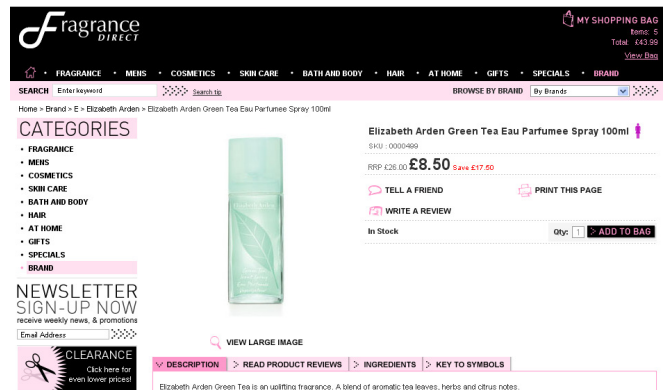
Fragrance Direct's winning product page delivered a **170% increase in clicks to 'add to bag'** and **increased clicks into the checkout 33%**. Illustrated lower right, the new page presented saving information and buttons more clearly and took visitors straight to the shopping bag after adding an item.

SIGNIFICANCE

- By adopting the winning page, Fragrance Direct benefit from a 33% increase in visitors entering the checkout.
- Downstream metrics show that this will have a significant effect on conversion to sale, **delivering an ROI of multiple times Maxymiser's fees.**
- By proactively managing conversion rate with Maxymiser, Fragrance Direct was able to **take effective action to improve site performance.**

Commenting on the results, Jenny McKenna, Ecommerce Manager at Fragrance Direct concluded *"live visitor testing with Maxymiser's specialists allows us to continually challenge and beat the status quo, driving a continuous improvement in our online performance"*

Before:



After:

