

# SUCCESS FOR LAURA ASHLEY LAURA ASHLEY

11% Increase in Clicks to Checkout

## LAURA ASHLEY

Laura Ashley engages Maxymiser to effectively manage conversion rate onsite through continual testing to discover winning web content to improve performance. Maxymiser's work enables Laura Ashley to effectively exploit all inbound traffic, increasing ROI on media spend.

As part of an ongoing process of optimisation, purchase funnel analysis revealed that the shopping bag page had a comparatively high attrition rate with a significant number of visitors exiting the site or abandoning a purchase at this point. A multivariate test was designed to discover the optimal approach to keep visitors engaged and drive them through to checkout.

## SHOPPING BAG OPTIMISATION

Multiple approaches to the layout of the shopping bag page were tested with live visitors whilst the success of each was monitored by measuring both click through and sales conversion rate. Elements tested included:

- the addition of product images to the page
- the style of and text used in call to action buttons
- the presentation of pricing information

The winning page (illustrated right) increased the number of visitors clicking through to the checkout by 11% and led to a significant increase in overall sales conversion rate. The page benefits from a highlighted proceed button and the removal of distractions from above and below the cart details area.

## SIGNIFICANCE

- Laura Ashley benefits from **11% more visitors entering the checkout** as a result of taking action to improve page layout.
- The resulting sales conversion rate uplift generated a **return on investment of multiples of Maxymiser's fees**.
- Maxymiser empowered Laura Ashley to **take effective action to improve site performance**.

Testing continues on pages within the checkout process to discover winning content to drive the additional traffic to sales conversion as effectively as possible.

Before:



After:

