



An eClerx Digital case study

Leading global sportswear retailer

Delivering revenue uplift and improved conversion rate for women's range on the client's ecommerce website.

Working in close collaboration with the C-suite of a leading global sportswear manufacturer and retailer, we successfully increased revenue and conversion rate for women's range on its ecommerce website. We provided end-to-end support throughout the process of analysis, improvements, customer feedback, and deployment.

Results:

\$100M+

per year revenue uplift

1.8%

uplift in overall conversion
rate from base

eClerxDigital

Case Study: Leading global sportswear retailer

Delivering revenue uplift and improved conversion rate for women's range on the ecommerce website.

CHALLENGE: Increasing conversion rate and growing the overall women's share of business.

Our client was facing a significant challenge with high drop-offs at various stages of the web funnel for female customers.

The strategic imperative was to grow the overall share of women's ecommerce business by mapping the customer journey across the funnel to identify problems and opportunities and form a hypothesis for improvement and optimization.

SOLUTION: Data-driven, end-to-end digital customer journey mapping, and conversion rate improvement.

Our team took a data-driven approach and embarked on an end-to-end digital customer journey mapping and conversion rate improvement initiative. This encompassed an in-depth analysis of women customers' browsing patterns, engagement on the website, and exploration of reasons behind their drop-offs. Drawing on initial learnings, new designs, content, and messaging were continually tested and refined to estimate the impact of the recommendations. Testing and refinement continued after full deployment of the recommendations.

In addition, we enabled the design of new products and product fixes based on analyzing NPS customer feedback and worked with the client's Rapid Production team to launch 100+ new products.

By continually testing, refining, and deploying their strategy, we were able to help them deliver tangible and business-oriented results.



STRATEGIC APPROACH TO SUCCESS: analyzing, testing, and collaborating

Our strategic approach combined in-depth analysis, targeted testing, and collaborative synergies to uncover insights and drive growth.

Comprehensive analysis: Thoroughly analyzing women customers' ecommerce journey, browsing behavior, and web engagement to pinpoint areas for improvement.

Test & learn framework: Devising a structured test and learn framework that focused on content, messaging, personalization, and UI/UX enhancements tailored to women's preferences.

Uncovering customer insights: Scrutinizing NPS feedback from women customers to uncover key drivers of drop-offs during the customer journey.

Competitor analysis: Conducting secondary research to compare our client's ecommerce strategy with key competitors, allowing for informed decision-making.

Main technologies and platforms used:



KEY TAKEAWAYS: delivering tangible results

The customer story underscores several vital takeaways that are transferable to companies operating in the global retail market of fast-moving consumer goods:

Iterative approach: The success of this project highlights the value of continual testing and refinement in achieving strategic objectives.

Comprehensive support: Our end-to-end support encompassed diagnostic and inquisitive analytics, persona modeling, prescriptive insights, actionable recommendations, A/B testing, and deployment of successful feature and journey enhancements across the funnel.

Customer-centric design: Analyzing NPS feedback enabled the design of new products and enhancements, showcasing the importance of listening to customers.

Collaborative efforts: Working closely with our client's teams, we contributed to the launch of over 100 new SKUs, reflecting our collaborative approach..

Results & key metrics:

- \$100M+ per year revenue uplift
- 1.8% uplift in overall conversion rate from base
- 100+ SKUs launched by recommendation made to Rapid Production Team
- 3.4 M+ additional orders impacted by identified missed revenue opportunities