

SUCCESS IN RETAIL

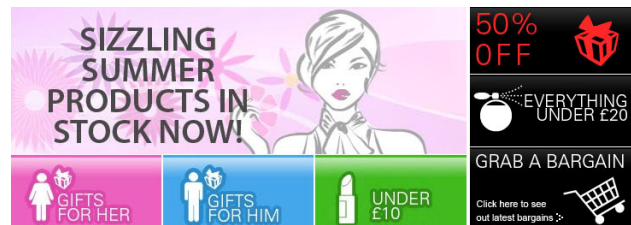
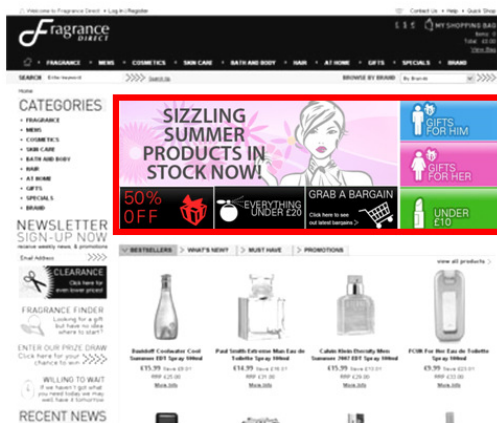


Fragrance Direct, the e-Commerce retailer selling branded fragrance and beauty products, has been able to add *over £1 million to its revenue* since it engaged Maxymiser’s conversion management solution six months ago. Commenting on Maxymiser’s work, Katie Jowle, MD of Fragrance Direct remarked:

“The impact of our first six months working in partnership with Maxymiser has been a 14.5% increase in turnover, adding over £1m to revenue. This came from a 5% increase to average order value and improved effectiveness at converting visitors. In year one, we forecast that we will benefit from 4.5x ROI on Maxymiser’s fees.”

“By enabling us to continually test and improve our website, Maxymiser has delivered an increase in revenue well in excess of their fees. The testing platform and expertise that we leverage from Maxymiser have become a central part of our online growth strategy. We are now able to iterate our website, continually improving it week in week out based on live visitor response. Maxymiser has removed the risk from website decisions that we previously had to make with little idea of the likely performance implications. The pace of evolution we are achieving in our current site means we may never need to undergo the pain of a complete re-launch again.”

Before:



After:



An illustration of default and winning content for a test that reduced homepage exits by 39%

Katie continues *“With no technical resource in house, we selected Maxymiser for their ability to manage every aspect of integration and provide best practice in terms of what to test and where to achieve maximum ROI. Maxymiser have excelled in providing well developed testing plans and integrating with our site without need for technical involvement. Their team places only minimal draws on marketing resource for briefs and approvals on the content they create. We recently renewed our engagement with*

Maxymiser and continually iterating our website using a test and improve methodology has become part of our long term web strategy.”

Results/benefits summary:

- Fragrance Direct adds £1m+ to revenue with Maxymiser
- Turnover has increased by 14.5%
- The company is forecasting a 4.5-fold Return on Investment on Maxymiser’s fees within the next six months
- The website can be continually improved week in week out based on live visitor response
- Small iterative improvements to the web site avoid the need for a major launch ever again
- No technical resource is required in-house
- A test and improve methodology has now become part of the long-term web strategy

More details and illustrations of variants used in Fragrance Direct’s individual tests can be downloaded from the case studies section of the Maxymiser website at <http://www.maxymiser.com/insight-stories.htm>