



REGISTRATION PAGE OPTIMISATION CASE STUDY

Wickes

July 2008

OUR CLIENT

With over 190 retail outlets, Wickes is one of the UK's leading hardware retailers. The company's website at www.wickes.co.uk has grown rapidly since launch and now accounts for a significant proportion of company revenue.

THE BRIEF

Wickes challenged Maxymiser with providing a continuous increase in sales throughout a long term content optimisation engagement. As a significant investor in online advertising, the client was eager to ensure that the traffic driven was effectively exploited on site. This was to be achieved by deploying Maxymiser's Multivariate and A/B Split Testing technologies to discover winning content across a number of critical pages.

Maxymiser's first live visitor test on the home page produced a winning page layout that delivered a significant uplift in sales conversions. This document covers the second wave of optimisation deeper into the purchase funnel, with the aim of converting more of the traffic that abandons prior to checkout.

OUR APPROACH



This stage of the optimisation focused on the sign-in page which visitors see after adding an item to their shopping cart.

Visitors arriving here have a highly qualified intent to buy. However, purchase funnel analysis revealed that this page had a comparatively high attrition rate, with a significant number of visitors abandoning their purchase at this point.


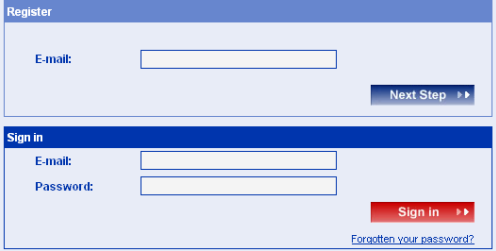
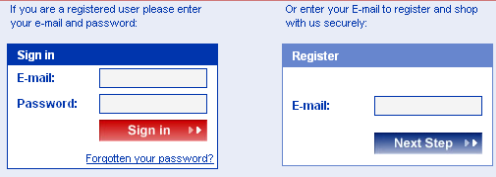
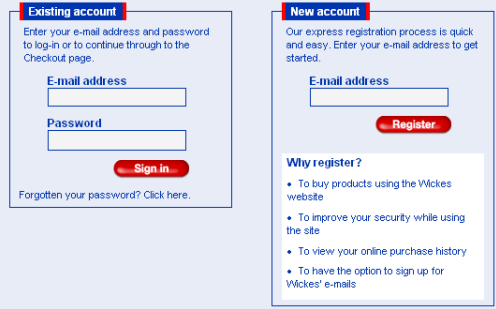
Three variations of the sign-in area were proposed, with the aim of identifying the best layout and optimal level of supportive text. These variations are illustrated in the results section whilst the default page, which was also included in the test, is illustrated to the left.

The performance of new variations was measured by tracking the number of completed sales and the abandon rate of live traffic.

RESULTS

The new pages were tested head-to-head with the original in order to establish the winning approach. Maxymiser provided weekly reports to the client's marketing team and once a suitable level of statistical confidence was reached, the results were analysed.

A summary of the results is presented on the next page. Raw conversion rate and abandon rate was also measured but is omitted here for client confidentiality.

Variant	Sales Uplift
 <p>Simple</p>	10.6%
 <p>Long</p>	8.9%
 <p>new_button</p>	7.5%
 <p>Default</p>	0.0%

The winning variant for driving completed purchases delivered a 10.6% uplift in completed sales. The 'long' variant actually drove a higher percentage of visitors into the checkout process, but this traffic did not convert to sales at the same rate.

Such a discrepancy between the winning variant for driving sales conversions and for driving clicks through to a subsequent page in a funnel process is not unusual, and reinforces the value of tracking both metrics during a test in order that an informed decision may be made.

Wickes concluded that the 'simple' variant was the preferable approach to take forward based on the merits of its commercial performance. The next stage in the site's overall optimisation strategy will encompass testing to this and subsequent pages within the checkout, to discover winning content further down the funnel.

CONCLUSIONS

Wickes was able to make an informed decision on the content best suited to driving more visitors to checkout. Subsequent analysis of business data revealed that the sales conversion uplift delivered by the winning content would have a healthy six-figure annualised value to the client.

Even at this early stage, the engagement has generated a return on investment of multiples of Maxymiser's fees. Testing is continuing on other pages within the checkout to optimise the whole process to be as efficient and effective at converting shoppers as possible.



The winning sign-in page