

# Case Study

An Enterprise case study from Nabler

## Boosting Revenue By 23% For A US-Based Home Furnishing E-Store Through In-Depth Conversion Audit

### Introduction

A US-based home furnishing e-retailer was constantly seeing a decline in the website conversion rate and a marked increase in cart abandonment. Nabler set to the task of identifying the root cause of these issues through a comprehensive conversion audit and identified seven causes for the customer fall-outs and loss of revenue.

### The Need

At Nabler, we offer a variety of retainer-based engagements to our clients, and one of our most demanding retainer-based engagements by the small and mid-sized retailers and brands is the Conversion Audit of their online businesses. Recently, we were approached by a pure-play Home Furnishing store in Illinois, United States to conduct a Conversion Audit of its website, and find the root cause for the consistent decline in the revenue and conversion rate.

### Our Approach

To help the client in determining the possible root causes, we followed our standard Conversion Audit Process, which comprises of the following set of core activities that our Consulting Team performed:



#### About Nabler

Nabler is a solutions-focused digital analytics consulting firm that assists enterprises and media agencies in leveraging the best out of their digital infrastructure by playing a consultative role throughout their digital maturity journey.

Founded in 2004, with offices in Charlotte (USA) and Bangalore, Nabler has consulted some of the top 100 global brands and Fortune 500 firms.

To talk more about your needs, write to [info@nabler.com](mailto:info@nabler.com)



An end-to-end Conversion Audit Process by our Consulting Team can take anywhere between three to four weeks depending on the complexity of the website, nature of the client's business, frequency of site upgrades, type of consumer segments, the current optimization process and most importantly, the participation from the client's Business and IT Teams.

During the Conversion Audit of the client, we got active participation from Marketing, Content, Merchandising, IT and Process Teams, and because of their timely inputs, we were able to nail down the potential root causes for the consistent decline in the revenue and conversion rate.

Here are the seven reasons we identified out of which, the top three were the major contributors to the consistent decline in the revenue on the website:

1. During the Checkout Process, the client was asking the potential customers to review their Privacy Policy along with Terms & Conditions and made it mandatory to opt-in before clicking the "Place Order" button. This was resulting in a fall-out rate of 42% from the Order Review page.
2. During the Checkout Process, the client was not transparent about the Shipping Policy, Shipping Carrier, and Delivery Timelines for all three Shipping Methods, as a result of which, they were experiencing a significantly higher fall-out rate from the Shipping Methods page.
3. The Computation of Shipping Charge, Taxes and Promotional Discounts on the Shopping Cart page was quite confusing. It was forcing the online visitors to do their math before proceeding ahead. Also, there was no transparency about the Shipping Cost until the visitor reached the Shipping Methods page.
4. The Product Page Template was quite cluttered and the client was trying to squeeze a lot of content on the page with too many call-to-actions distracting the visitor.
5. The Category and Search Results Pages were among the Top 2 Landing Pages and resulting in an Exit Rate of over 52%. The major reasons behind this were: Poor Merchandise Assortment, Lack of Refinement Filters, and Small Image Sizes.
6. Home Page was redesigned recently with no clarity on Value Proposition. Also, the frequent changes in the Site Header were confusing the Returning Visitors.
7. Throughout the website, the Trust Factor was missing because of no transparency around Return Policy, Shipping Policy, Privacy Policy, and most importantly, the Security Badges were not placed throughout the checkout process.

Once our Audit Process was complete, we shared our findings with the client's Business Team and put together an action plan for site optimization with relevant priorities. We assisted the client's IT and Content Teams in rolling-out our recommended changes in a controlled fashion and gauged the impact on their revenue and conversion rate throughout the process.

## The Outcomes

The entire optimization process took three months, and all the changes were made in a consecutive fashion on the website with an average gap of two weeks between each optimization. We saw a lift of 14% in the revenue after 60 days once the top 3 items were taken care off. The remaining lift of 9% came after 45 days.

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## The Perfect Digital Analytics Partner

Nabler enables marketers take advanced data-driven decisions and boost the effectiveness and success of their digital properties including websites, social media, online platforms, digital devices, web or mobile-based applications, and more.

Combining progressive analytics practices, technology, and domain expertise, our custom solutions help clients connect data and insights with business decisions.

