

Case Study

A Web Analytics case study from Nabler

A Smart Web Analytics Implementation Strategy That Improved The Usage Rate By 200% And Site Conversion Rate By Over 28%

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

Introduction

Nabler helped a US-based apparel brand optimize its investment on Adobe SiteCatalyst with a well- investigated re-implementation strategy and user training through our unique Digital Analytics Evangelization Program. This helped all the client's teams get better and more relevant results and insights from SiteCatalyst, thereby increasing the tool usage and website effectiveness.

The Need

Nabler recently worked with a mid-size multi-channel apparel brand in the United States and assisted it in re-implementing Adobe SiteCatalyst on its online store. The client has been using Adobe SiteCatalyst on its website for over six years but has not been able to realize the benefits of the tool due to low usage.

The client approached us with a business problem that, the overall usage rate of this solution in the organization was quite poor and specifically; the three major departments, i.e., Marketing, Merchandising, and Content were not spending more than 5-7 hours/week on this solution. As a result of which, they were not able to find many opportunities for optimizing the online store, and this was causing the revenue and conversion rate to be stagnant for a long time. According to the Director of Web Analytics, the annual investment on this solution was not generating any significant returns, and this was a serious setback.

Our Approach

To help the client overcome these challenges, we requested the Director of Web Analytics to initiate a Discovery Process in which we asked him to arrange quick 45 minutes conversations with the key stakeholders in the company.



Key stakeholders included:

- Director and Manager of Site Merchandising
- Creative Director
- Information Architect
- Online Content Manager
- Site Operations Manager
- Digital Marketing Manager
- Call-Centre Operations Manager

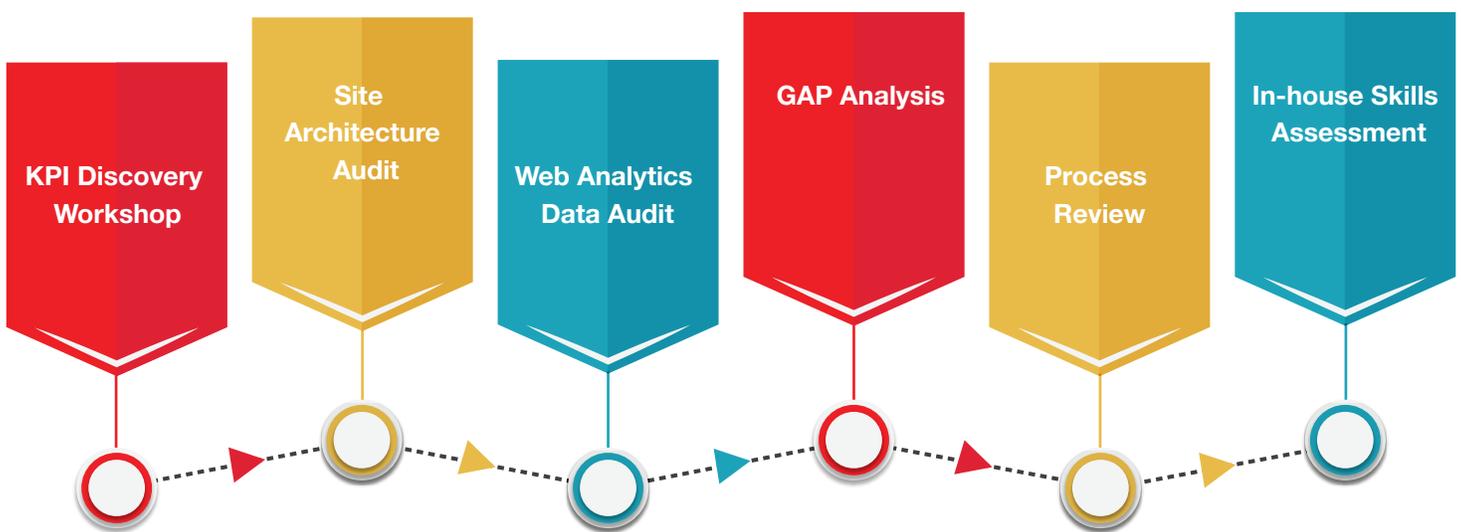
The idea of interacting with the above stakeholders was to better understand their ongoing operational challenges, their desire for web analytics data, their current understanding of the tool and the underlying business rules, their current reporting structure and distribution channel, the kind of data sources they rely on, the kind of dimensions and metrics they focus on, their monthly and quarterly goals, and most importantly, what were their expectations with the in-house web analytics solution.

Most of the people, who participated in the above interviews, raised some common concerns, which laid the foundation for this re-implementation engagement. Key issues:

- Across the board, there was a lack of understanding of the tool and the underlying implementation business rules.
- Most of the stakeholders complained about data inaccuracy and its inconsistent behavior month over month.
- The Marketing department complained about reconciliation issues and incorrect credit attribution across channels.
- Merchandising department showed a lot of interest in using the tool but their desire to bring the tool in synchronization with the back-end reporting system with no standard data-definition was causing poor usage among the team.
- The Call-Centre Operations Manager requested for real-time insights on-demand and fulfillment numbers to create opportunities for cost reduction.
- Content Team expected a better visibility of visitor engagement with different page elements, rich-media components, navigation behavior, and quantifying the contribution of each element in terms of revenue.

All the above insights shared by the client's team provided us with actionable information and demystified the problem statement.

After synthesizing the gathered information and putting it in context, we approached the Director of Web Analytics to go for a three weeks' **"Nabler's Digital Analytics Evangelization Program"** under which, we followed a series of steps to evangelize the in-house team and put together a smart Web Analytics Implementation Strategy, which was rolled-out under the supervision of a Nabler's Senior Consultant.



Nabler's Digital Analytics Evangelization Program

At the end of the evangelization program, we came up with an actionable Web Analytics Implementation Strategy for the client and executed it in collaboration with the client's in-house IT Team. The re-implementation of the web analytics solution involved, Development, Unit Testing, Functional Testing, Automated Simulation-Based Testing, User Acceptance Testing and Post Launch Validation. The entire process took about six weeks.

After six weeks of re-implementation program, we initiated a series of custom training programs for business stakeholders from various departments. In the beginning, we conducted a joint training program for the entire company to apprise everyone about the re-implementation project, and after that, we conducted a once-a-week training program for 90 minutes for each department for two months. These series of customized training sessions evangelized the teams significantly and empowered them with relevant tools to quickly identify opportunities for site and marketing optimization.

The Results

At the end of this whole implementation process, we noticed an approximately 200% improvement in the usage rate of the web analytics solution which translated to 15-18 hours of usage per week. Before initiating the program, we benchmarked the monthly conversion rate at 1.35% which jumped to 1.73% after two months, which is a 28% lift. This resulted in additional revenue of \$22,000 per month.

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.

