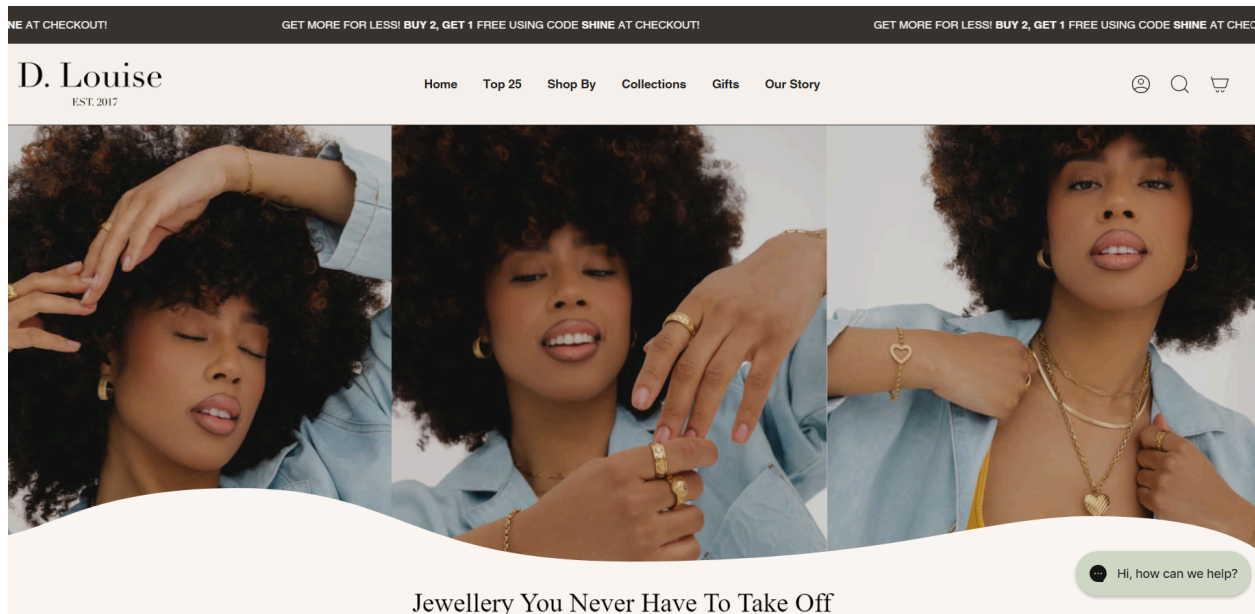


How we helped D. Louise add over \$372,000 in additional annual revenue from their existing traffic by increasing their conversion rate by 7% and their average order value by 7.5%

[>>>Click HERE To Watch The Full Video Overview<<<](#)



The problem?

D. Louise came to us in July 2022 having established the brand over the last 2 years and were looking to scale the business aggressively. They were doing around \$200k per month but there were concerns over profitability per order, and their costs of customer acquisition.

However...

- Product pricing was at the lower end, and therefore margins were quite tight. As a brand, they wanted to be everyday affordable jewellery, and so looking for ways to increase prices wasn't being considered.
- They had plenty of traffic to their website, but customers left with questions unanswered, and without experiencing the wow factor that D. Louise wanted to provide.
- With a very small in-house, founder-led team, almost all their marketing was outsourced. Therefore there was no resource or expertise in-house for CRO, so D. Louise approached us after a recommendation.

- They had made some great progress themselves at improving AOV with a bundling tool but were struggling for ideas to improve conversion.

What had they done to try to resolve the issue?

- Offers and promotions were very common, normally buy 3 get the cheapest free.
- These would usually boost conversion rate, but not add much to their Profit Per Order.
- Most improvements to the site were made with apps. Things like countdown timers for shipping (which do work), and bundling functionality.
- D. Louise was also slowly building up an email list as well by offering a discount on an email popup.

What we did

As with every project we do, with D. Louise we started with research.

We spoke to their customers, mined reviews, and audited customer service logs to identify some of the key trends in customer feedback related to why customers had purchased, and why others had not.

Unlike a lot of agencies, we don't use much AI or automation for this analysis as we've found it strips away the real meaning behind what customers are saying and just pulls out buzzwords, often leading to misunderstandings.

We had to know what D. Louise's customers actually cared about when buying jewellery.

The fact that the jewellery is very affordable was both a good and bad thing. The positive side is that customers can make a decision very quickly, the downside is they begin to question why the product is so cheap.

Step 1 - Research

What research methods did we employ?

- **Google Analytics** - everything starts with a review of Google Analytics to find some low-hanging fruit in terms of technical blockages, but also to assess where in the funnel most customers were dropping off.

In this case, it was the Product Detail Page (PDP).

While these pages got plenty of traffic, the add-to-cart rate was very low. Those who did add to cart though tended to convert quite well, and at decent AOVs, so there was no initial concern over the checkout.

- **Behavioural Analytics** - having identified PDPs as the main opportunity, we then used heatmaps and session recording to analyse those pages.

What were D. Louise's visitors seeing on the page, where were they interacting, and what were they missing?

- **Customer Feedback** - finally, and most importantly, we spoke to their customers through a mix of email surveys and face-to-face interviews.

Here we were looking for 2 key pieces of information.

1. What was holding people back from making a purchase?
2. What were their customers looking for in everyday jewellery? What was their desired outcome?

These are the two key areas we have to identify in order to improve conversion.

Why did some people buy?

Why did others not?

When we're analysing the data and the feedback we aim to pick out several key focus areas for testing, based on 3 key customer behaviours.

Usability, Anxiety, and Motivation.

In the case of D. Louise, we found 3 key things that would be the focus of our testing.

1. Customers were concerned about the price when there was also a claim that the products were made from 9-carat gold. This led to the assumption of plating, which not only changes the perceived value of the products, but also a lot of plated jewellery tarnishes easily and can cause green staining on the skin.

This is where customer **anxiety** shows through. If they have questions and concerns about a product, they won't buy it.

2. A lot of customers either wanted a wishlist function or were adding products to the basket to save them. Part of the reason for this is jewellery can be a very window

shopping category. Customers will come and have a look with no real intention of buying at that moment.

This is the **usability** piece, customers were keen to browse the site on a regular basis, but there was no function in place to properly engage and take advantage of this.

3. Customers never wanted to take off the jewellery. That was the key thing. Many customers said they like wearing jewellery all the time, it makes them feel ready for the day ahead, or it makes them feel good about themselves. But they just hated having to take jewellery off to wash hands, shower, go to the gym or sleep.

And here we have the **motivation**, what is it that customers really care about, what is their desired outcome from buying everyday jewellery. This is the piece that really matters to them.

Step 2: Testing

Once we've identified our Focus Areas or bottlenecks, we need to start creating some test ideas and hypotheses to improve them.

Some of these tests will involve adding information or elements to a page, others involve removing, and some others still require changing or restructuring how information is provided to visitors.

So, for each focus area, we come up with 5-10 experiments, each of which has 3 ideas attached to it.

The reason we use multiple ideas is to speed up the iteration process. It can be quite easy to think of an idea for a test, but when forced to come up with 3 options for fixing the problem, we really explore the issue more deeply and come up with better initial solutions.

We're constantly challenging ourselves and asking 'is this really the right solution to this problem?' or can we do better?

We know that by the third, we still won't have a perfect solution, but it'll be significantly better than the first.

Another benefit to this is that post-test, when we are analysing performance and working out the next steps, we already have a much deeper understanding of the situation and what customers really want.

Once tests have been added to the backlog we then prioritize them based on an 8-point scoring model to determine the impact of the test vs the effort required to build it.

We then follow the following process when rolling out tests

1. We provide our designer with a brief on what we're trying to achieve and the thinking behind it.
2. The designer creates the solution for our test and as a team, alongside the client we discuss and get approval for it. This then passes on to the development team to build. This is sometimes within the A/B testing tool, and sometimes on-site depending on the complexity of the test.
3. Once built, we QA the experience on multiple devices, browsers and screen sizes to ensure it works as expected.
4. At this stage, the tests are passed to D. Louise for final approval.
5. Then we go live and the test is run long enough to collect sufficient data. In the case of D.Louise most tests ran for 14-21 days.
 - a. Review different segments
 - b. Calculate Conversion Rate Significance
 - c. Calculate Revenue Per User Significance

Results are calculated based on the Revenue Per User metric.

While our aim might be to improve the conversion rate if a test has a negative impact on AOV which negates any conversion increase, we may not want to implement that test live on-site.

But we don't just finish there.

Before we actually resolve a test and move on we assess 3 more things:

1. Learnings - how did the test perform against our hypothesis?
2. Recommendations - to implement or not, and whether this should only impact certain segments, channels, or devices
3. Iterations - regardless of whether a test is successful or not, we don't just leave things there. There was a reason we tested something, so there's a valid reason to keep testing it.

Step 3: Iteration

Iterative improvements are the key to CRO and A/B testing.

- If a test is successful and increases our chosen metric, then it's likely we can do even better with a further test.
- Likewise, if a test is unsuccessful, we need to review, understand why, and test something new. There was a reason we identified this area for testing, so it may just be that the execution was wrong.

Finally, once we have established why our tests won and the impact they had, this insight can be passed on to the wider business for further exploitation.

The learnings we gain from CRO can be hugely beneficial to the acquisition & retention teams, as well as product development, customer service and much more.

How did we work with D. Louise?

At Customers Who Click we believe in transparency and collaboration.

- With D. Louise we had 1 call every week for the first month
- We then move to a call every 2 weeks once testing begins to discuss the pipeline, any new ideas, and any updates from D. Louise themselves
 - E.g. changes to the team, new tech platforms they are introducing, or new commercials and business models they want to explore.

Not only can we provide insight and advice into these areas, but they may impact testing so its important we're aware.

We use Airtable for our ongoing product management, allowing for a view on which tests are where in the pipeline, but also it allows us to tie our research and testing together to gain an understanding of which types of tests work well, which don't, and which research is contributing to success and growth for D. Louise.

Finally, we connected with D. Louise via Slack for day-to-day comms and any emergencies while email is for anything we don't want to get lost.

As D. Louise are UK based, we also arranged a half-day in-person workshop with them to run through the strategy and discuss some longer-term plans for the business.

What results did we see?

Over the course of 4 months, we ran 14 tests for D. Louise, with an impressive 36% win rate (most testing programs achieve 10-20%).

We achieved this high success rate due to the intense research and planning that goes into our testing.

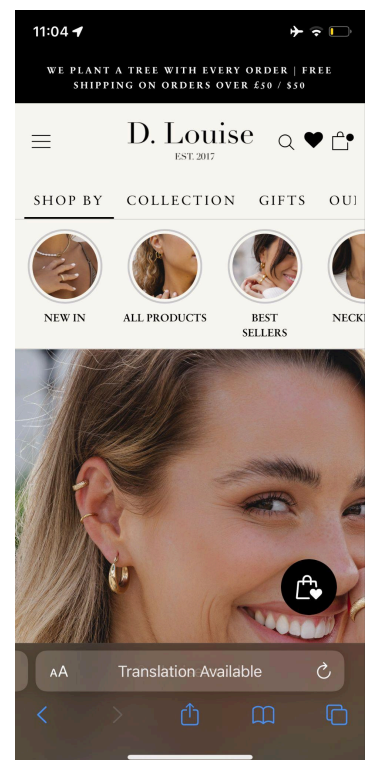
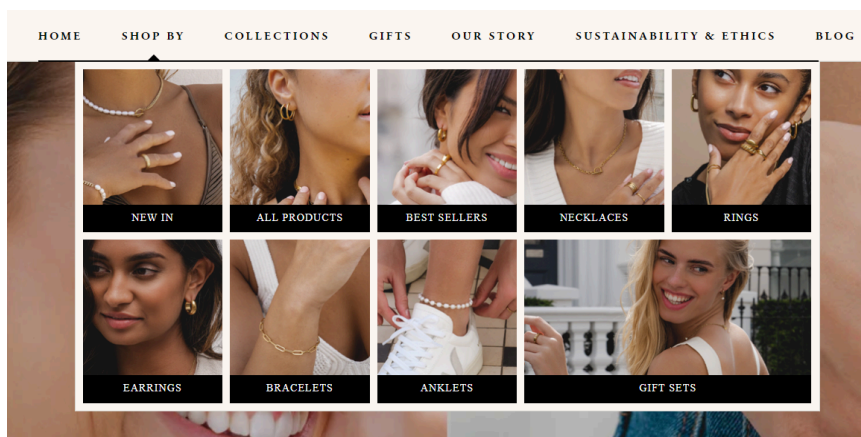
Everything we test is done for a reason, and that reason comes from data and customer feedback, and every test must have 3 solutions outlined for it, this ensures that everything has been carefully thought through.

Overall, our tests generated over \$372,000 in additional annual revenue for D. Louise.

Example Test - Image Based Navigation

One of our most successful tests for D. Louise involved creating an image-based navigation in order to present a richer and more luxurious feel to the website.

As you can see in the image below of the winning variants, we used large thumbnail images to represent each category on desktop, while we used an Instagram story style approach on mobile.



Look and feel is really important in this category. Customers want to feel they're buying luxury, even if they know they're paying £40-50 and not £400-500.

This test alone improved conversion rate by 19.9%.

Conv. %	Impr. %
2.07%	
2.48%	+19.9%
	Sig. 98.6%

Example Test 2 - Why D. Louise?

This was a really exciting test as not only did it introduce justification onto the PDP, but it was done in a very personal manner, with the information about how the jewellery is made being provided by the founder herself.

We introduced a compelling CTA on the product page above the Add to Cart button as this is where a lot of unconvinced visitors drop off. Once clicked, a popup displayed with a message from the founder. It talks about why she started the business, the process they use to create the jewellery, and some key USPs.

DAINTY NECKLACE

★★★★★ (105)

€38,95

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Delivered in 2-3 working days



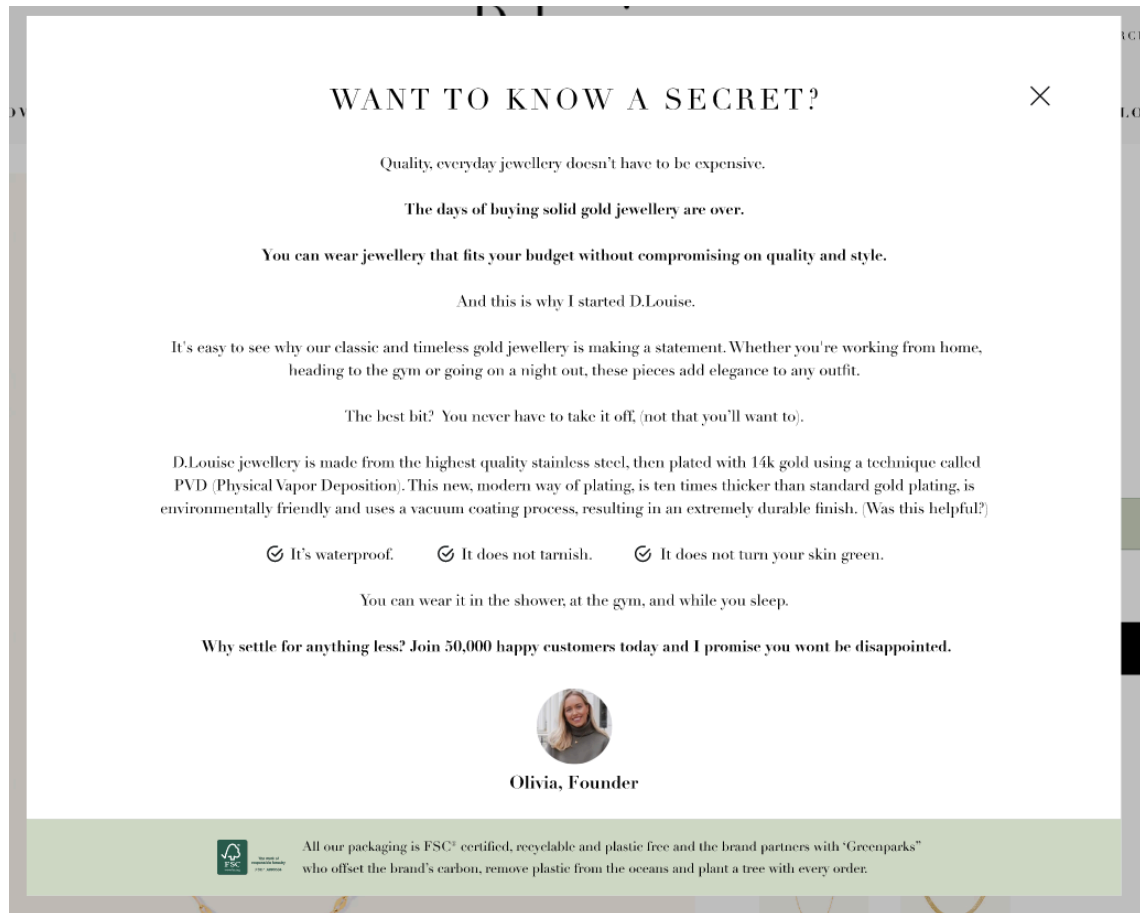
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ADD TO CART

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BUY IT NOW



This test improved conversion rate by 5.7% and AOV by 7.5%

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