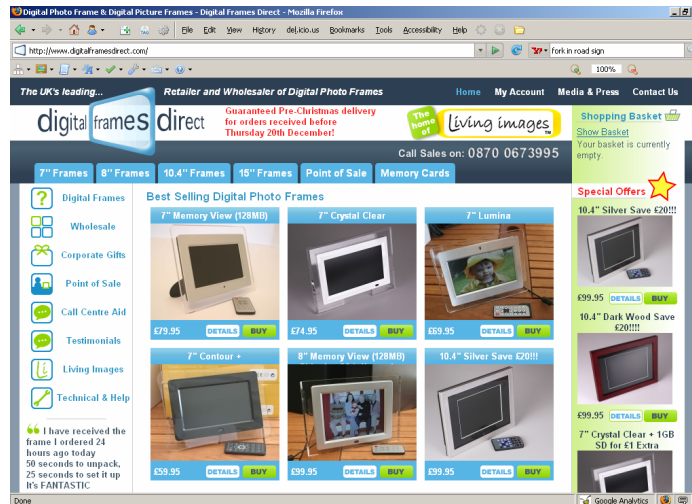


Digital Frames Direct



Objective for the site

To sell digital photo frames and associated accessories.

Challenge

As traffic to the site increases coming into the Christmas shopping period the challenge was to:

- Improve site conversion beyond what would normally have been expected due to the natural uplift for the time of year.
- Reduce cost per sale.

Additionally, objectives needed to be achieved whilst maintaining cost efficiencies in acquiring insight and implementing changes.

Situation

The site was performing well but visitor data from Google Analytics showed that conversion to the site's shopping cart page was in decline. Visitors needed an extra push to drive them forward along the research and acquisition process.

Solution

Using combined insight from funnels created in Google Analytics which showed where the main areas of attrition were and Clickdensity heat maps which showed how visitors were engaging with key pages a set of recommendations was proposed and implemented.

The recommendations were based on common sense usability principals according to visitor needs identified on key pages. They were also proposed according to ease and cost of implementation in order to maximise return on investment.

Results

The work undertaken resulted in a 12% uplift in conversion, twice that for the equivalent period in 2006. The cost of the analysis and the changes to the site was covered by the incremental revenue from the first week alone.