Objective

Being a niche eCommerce website, Flos USA was struggling with the behemoth issue of low checkout conversion rates. Established in 1962 in Merano, Italy, Flos is recognised as a world leading manufacturer of innovative lighting solutions. It exports to more than 70 countries worldwide and has single-brand stores in Rome, New York, United States and Canada. We spoke with Harinder Jaura, chief consultant for VWO Services, about how his team optimized Flos USA’s conversion funnel to boost checkout conversions by 125%, which has in turn resulted in a ROI of 18X for Flos USA.

Solution

In May 2017, Flos USA decided to work with VWO Services since they lacked the expertise to optimize their website. Flos USA’s website was primarily focused around making sure that the buying process was as seamless as possible for their customers. The team wanted to optimize their website in a structured, process-oriented manner, without having to invest in building an in-house team – hence they decided to work with experts from the VWO Services team. For VWO Services team, this translated into the challenge of end-to-end optimization of Flos USA’s website and having a long-term calendar for planned campaigns.

After getting on-board, Harinder, our chief consultant for VWO Services, decided to begin his research with analyzing Flos USA’s website analytics data. Harinder also conducted qualitative visitor research using tools such as heatmaps, scrollmaps, visitor recordings and more to glean deeper, actionable insights. He realized the best course of action would be to optimize for each stage of the journey a typical visitor follows on their website, i.e. Visits to Category Page(s) > Visits to Product Page(s) > Visits to Cart Page(s) > Conversion Rate Uplift. To achieve this, Harinder and his team followed a structured CRO process to help Flos USA optimize conversion rates on their eCommerce store.

With quick execution and strong hypothesis at its backbone, VWO Services has been successfully able to improve Flos USA’s checkout conversion rate by 47% more orders, 86% more revenue in a span of 18 months. These tests were conducted to validate the hypotheses which the team had generated by digging into quantitative data and using qualitative data using VWO.

Here are a few successful campaigns which they implemented at each stage of the conversion funnel:

1. **Cart Page**
   - **Hypothesis:** Keeping only essential information and keeping the header with link to cart page will improve clarity for the user.
   - **Control:** (No Color Swatches)
   - **Variation 1:** (Visible Color Swatches)
   - **Variation 2 (Visible Color Swatches + UI Change for Model selection)**
   - **Conversion Rate Uplift:** Winner: 19.35%

2. **Product Page**
   - **Hypothesis:** Adding a CTA to the listing tiles will increase relevance for the user and lead to more visits.
   - **Control:** (No CTA)
   - **Variation 1:** (CTA)
   - **Variation 2 (CTA + Price)**
   - **Variation 3 (CTA + Price + Description)**
   - **Conversion Rate Uplift:** Winner: 6.77%

3. **Product Listing Page**
   - **Hypothesis:** Changing the Homepage layout to be more focused towards site navigation will improve visibility and make it easy for the user to find the products they need.
   - **Control:** (No CTA)
   - **Variation 1:** (CTA)
   - **Variation 2:** (CTA + Price)
   - **Variation 3 (CTA + Price + Description)**
   - **Conversion Rate Uplift:** Winner: 19.75%

With their optimization roadmap, Harinder and his team have plans to scale and improve Flos USA’s conversion funnel, one test at a time. They continue to push the needle. The team is exceptional in their knowledge and works like an extension of our team doing what the job takes without you having to worry about anything. The fact that communication is clear and they in tandem push us to think differently is a big plus. They handle all the implementation which is amazing so we can move fast. We highly recommend VWO services.