



## CASE STUDY

[thompson-morgan.com](http://thompson-morgan.com)

## SECTOR

Retail (Gardening)

AWA CLIENT SINCE  
2013

# LEADING PLANTS AND SEEDS RETAILER HARVESTS A £1.6M BUMPER CROP OF EXTRA REVENUE

Thompson & Morgan is one of the UK's leading online gardening companies, supplying the nation with high quality flower and vegetable plants, bulbs, seeds, trees and garden supplies.

The website receives millions of visits a year, so even just one percentage increase in Revenue Per Visitor, for example, makes a big contribution to the bottom line.

## No-risk performance-based fee

AWA has been continuously optimising the site since 2013, with a 'no win no fee' agreement that has proved to be rewarding for both companies.

Remuneration comes from a share of additional revenue generated as a result of split tests. Money is paid after sales have come in so there is no risk whatsoever for the client company.

## Partnership of the Year

The success of this unique relationship was recognised when Thompson & Morgan and AWA were jointly awarded 'Partnership of the Year' by the Direct Commerce Association.



*“With AWA  
we’ve seen  
increases in  
conversion and  
it’s been really  
good fun.”*

CLARE DIXEY

Marketing Services Manager  
Thompson & Morgan Ltd

## AT A GLANCE

### Challenge

To accelerate results and add value to the existing in-house CRO programme.

### Method

As the site has high traffic levels, AWA offered a no-risk revenue-sharing partnership.

AWA researches, designs and runs several split tests a year and is paid by a percentage of proven additional sales uplifts.

### Results

AWA's split tests have earned Thompson & Morgan in excess of £1.6m of additional revenue over three years.

The relationship was jointly awarded Partnership of the Year Award by the Direct Commerce Association.

## Accelerated results

Thompson & Morgan picked AWA to help their successful in-house CRO programme blossom. "With AWA we were able to accelerate the rate of testing and deliver more complex tests, across mobile, tablet and PC devices" explained Marketing Services Manager, Clare Dixey. "The agency brings a lot of technical expertise and creative ideas. Our regular Thursday meetings are one of the highlights of my week".



## Revenue sharing pays for itself

AWA designs, launches and manages all the split tests. When one shows a statistically significant uplift, the winner is made live on the site in a way that lets the client measure its impact on an ongoing basis.

The additional revenue this generates, site-wide, is closely monitored, and AWA receives an agreed percentage. To validate the uplift in revenue, the original variation continues to be seen by 5% of visitors.



Are you interested in expert optimisation for your website, that pays for itself, at no risk to you? Please get in touch to find out more or ask us for a proposal.

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