



CASE STUDY

www.dunelm.com

SECTOR

Retail (homewares)

AWA CLIENT SINCE

2015

“THE BEST RESEARCH I’VE SEEN IN MY 15 YEARS IN ECOMMERCE”

Dunelm is one of the UK’s leading home furnishing retailers, with 150 stores and an ambitious programme of store openings.

Home delivery had been identified as a target for growth. Traditionally most focus had been on getting more visitors to the site, but costs were rising and results declining. Conversion Rate Optimisation was the obvious choice to start getting more return on the investment in traffic.

Return on investment

Dunelm turned to AWA to kick start process. Director of Multi-Channel, Ben Harness explained “We had picked most of our low hanging fruit in terms of site changes. We now needed to up the game in terms of real intelligence and real scrutiny in terms of the site and how we can effectively drive that Revenue Per Visitor.”



AWA undertook a major review of the website using 25 in-depth qualitative and quantitative research techniques, including analytics, usability and surveys.

“I was blown away. The research that AWA did was second to none. I would be more than happy to recommend.”

BEN HARNESS

Director of Multi-Channel, Dunelm

AT A GLANCE

Challenge

Create a plan to reverse plateauing conversion rates on the website.

Method

Intensive research and analysis using 25 in-depth qualitative and quantitative techniques.

Outcome

A comprehensive presentation and report showing in detail the weak areas of the website and what to improve.

Results

Armed with the knowledge of WHAT to change and WHY, Dunelm's in-house team achieved extremely positive sales uplifts.

In-depth research

Dunelm were surprised by the depth and breadth of AWA's research which included:

- Analysis of 7,962,681 IBM Digital Analytics (Coremetrics) visitor records
- Analysis of 26,126,009 Google Analytics sessions
- Tracking and visualisation of 80,000 visitor mouse movements
- 15,534 customer email survey responses analysed
- 300 minutes of usability testing,

observing customers using the website and talking to them in real time

- Store visits, talking to customers and staff
- Analysis of 11,015 on-site pop up survey responses
- Plotting and analysing 840 navigation tasks
- Mystery shopping to gain insights into the experience



A great outcome

User journeys for tablet, desktop and mobile highlighted exactly where most visitors were dropping out, while surveys and actual quotes from numerous customers helped shed light on why, which put Dunelm in a strong position to create an effective in-house CRO programme.

Ben Harness said, "It was excellent. That then informed the plan. We had some targets at the start, we tested what we wanted, achieved our plan and had a great outcome from it. All in all, it was very smooth and very positive. I'd be more than happy to recommend and to advocate the work that AWA had done for Dunelm."

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