



CASE STUDY

www.ipsluk.co.uk

SECTOR

Home improvements

AWA CLIENT SINCE
2016

HOME IMPROVEMENTS FIRM GETS BIG RESULTS FROM AN UPDATED HOME PAGE

IPSL Ltd is the UK's leading supplier of interior wall cladding for hospitals, restaurants, schools, prisons and private homes. The website serves the trade as well as domestic customers.

First analysis of the customer journey identified the home page as an area ripe for optimisation. Heat-maps showed that a large carousel of changing images was receiving little attention, while usability research with live users revealed that there were issues around quality, trust, delivery and product knowledge.

Creating a winning home page

Armed with this information the AWA optimiser changed the moving carousel to a single static image and added key product information and tailored reviews.



Old home page



New home page

Split testing showed that the new variation of the page yielded an 18% increase in site-wide Revenue Per Visitor (RPV). When we looked at the figures in more detail, one important segment really stood out because it performed especially well. 'Previous Customers' were now spending twice as much if they saw the new variation of the web page rather than the old one. This not only made a huge difference to revenue, but also helps build long-term brand loyalty.

“We’ve never had such a big spike in sales. It’s made a huge difference to our business.”

ALAN MATCHETT
Managing Director, IPSL Ltd

AT A GLANCE

Challenge

This was the first time CRO had been used on the website, so all opportunities needed to be investigated.

Method

Full CRO programme, with in-depth research and analysis, prioritising issues, developing new web pages to test.

Outcome

A new home page and new Product Page were developed and split tested.

Results

18% site-wide uplift in Revenue per Visitor for the new home page, and 126% in the returning visitors segment.

8% site-wide uplift in Revenue per Visitor for the new variation of the Product Page.

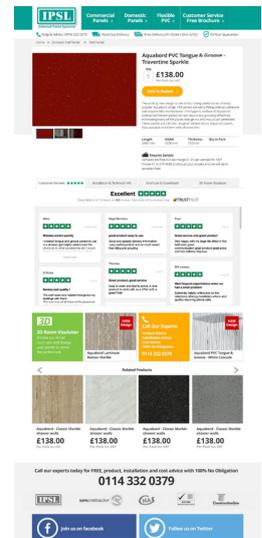
Customer journey analysis had revealed an unusually high drop off rate from the product page. Research showed that visitors had a lot of unanswered questions about which products they needed and how to install them.

Profitable new Product Page

A new Product Page was developed showing all the trims, fixings and sealants needed for installation. Concise, clear instructions were professionally written by a specialist copywriter. Exposure was also given to a kit which comes with everything included.



Original Product Page



Successful new variation Product Page

Visitors responded well to the new Product Page, buying an average of 9% more items, and spending 4% more which led to an 8% uplift in site-wide revenue. Also striking was the huge increase in customers checking out rather than abandoning their basket, which went up by 26%.

Results on the bottom line

CEO Alan Matchett said, "It was a fantastic experience working with AWA, and I'm delighted to see the results on the bottom line. They really went above and beyond to understand what the customer is really thinking and create the new web pages that help them buy what they need. We will be working with AWA for a very long time."

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